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SLOVENIAN INTELLECTUAL
PROPERTY OFFICE

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

LJUBLJANA CHAMBER
OF COMMERCE AND INDUSTRY

WIPO NATIONAL SEMINAR ON THE MANAGEMENT OF INTELLECTUAL PROPERTY RIGHTS (IPRs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Slovenian Intellectual Property Office (SIPO)

and
the Ljubljana Chamber of Commerce and Industry

Ljubljana, Slovenia, November 6, 2009

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, November 6, 2009

9.00 – 9.30 Registration

9.30 – 10.00 OPENING CEREMONY

Welcome addresses by:

Ms. Marta Turk, President,
Ljubljana Chamber of Commerce and Industry, Ljubljana

dr. Jurij Žurej, Acting Director,
Slovenian Intellectual Property Office (SIPO), Ljubljana

Mrs. Biserka Strel, Head,
Section for Central European, Baltic States and Mediterranean Countries,
Division for Certain Countries in Europe and Asia, World Intellectual Property
Organization (WIPO), Geneva

10.00 – 10.30 Support Activities for Innovations: Experience of Slovenia, Presentation of the
Network for Innovations

Speaker: Ms. Marta Turk

10.30 – 10.45 Coffee Break

10.45 – 11.30 National Intellectual Property (IP) Strategies and the Use of Intellectual
Property Rights (IPRs) in Countries in Transition

Speaker: Mrs. Biserka Strel

11.30 – 12.30 The Role of the Intellectual Property (IP) Office Using Modern Management
Methods and Concepts

Speakers: Mr. Ron Marchant, IP Expert, Torfaen, United Kingdom

Mrs. Biserka Strel

12.30 – 14.00 Working Lunch

14.00 – 14.45 Innovation Challenges and Solutions in Countries in Transition

Speaker: Mr. Ron Marchant

- 14.45 – 15.30 Promotion and Commercialization of Inventions and Research Results
Speaker: Mr. Ron Marchant
- 15.30 – 15.45 Coffee Break
- 15.45 – 17.00 Panel Discussion – Country Experience in Franchising: Needs, Expectations and Best Practices
Moderator: Mrs. Biserka Strel
Panelists: The representatives of the Slovenian Franchise Association, Ljubljana
The representatives of franchising providers – franchisors and specialists dealing with franchising issues, lawyers and advisors. (Speakers to be nominated by SIPO and Ljubljana Chamber of Commerce and Industry)
- 17.00 – 17.30 CONCLUDING SESSION AND CLOSING CEREMONY