



IP Academy

2023



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The Memorandum



On the 9th of October, 2019 there was a signing of MEMORANDUM

on mutual understanding on the establishment of the National Training Center for Intellectual Property in Ukraine (The IP Academy) between the World Intellectual Property Organisation and the Ministry of Economic Development.

with the aim of:

- raising respect for intellectual property in Ukraine, as well as around the world;
- enhancement and raising of personnel capacity in the field of intellectual property;
- fostering social, cultural and economic development.





The Ideology, mission and values of the IP Academy

The ideology:

Creating possibilities for life-long acquisition of knowledge on intellectual property to increase literacy and develop a culture in the field of intellectual property, awareness of creators' rights and facilitate the improvement of Ukraine's ranking in the Global Creativity Index.

Mission:

- popularisation of knowledge on intellectual and creative pursuits;
- enlightening in the field of intellectual and creative pursuits;
- training, retraining and professional advancement of specialists in the intellectual property field;

Values:

- shaping and developing of a culture of respect for intellectual property;
- continuous development and acquisition of knowledge on intellectual property within a lifetime.





Cooperation with the WIPO Academy of Intellectual Property: projects

the aim of cooperation:

to be the leading platform in Ukraine for lifelong teaching of everyone on intellectual property, increasing literacy and developing intellectual property culture, awareness of creators' rights and promoting Ukraine's ranking in the Global Creativity Index

The cooperation is being implemented through participation in the events/projects of the WIPO IP Academy of Intellectual Property and holding events with its support, etc.

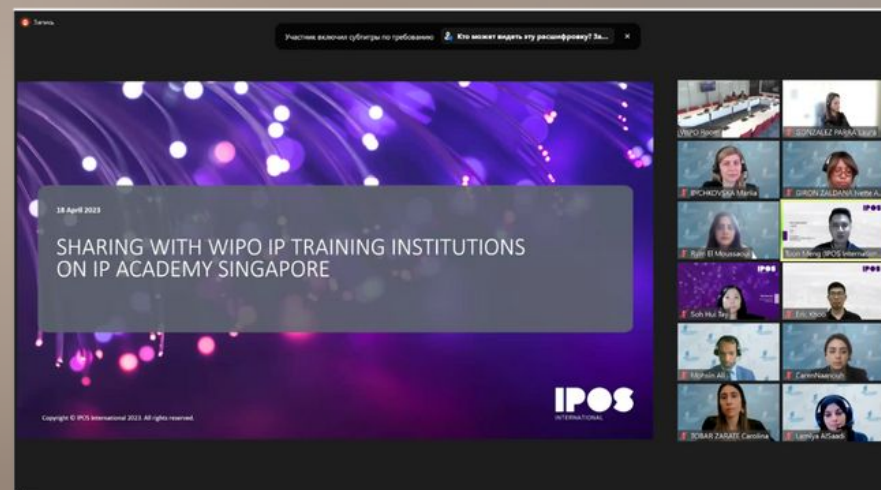




✓ The virtual special session organised by the WIPO Academy of Intellectual Property and the IP Academy Singapore (18.04.2023)

During this session, jointly with the team of **IPOS International**, the **IP Academy Singapore**, the participants of the online meeting considered the issues of providing effective intellectual property training, professional development programs at the national and regional levels and outlined the current trends in the development of intellectual property and innovation.

The experience of the IP Academy Singapore on training in the management of intangible assets and intellectual property in the context of risk mitigation, efficiency improvement and creation of social and economic value are extremely useful and progressive cases received by the team of the Department "Intellectual Property Academy" of UANIPIO from Singaporean colleagues, which will certainly bring a significant contribution to the collective endeavor.





✓ The Roundtable of Intellectual Property Training Centers on the topic “Women and Education in the Intellectual Property Field” (04.05.2023)

The event was organised by the **World Intellectual Property Organisation** with the aim of bringing together partner institutions to share experiences and discuss local initiatives and experiences in IP training and skills development for women.

In the course of the event, the representatives shared their experience in organising education for women in the intellectual property field, talked about the best practices in conducting effective training and awareness-raising programs on intellectual property for women.





