

EU 13 Roadshow 24 October Novi Sad

Empowering Innovation: The Strategic Value of IP

Naučno-tehnološki park
Fruškogorska 1, Novi Sad
Room 1

PROGRAMME

10:00 - 10:15	Welcome EEN Serbia, <i>Marija Stanču Mirosavljev</i> European IP Helpdesk, <i>Ivana Vuka</i>
10:15 - 12:15	IP commercialization and IP as a business asset , <i>Smiljka Vikić-Topić</i> , <i>European IP Helpdesk</i> National vs European vs PCT patent application – when, how and why? , <i>Daniela Zlatić Šutić</i> , <i>PATLIB centre - Intellectual Property Office of the Republic of Serbia</i> Q&A
12:15 - 12:45	Coffee break
12:45 - 13:45	Panel with case studies and success stories <ul style="list-style-type: none">• Eco Hive d.o.o., <i>Nikola Teomirović</i>• Smart Grid Solutions d.o.o., <i>Prof Boris Antić</i>• HerbELixa d.o.o. and FeJuice d.o.o., <i>Prof Marija Lesjak</i>• Dr. Knight, <i>Tamara Čolić Milosavljević</i>

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13:45 – 14:00	<p>The European IP Helpdesk as an actor in the EU innovation support landscape, <i>Ivana Vuka, European IP Helpdesk, Tamara Čolić Milosavljević, European IP Ambassador</i></p> <ul style="list-style-type: none"> • Introducing the European IP Helpdesk • Target groups • Core activities/services • Support on local level
14:00 – 15:00	<p>Pitch Panel: Innovation supporting services and how you can get supported</p> <ul style="list-style-type: none"> • Support services of the EEN, <i>dr Vesna Rasković Depalov, EEN Serbia</i> • Support Services of State Intellectual Property Office and PATLIB centre support services, <i>Saša Zdravković, Intellectual Property Office of the Republic of Serbia</i> • EIT Communities' InfraBooster, <i>Prof Jasna Mastilović, Bisense institute/EIT</i> • International IP SME Helpdesks, <i>Ivana Vuka, European IP Helpdesk</i> • Impact licencing Initiative and Horizon Results Booster, <i>Smiljka Vikić-Topić, Research and Innovation Services d.o.o.</i> <p>Q&A</p>
15:00 – 16:00	<p>Networking and lunch</p>