



# Economic and Social Council

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## Economic Commission for Europe

### Committee on Economic Cooperation and Integration

#### International Conference on the Commercialization and Enforcement of Intellectual Property

Moscow, 6 – 8 October 2010

### Information notice

#### Note by the secretariat

## I. Introduction

1. When discussing its Programme of Work for the period 2009-2010 at its third session held on 3-5 December 2008, the Committee on Economic Cooperation and Integration (CECI) of the United Nations Economic Commission for Europe (UNECE) “invited the secretariat to continue its demand-driven capacity-building activities.”<sup>1</sup> In accordance with this request, and after consultations with the members of the Russian Federation in the UNECE Team of Specialists on Intellectual Property (TOS-IP) and other stakeholders in the Russian Federation, it was agreed to hold an International Capacity-building Conference on the Commercialization and Enforcement of Intellectual Property in Moscow, Russian Federation, from 6 to 8 October 2010. The Conference is expected to attract particularly participants from the Russian Federation and neighbouring countries.

2. This Information notice provides details regarding the organization and participation in the above-mentioned International Conference, which will be organized in cooperation with the All-Russian Association of Small and Medium-sized Enterprises (OPORA), Rospatent, and the United States Patent and Trademark Office.

## II. Objectives and scope

3. The mandate of TOS-IP is to build “up local innovation systems, to help in commercializing intellectual property (IP), to improve the investment environment in creative, innovative and high technology industries in the UNECE region” and to “aim at facilitating the effective regulatory protection and enforcement of intellectual property rights and strengthening their role in innovative development.” Accordingly, TOS-IP has

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<sup>1</sup> ECE/CECI/2008/2, paragraph 32(k).

been following a two-pronged approach covering a variety of issues grouped under two broad themes, which can be labelled “intellectual property (IP) commercialization” and “intellectual property rights (IPR) enforcement”. This two-pronged is motivated by the following consideration. On the one hand, IPRs have little commercial value and hence cannot drive innovation, unless they can be enforced reliably and cost-effectively. On the other hand, it can be difficult for governments to commit adequate resources to the IPR enforcement effort, unless there is at least the prospect for IP-driven innovation to make a significant contribution to national economic development.

4. Innovation is a key driver of economic development. A balanced system of reliable, affordable intellectual property rights is a key component of successful national innovation systems. However, modern innovation processes are increasingly international in nature. Leading global innovative companies have recognized that they can dramatically reduce the costs and increase the speed of innovation by opening up their innovation processes to involve domestic and foreign research organizations and enterprises as partners. What is true for companies, is also true for countries. In order to raise their innovative capacity and to maximize the benefits of international knowledge and technology transfer, they need to create legal, regulatory and policy frameworks that enable their own research organizations and companies to become a part of international open innovation processes. This poses specific challenges for IP policies and for IP management at the level of research organizations and innovative companies.

5. At the same time, the increasingly international nature of research, development, production and marketing of knowledge-intensive goods and services has given rise to significant problems with the international IPR infringements, and therefore poses challenges for international cooperation on the enforcement of IPRs.

6. The Conference will discuss policies and programmes to support the effective use of IPRs in innovation and to strengthen their enforcement, with a particular emphasis on the international dimension of both issues. The Conference will involve both learning components and elements of knowledge sharing and discussion of good practices among participants.

7. On the commercialization of IP, topics to be covered include:

- (a) national innovation and IP strategies;
- (b) IP commercialization strategies and management of IPRs in public research organizations (PROs) and research and development cooperation;
- (c) regulation of IPR ownership in public research organizations and in research and development (R&D) cooperation;
- (d) identifying intellectual property of PROs and its potential for knowledge transfer, as well as aligning the latter with other priorities, such as fundamental research, teaching and fund-raising;
- (e) international aspects of IPR management in cross-border R&D cooperation;
- (f) templates and toolkits for managing IPR in PROs;
- (g) the enforcement of IPRs resulting from R&D cooperation;
- (h) ways and means of reducing barriers to communication between academia and industry aimed at creating a better common understanding of the issues related to commercialization of research results;
- (i) overcoming barriers to the cooperation between PROs and innovative small and medium-sized enterprises (SMEs);

(j) IPR management for SMEs, including international protection and exploitation strategies, and policies to support these; and

(k) good practices on IPR legislation to attract foreign direct investment (FDI) and R&D cooperation.

8. On the enforcement of IPRs, topics to be covered include:

(a) border measures against counterfeits and pirated goods;

(b) controlling trans-shipments;

(c) supply chain integrity;

(d) internal market surveillance;

(e) health and safety hazards of counterfeits; and

(f) “vicarious” liability of intermediaries, such as internet service providers, international carriers or owners of markets where counterfeits are being offered.

9. In its concluding session, the participants will share with each other the main results of their discussions on commercialization and on enforcement. The general discussion will provide an opportunity to reflect on the linkages between policies and programmes to facilitate the commercialization of intellectual property and policies and programmes to make the enforcement of intellectual property rights more effective. The discussions may result in practical recommendations to government bodies dealing with the commercialization or enforcement of intellectual property and may result in concrete proposals for future cooperation between and among participants in capacity-building and training activities in these areas.

### **III. Organization**

10. The International Conference will take place on 6 - 8 October 2010. On 8 October, there will be a study tour visiting organizations and facilities relevant to the topics discussed at the Conference.

11. The registration of participants will start on 6 October at 8.30. The Conference will begin at 9.30 on the same day and finish on 8 October at 10.30, followed by the study tour until 13.30. The Conference will be organized into an opening plenary session; a series of parallel working sessions, and a plenary closing session reporting on the results of the discussions in the parallel sessions (Annex II).