✓ **A two-day training on copyright within the framework of the WIPO-supported Project on Intellectual Property Knowledge Development for women representatives of the visual arts sector of Ukraine "Women and Intellectual Property: Catalyst for Innovation and Creativity"** (27.04.2023-28.04.2023)

The event was organised by the Department "Intellectual Property Academy" of the Ukrainian National Office for Intellectual Property and Innovations with the support of the World Intellectual Property Organisation to highlight topical issues and raise awareness of intellectual property issues for women representatives of the visual arts sector, in particular, fine arts and photography.

Eleonora Rosati

Liubov Maidanyk

Тренінг з авторського права
в рамках Проєкту з розвитку знань з інтелектуальної власності
для жінок - представниць сектору візуального мистецтва України

IP ACADEMY
#WorldIPday

27-28 квітня | 11.00-13.00





✓ The training course "Intellectual Property and Emerging Technologies" organised with the support of the WIPO Academy of Intellectual Property (28.08.2023 - 30.08.2023)

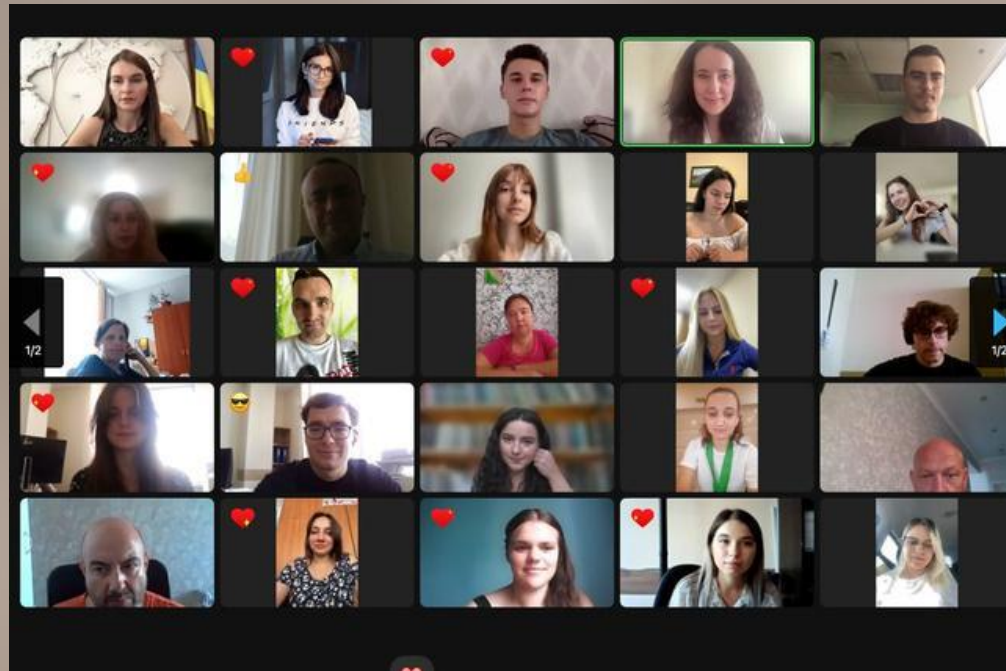
The event was organised by the Department "Academy of Intellectual Property" of UANIPIO with the support of the World Intellectual Property Organisation for students of the Master's degree in Law, with the purpose of providing the participants with the necessary knowledge and skills on the latest technologies and related issues of intellectual property rights protection.

47

participants

33

certificates

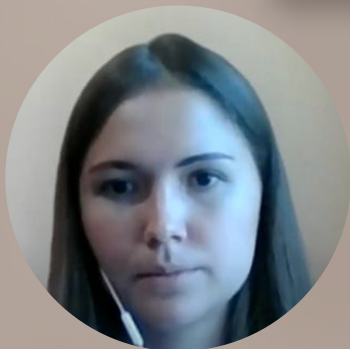




✓ The training course "Intellectual Property and Emerging Technologies" organised with the support of the WIPO Academy of Intellectual Property (28.08.2023 - 30.08.2023)

28.08.2023

"INTELLECTUAL PROPERTY AND ARTIFICIAL INTELLIGENCE"



