

# Updating Serbia's protection for innovation

*Serbia has a long tradition in the field of protection of intellectual property rights. It was one of the eleven founders of the Paris Union that formalised the modern system for industrial property protection in 1883. Serbia set up its Administration for the Protection of Industrial Property in 1920, and that is now, after several name changes, the Intellectual Property Office of the Republic of Serbia. The EU has been helping to refine and update its methods to match modern conditions.*

## A REMINDER OF WHY PROTECTION OF INTELLECTUAL PROPERTY RIGHTS MATTERS

Infringements of intellectual property rights – particularly in piracy and counterfeiting – have grown globally in recent years, posing a threat to innovators and to the economy of modern states and to consumers. That is why the EU has established an education and information centre in Serbia that helps inventors and enterprises to protect their creations and raises awareness among the public and professionals about the importance of intellectual property.

The centre offers support, advice and training to researchers, inventors, universities, businesses, and citizens. Experts from the centre have been explaining how protecting intellectual property can preserve companies' competitive advantage, expand sales in foreign markets, and encourage innovation and research. The centre has also developed services tailored to meeting the needs of smaller firms.

Nearly 200 training events took place during the project, reaching some 5,500 participants. Training of staff in the institutions that combat counterfeiting and piracy in Serbia has helped to strengthen capacity for enforcement of intellectual property law in Serbia. The centre introduced new services for smaller firms, including a form of early diagnosis of potential intellectual property. So far the centre has provided 40 of these diagnoses, and it is meeting 200 information requests a month. Its website receives around 300 visits per day.



## Instrument for Pre-accession Assistance (IPA)

IPA – AN INVESTMENT IN EUROPE. AN INVESTMENT IN PUBLIC ADMINISTRATION REFORM.

At the same time, the project generated new levels of co-operation between the country's Intellectual Property Office and enforcement institutions – courts, prosecutors, police, customs and market inspectorates. The Office also created a network in Serbia that included co-operation agreements with the Serbian Chamber of Commerce and 11 regional chambers of commerce, as well as with universities teaching

intellectual property. A new technology transfer centre was created at the University of Belgrade as part of the project.

Serbia has significantly improved its approach to the protection of intellectual property – and in so doing has moved one step further towards future EU membership.

### PROJECT DETAILS –

Support to the establishment of the Education and Information Centre of the Intellectual Property Office

#### Partners:

European Patent Office  
Intellectual Property Office of Serbia

#### Total cost in €:

2.2 million

#### EU Contribution in €:

2 million (90%)

#### Start date:

February 2009

#### End date:

August 2012

#### Results:

An operational Education and Information Centre for Intellectual Property, promoting intellectual property rights and raising public awareness; improved co-operation with enforcement institutions; a network of Intellectual Property stakeholders in Serbia; new teaching modules on Intellectual Property

#### Techniques:

Building and renovation of the facilities for the Education and Information Centre for Intellectual Property; equipment purchase; technical assistance and provision of expertise; capacity building activities; information and communication activities

#### Project website:

[www.zis.gov.rs](http://www.zis.gov.rs)