### **IV. Participation**

12. Participation is open to interested parties from UNECE member countries and other Member States of the United Nations, representatives of United Nations specialized agencies and international organizations participating in the activities of UNECE. Broad participation of government officials, private sector, and academia is welcome.

13. Governments are invited to inform national entities dealing with the above issues on the International Conference to ensure participation of national experts with relevant expertise, including national intellectual property offices, government ministries dealing with innovation, economic development and law enforcement, judges and prosecutors specializing in intellectual property cases, police and customs authorities, law firms specializing in intellectual property, public research organizations, innovative companies and their trade associations, and other relevant organizations.

## **V. Conference fee**

14. No conference fee is charged for participation in the International Conference. Travel and accommodation expenses are expected to be borne by the participants.

## **VI. Passports and visas**

15. All participants should be in possession of a valid passport, with an entry visa (if required) which can be obtained from the diplomatic representation of the Russian Federation in their country of residence. It is advisable to make such visa applications well in advance of the date required.

## **VII. Preliminary registration**

16. Interested parties are invited to fill in the attached Registration Form (Annex I) and return it by **22 September 2010** at the latest to the following addresses:

Mr. Ralph Heinrich  
Room 453, ECID, UNECE  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Fax: (+4122) 917 01 78  
E-mail: [ralph.heinrich@unece.org](mailto:ralph.heinrich@unece.org)

## **VIII. Documentation**

17. UNECE Member States, intergovernmental and non-governmental organizations, companies and individual experts are invited to prepare papers for presentation at the International Conference.

18. By 22 September 2010, the secretariat should receive papers for presentation in English, French or Russian. The secretariat encourages submission of papers in electronic format, preferably by e-mail. The documentation for the International Conference and Capacity-building Seminar can be consulted at the CECI web site at the following address: <http://www.unece.org/ceci/ip.html>. A limited number of paper copies will also be available in the meeting room. Papers will be circulated in the language of submission. The updated Provisional Programme of the Conference will be circulated to the registered participants about one week before the event.

## **IX. Interpretation and visual aids**

19. Simultaneous interpretation in English and Russian, facilities for projecting slides, as well as computer facilities for computer-aided presentations (e.g. Power Point) will be provided.

## **X. Travel and hotel reservations**

20. Participants are requested to make their own hotel and travel arrangements to and from Moscow.

## **XI. Further information**

21. Further information on the International Conference can be obtained from:

Mr. Ralph Heinrich  
Economic Affairs Officer  
ECID, UNECE  
Tel.: (+4122) 917 12 69  
Fax: (+4122) 917 01 78  
E-mail: [ralph.heinrich@unece.org](mailto:ralph.heinrich@unece.org)

## Annex I

### Registration form

This form should be filled in and returned as soon as possible but not later than **22 September 2010** to:

Mr. Ralph Heinrich  
Room 453, ECID, UNECE  
Palais des Nations  
CH-1211 Geneva 10  
Switzerland  
Fax: (+4122) 917 01 78  
E-mail: [ralph.heinrich@unece.org](mailto:ralph.heinrich@unece.org)

(Please type or write in block capitals in **English**)

Family name (Mr., Ms.):

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First name:

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Nationality:

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Professional position:

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Representing Government, international organization or company:

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Professional address:

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Telephone (please include country and city codes):

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Telefax (please include country and city codes):

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E-mail address:

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## Annex II

## PROVISIONAL PROGRAMME

International Capacity-building Conference on the Commercialization  
and Enforcement of Intellectual Property

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 Wednesday, 6 October 2010
 

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<b>8.30 – 9.30</b>	<b>Registration of participants</b>
<b>9.30 – 10.00</b>	<b>WELCOMING ADDRESSES</b>  OPORA Russia  Rospatent  United States Patent and Trademark Office  UNECE secretariat
<b>10.00 – 11.30</b>	<b>OPENING PLENARY SESSION. The Role of Intellectual Property in Knowledge-based Development and Economic Integration</b>
<b>11.30 – 13.00</b>	<b>PARALLEL SESSIONS</b>  <b>Enforcement Segment</b>  Introduction by UNECE  Session 1 <i>International and Regional Perspectives</i>  <b>Commercialization Segment</b>  Introduction by UNECE  Session 1 <i>International Intellectual Property Management: Challenges and Opportunities of Open Innovation Across Borders</i>
<b>13.00 – 14.30</b>	<b>Lunch break</b>
<b>14.30 – 18.00</b>	<b>PARALLEL SESSIONS (continued)</b>  <b>Enforcement Segment</b>  Session 2 <i>National Perspectives</i>  <b>Commercialization Segment</b>  Session 2 <i>Managing Intellectual Property in Research Cooperation: Challenges and Opportunities for Public Research Organizations</i>

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*Thursday, 7 October 2010*

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- 10.00 – 13.00**      **PARALLEL SESSIONS** (continued)
- Enforcement Segment**
- Session 3    *Business Perspectives*
- Commercialization Segment**
- Session 3    *Intellectual Property Management for Innovative Companies*
- 13.00 – 14.30**      **Lunch break**
- 14.30 – 18.00**      **PARALLEL SESSIONS** (continued)
- Enforcement Segment**
- Session 3    *Business Perspectives (continued)*
- Commercialization Segment**
- Session 3    *Intellectual Property Management for Innovative Companies (continued)*
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*Friday, 8 October 2010*

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- 9.30 – 10.30**      **CLOSING PLENARY SESSION. Reports from the Parallel Sessions and General discussion**
- 10.30 – 13.30**      **Study tour of agencies and facilities of relevance to the topics discussed at the Conference**
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