Speaker: Kateryna Militsyna,
Max Planck Institute for Innovation and Competition

29.08.2023

"INTELLECTUAL PROPERTY AND INTERNET OF THINGS (IOT)"

speaker: Andres Guadamuz,
University of Sussex



30.08.2023

"INTELLECTUAL PROPERTY AND THE METAVERSE"



speaker: Anastasiya Kyrlylenko,
Catholic University of Portugal





✓ The training course “Trademarks in the virtual world” organised with the support of the WIPO Academy of Intellectual Property (11.09.2023, 13.09.2023, 15.09.2023, 18.09.2023, 20.09.2023, 22.09.2023)

The training course was organised with the support of the Academy of the World Intellectual Property Organisation and intended for professionals who have received /are receiving education in the field of intellectual property and have experience in the field of intellectual property, but not more than 2 years.

81

participants

64

certificates





The training course “Trademarks in the virtual world” organised with the support of the WIPO Academy of Intellectual Property (11.09.2023, 13.09.2023, 15.09.2023, 18.09.2023, 20.09.2023, 22.09.2023)

WIPO ACADEMY SPEAKERS



Giedrė Rimkūnaitė-Manke



David Musker

UANIPIO SPEAKERS



Mykola Pototskyi



Halyna Drobna



Tetiana Babenko



Dmytro Kondyk



Natalia Pecherytsia

NATIONAL EXPERTS



Yuliia Prokhoda



Maksym Popov



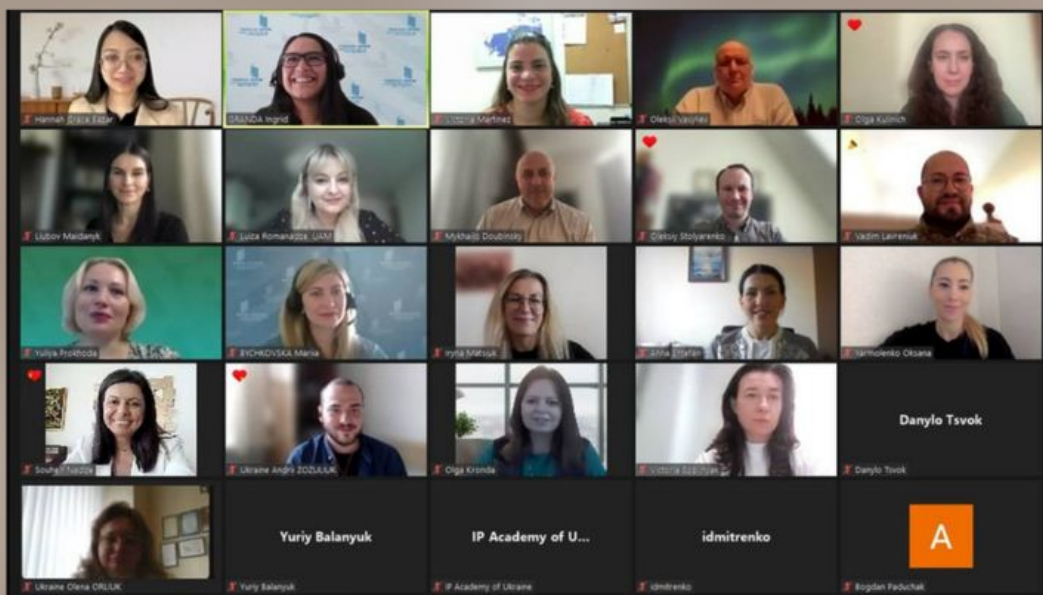


✓ **Conducting the 4th module "Advanced Teaching Methodologies". Completion of the training of trainers for the National Intellectual Property Training Center, organised with the support of the WIPO Academy of Intellectual Property (25.09.2023 - 06.10.2023)**

From 2020 to 2023, the training program for trainers for the National Intellectual Property Training Center was held. During this period, the participants of the training program successfully completed four modules: «Basic Teaching Methodologies», «Intellectual Property Management and Innovation», «Collective Management of Copyright and Related Rights», «Advanced Teaching Methodologies».

24

certified trainers





The training course "Maximizing Commercialization Opportunities: Technology Transfer in Universities and Research Institutions", organised with the support of the WIPO Academy of Intellectual Property (13.11.2023, 15.11.2023, 17.11.2023, 20.11.2023, 22.11.2023)

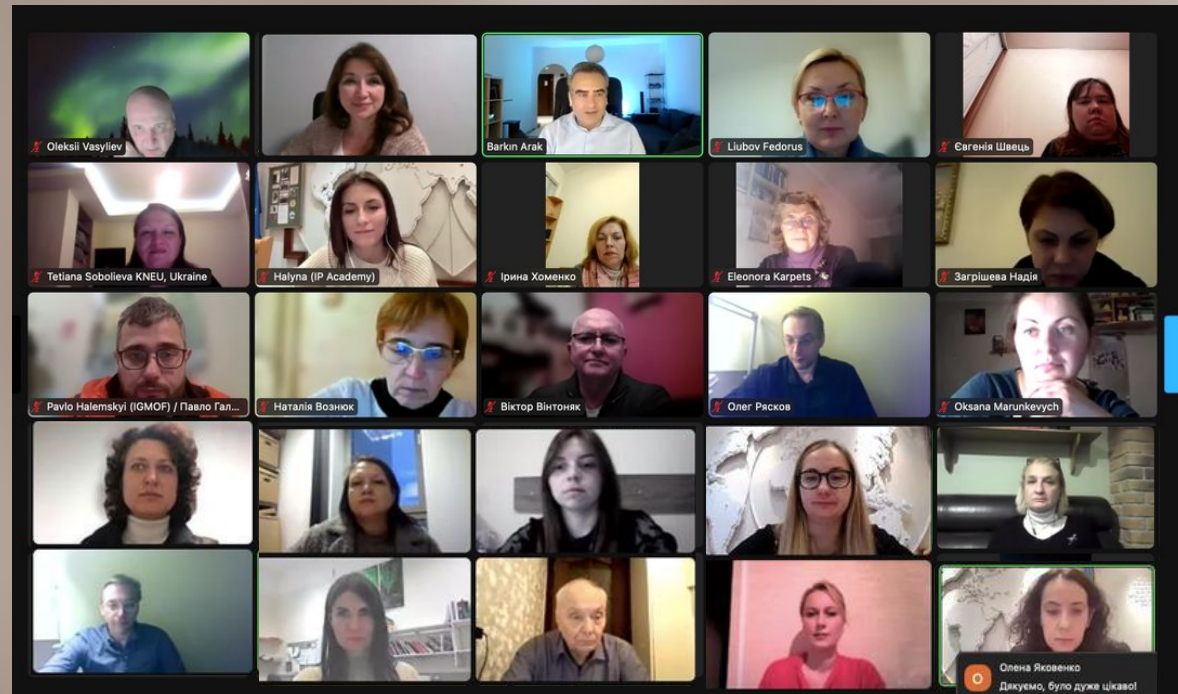
The training course is organised with the support of the WIPO Academy of Intellectual Property and is intended for Technology Transfer Managers of universities and research institutions, employees of technology transfer offices, employees of TISC, employees of patent and licensing departments, etc.

55

participants

47

certificates





The training course "Maximizing Commercialization Opportunities: Technology Transfer in Universities and Research Institutions", organised with the support of the WIPO Academy of Intellectual Property *(13.11.2023, 15.11.2023, 17.11.2023, 20.11.2023, 22.11.2023)*

WIPO ACADEMY SPEAKERS



Anji Miller



Aral Barkin Arak



Omer Hiziroglu

UANIPIO SPEAKERS



Olena Orliuk



Maryna Zenova

NATIONAL EXPERTS



Yuriy Kapitsa





The Project

"34 Poles of Creativity: Copyright in the Creative Industries"



the aim of the project:

to meet the demand of representatives of the creative industries for understanding, correct interpretation and application of the provisions of the legislation governing relations in the intellectual property field

The project is being implemented jointly with the Department of Economic Creative Sectors Development via a series of meetings with creative industry representatives.





6

meetings

565

participants

- ✓ Copyright and related rights in archival field (16.01.2023)
- ✓ Copyright and related rights in museum field (07.03.2023)
- ✓ Copyright and related rights in library field (17.05.2023)
- ✓ Copyright and related rights in theatre field (25.08.2023)
- ✓ Intellectual property protection in in jewelry field (20.09.2023)
- ✓ Implementation of the Marrakesh Treaty and its impact on library field (02.11.2023)





The project

«IP TIPS: a checklist for the representatives of the creative and innovation sectors»



the aim of the project:

raising awareness about Ukrainian intellectual property law for specific sectors of the economy.

The checklists are formed based on the results of the events held in the project “34 Poles of Creativity: Copyright in the Creative Industries”.

The project is being implemented via the creation of checklists that include topical questions from creative industry representatives and answers to them.





3

**series of
checklists**

78

**answers and
questions**





Copyright in museum field

- ✓ 1. "Observance of copyright while using museum exhibits" (23.03.2023)
- ✓ 2. "Copyright on works of researchers, works for hire and works created by order" (29.03.2023)
- ✓ 3. "Digital technologie in museum field" (09.08.2023)
- ✓ 4. "Peculiarities of using photos and videos" (16.08.2023)

Copyright in library field

- ✓ 1. «Copyright compliance» (19.07.2023)
- ✓ 2. «A digital environment» (19.07.2023)

Copyright in the field of arts and art education

- ✓ 1. «Education for artists and the emerging technologies» (07.09.2023)
- ✓ 2. «Emergence and distribution of copyright» (19.09.2023)
- ✓ 3. «Certain aspects of the exercising of property copyright» (22.09.2023)





The project

“Case law of the Court of Justice of the EU”



the aim of the project:

conveying to the professional community the content of certain judgments of the EU Court of Justice that are relevant to the national regulation of intellectual property law.

The project is being implemented by translating into Ukrainian and commenting on certain judgments of the EU Court of Justice relating to recent changes in intellectual property legislation in order to better comprehend the essence of certain provisions of the EU Court of Justice judgments and certain EU Directives.





3

categories of
judgments

16

judgments of the
EU court of Justice

16

summaries of judgements
of the Court of Justice of
the EU





The category of cases:
"The resale right"

- ✔ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-41/14 of 26 February 2015 (Christie's France) *(13.03.2023)*
- ✔ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-518/08 of 15 April 2010 (Fundación Gala-Salvador Dalí) *(13.03.2023)*

The category of cases:
"Originality, the notion of work"

- ✔ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-05/08 of 16 July 2009 (Infopaq International A/S) *(16.03.2023)*
- ✔ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-145/10 of 1 December 2011 (Eva-Maria Painer) *(19.04.2023)*
- ✔ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-683/17 of 12 September 2019 (Cofemel) *(04.05.2023)*
- ✔ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-604/10 of 1 March 2012 (Football Dataco Ltd) *(25.05.2023)*





The category of cases:
“Originality, the notion of work”

- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-406/10 of 2 May 2012 (SAS Institute Inc.) *(02.06.2023)*
- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-310/17 of 13 November 2018 (Levola Hengelo BV) *(14.06.2023)*
- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-833/18 of 11 June 2020 (SI, Brompton Bicycle Ltd) *(28.06.2023)*

The category of cases:
“Bringing to the public’s attention”

- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-306/05 of 7 December 2006 — Sociedad General de Autores y Editores de España (SGAE) *(05.10.2023)*
- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in consolidated cases C-403/08, C-429/08 of 4 October 2011 - Football Association Premier League Ltd *(26.10.2023)*





The category of cases:
"Bringing to the public's attention"

- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-607/11 of 7 March 2013 - ITV BROADCASTING Ltd (31.10.2023)
- ✓ An unofficial translation of the Judgment of the CJEU and summary of the CJEU Judgment in case C-466/12, of 13 February 2014 (Nils Svensson) (08.11.2023)
- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-160/15 of 8 September 2016 (GS Media BV) (15.11.2023)
- ✓ An unofficial translation of the Judgment of the CJEU and summary of the CJEU Judgment in case C-527/15 of 26 April 2017 (Stichting Brein) (28.11.2023)
- ✓ An unofficial translation of the Judgment of the CJEU and a summary of the CJEU Judgment in case C-610/15 of 14 June 2017 Stichting Brein (Ziggo BV) (13.12.2023)





The training course: “The Innovative Power of IP: how to turn an idea into the energy of innovation?”

The aim of the training course:

to provide the knowledge and skills necessary to protect and maximise the value of the participants' intellectual property, as well as to effectively use intellectual property by entrepreneurs, creators and anyone who wants to transform their ideas into real results.

The project was implemented jointly with the Department of Innovative and Creative Sectors Development with the participation of the Department of Ensuring State Registration of Intellectual Property of UANIPIO through 5 sprints on the topic..





150

registered
participants

5

speakers

10

hours of
training



52

certificates





5 trainings were held:

- ✓ Basic fundamentals of transforming ideas into intellectual property objects and their protection (10.05.2023)
- ✓ Acquisition of copyright in the results of scientific activity and agreements on the disposal of property rights to copyright objects (17.05.2023)
- ✓ Acquisition of industrial property right to the results of scientific activity and agreements on the disposal of property rights to industrial property objects (18.05.2023)
- ✓ Intellectual property rights as a special type of equity of a company. Valuation of intellectual property rights (24.05.2023)
- ✓ Commercialisation of intellectual property rights (31.05.2023)

Based on the results of the course, the participants who had completed the assignments received a certificate of successful completion of the training course





A series of workshops «The Innovative Power of IP»



the aim of events:

providing useful information and practical knowledge on the use of intellectual property to stimulate innovation, successful commercialisation and intellectual property protection.

The project is being implemented by the Department "Academy of Intellectual Property" jointly with the Department of Technology and Innovation Support Centres Network Development of the Department of Innovative and Creative Sectors Development of UANIPIO through a series of events.





2

events

90

participants



- ✓ The workshop "Legislative Transformations in the Intellectual Property Sphere and Development Tendencies" (05.06.2023)
- ✓ The workshop "Intellectual Property as a crucial pillar of State and Business development" (16.06.2023)





The project: “IP Connecting Students”

the aim of the project:

deepening knowledge on intellectual property among students and outlining current trends in the intellectual property development, expressions of creativity and protection of the results of intellectual and creative activity in all spheres of daily life.

The project is being implemented through a series of events for students in higher education institutions.





20

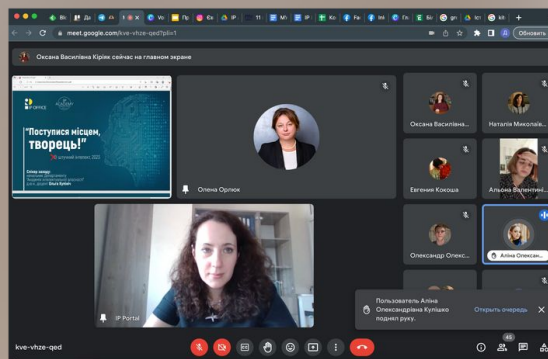
Universities

1520

students

16

events



- ✓ Leonid Yuzkov Khmelnytskyi University of Management and Law (02.03.2023)
- ✓ Yuriy Fedkovych Chernivtsi National University (08.03.2023)
- ✓ State University of Trade and Economics (27.03.2023, 07.04.2023)
- ✓ Polissia National University (30.03.2023)





- ✓ Polissia National University (30.03.2023)
- ✓ Poltava V.G. Korolenko National Pedagogical University (10.04.2023)
- ✓ The National University of Life and Environmental Sciences of Ukraine (11.04.2023, 18.05.2023)
- ✓ Kyiv National Economic University named after Vadym Hetman (12.04.2023)
- ✓ Borys Grinchenko Kyiv University (12.04.2023)
- ✓ Lutsk National Technical University (19.04.2023)
- ✓ Lesya Ukrainka Volyn National University (20.04.2023)
- ✓ The Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University (21.04.2023)
- ✓ The Bohdan Khmelnytsky National University of Cherkasy (26.04.2023)
- ✓ West Ukrainian National University (26.04.2023)
- ✓ Taras Shevchenko National University of Kyiv (26.04.2023)
- ✓ Chernihiv Polytechnic National University (26.04.2023)
- ✓ Ternopil Volodymyr Hnatiuk national pedagogical university (26.04.2023)
- ✓ Lviv State University of Life Safety (26.04.2023, 03.05.2023)
- ✓ Lviv National Agrarian University (11.05.2023)
- ✓ Ivan Franko National University of Lviv (12.05.2023)
- ✓ Odesa Mechnykov National University (05.06.2023)





Expert presentations at events



the aim of the events:

enhancement of knowledge on intellectual property among the Ukrainian professional community in various areas, as well as outlining current trends in the advancement of intellectual property, protection of intellectual and creative activity in all spheres of life.

The activities are being implemented by inviting experts of the Department "the Intellectual Property Academy" to speak at forums, festivals, round tables, etc.





20
events

21
topics

✓ The festival of innovative pedagogical technologies,

organised by the Department of Education and Humanitarian Policy of Cherkasy City Council with the support of the Ministry of Education and Science of Ukraine

The presentation topic: "Intellectual property in the artificial intelligence world" (06.04.2023)



The round table "Editorial practices of artificial intelligence usage: benefits and new challenges of ChatGPT",

organised by the Ukrainian Association of Press Publishers

The presentation topic: "Application of artificial intelligence in human creative pursuits" (12.04.2023)



The marathon «IP&I: How to commercialize intellectual property»,

organised by UANIPIO with the support of iHUB

The presentation topic: "Commercialisation of objects of copyright" (27-28.04.2023)



#AskNAPA

organised by the National Association of Patent Attorneys of Ukraine

The presentation topic: "Artificial intelligence and intellectual property: a threat to creativity or a source of imaginative solutions?" (10.05.2023)



The incubation programme " Innovative Projects BOOSTER 2023",

organised by the Department of Innovative and Creative Sectors Development of UANIPIO

The presentation topic: "The role of intellectual property in start-up project management" (30.05.2023)





✓ "Ukrainians Against Counterfeiting dedicated to World Anti-Counterfeiting Day,

organised by the Department of Education and Humanitarian Policy of Cherkasy City Council with the support of the Ministry of Education and Science of Ukraine

The presentation topic: "Intellectual Property and its Role in the Advancement of Ukraine" (05.06.2023)

✓ "Intelligence Forum 2023"

organised on the basis of the Odesa National Library with the support of the Ministry of Culture and Information Policy

The presentation topic: "Intellectual Property Culture in Ukraine: Peculiarities of Application of the Law of Ukraine "On Copyright and Related Rights" in the Ukrainian Book Ecosystem" (09.06.2023)

✓ The Marathon of Creative Practice (Creative Practice. Educational platform)

organised by Cases

The presentation topic: "Artificial intelligence and intellectual property" (26.06.2023)

✓ The workshop «The Future of the Global IP System»

organised by Peter A. Allard School of Law, University of British Columbia Vancouver

The presentation topic: «Intellectual property in Ukraine during martial law» (28.06.2023-30.06.2023)

✓ The webinar " Registration of copyright"

organised by The National Technical University «Kharkiv Polytechnic Institute

The presentation topic: "The state registration of copyright and agreements relating to the author's right to a work: practice of application" (28.06.2023)





- ✓ The webinar "The role of successful commercialisation of intellectual property rights in a company"
organised by the Ukrainian National Committee of the International Chamber of Commerce - ICC Ukraine with the support of the IP Office and IP Global Expert.
The presentation topic: "Commercialisation of objects of copyright" (06.07.2023)
- ✓ The seminar "Protection and commercialisation of intellectual property rights in the field of sport"
organised by the Department of Innovative and Creative Sectors Development of UANIPIO
The presentation topic: "Image rights in the sports activity field" (19.07.2023)
- ✓ The IV International Annual Practical Business Conference "PrivateLabel-2023: New vectors in the development of own trademark - Ukrainian and foreign experience"
organised by the B2B Media Group TradeMasterGroup
The presentation topic: "Intellectual property rights to trademarks" (08.09.2023)
- ✓ The workshop: "From acquisition to commercialisation of rights to intellectual property objects",
organised by the TISC department of UANIPIO
The presentation topic: "Ways of reforming the intellectual property field in Ukraine" (26.09.2023)
- ✓ The international start-up event: "Young Innovation Hackathon II",
organised by UANIPIO, Taras Shevchenko National University of Kyiv and the Enterprise Europe Network Ukraine with the support of the Ministry of Education and Science of Ukraine
The presentation topic: "Strategies for protecting intellectual property rights for startups" (28.09.2023)





- ✓ The forum IP&I management: How to commercialise your innovative product and make a profit,
organised by UANIPIO, jointly with iHUB, with the support of the Ministry of Education and Science of Ukraine
The presentation topic: "Copyright: acquisition, exercise and commercialisation" (13.10.2023)

- ✓ The forum IP&I management: How to commercialise your innovative product and make a profit,
organised by UANIPIO, jointly with iHUB, with the support of the Ministry of Education and Science of Ukraine
The presentation topic: "Intellectual property rights as a special type of equity and the main benefit of a modern company" (13.10.2023)

- ✓ The entrepreneurial training program Lab2Market UA, the first sprint.
organised by UANIPIO, jointly with iHUB, with the support of the Ministry of Education and Science of Ukraine
The lecture topic: "Objects of copyright and related rights: use in the production of goods and provision of services" (16.10.2023)

- ✓ The entrepreneurial training programme Lab2Market UA, the first sprint.
organised by UANIPIO, jointly with iHUB, with the support of the Ministry of Education and Science of Ukraine
The lecture topic: "Introduction to the valuation of intellectual property rights, general provisions of accounting and taxation" (18.10.2023)





- ✓ The online event "Discussion of the key provisions of the new Procedure for State Registration of Copyright" (29.11.2023)

organised by UANIPIO

- ✓ The II National Forum on Intellectual Property and Innovation "IP LET FORUM"

organised by UANIPIO in partnership with the Ministry of Economy and WIPO

The presentation topic: Impact of the most advanced technologies on intellectual property: challenges, trends, innovations (01.12.2023)





Law awareness meetings for children and teenagers



the aim of events:

to instil respect for the rights of creators by communicating the value of the results of intellectual and creative activity, raising the level of literacy and forming a legal culture in the field of intellectual and creative activity among Ukrainian children.

The events are held via inviting experts of the Department "Academy of Intellectual Property" to participate in law awareness campaigns and events for children.





✓ The law awareness meeting within the project OkStudy “Together with you”

organised within the framework of the project " Formation of a consensual conflict resolution culture as a way of achieving justice in Ukrainian society", implemented by the Ukrainian Academy of Mediation and (USAID)

The workshop for children and teenagers (6-12 years) on the topic: “Rights of a child on own masterpieces” (01.11.2023)

✓ The law awareness meeting within the project OkStudy “Together with you”

organised within the framework of the project " Formation of a consensual conflict resolution culture as a way of achieving justice in Ukrainian society", implemented by the Ukrainian Academy of Mediation and (USAID)

The workshop for children and teenagers (12-17 years old) on the topic: " Young Creator's Rights and Responsibilities" (08.11.2023)

✓ The law awareness meeting within the project OkStudy “Together with you”

organised within the framework of the project " Formation of a consensual conflict resolution culture as a way of achieving justice in Ukrainian society", implemented by the Ukrainian Academy of Mediation and (USAID)

The workshop for children and teenagers (6-12 years old): "Why do we need creativity? Or a Christmas manufactory of ideas" (13.12.2023)

✓ The law awareness meeting within the project OkStudy “Together with you”

organised within the framework of the project " Formation of a consensual conflict resolution culture as a way of achieving justice in Ukrainian society", implemented by the Ukrainian Academy of Mediation and (USAID)

The workshop for children and teenagers (6-12 years old): "The magic of creativity: travelling through the Christmas stories" (16.12.2023)





✓ The law awareness meeting within the project OkStudy “Together with you”

organised within the framework of the project " Formation of a consensual conflict resolution culture as a way of achieving justice in Ukrainian society", implemented by the Ukrainian Academy of Mediation and (USAID)

The workshop for children and teenagers (6-12 years old): "The Voice of Christmas. Carols, shchedrivkas and holiday songs" (17.12.2023)

✓ The law awareness meeting within the project OkStudy “Together with you”

organised within the framework of the project " Formation of a consensual conflict resolution culture as a way of achieving justice in Ukrainian society", implemented by the Ukrainian Academy of Mediation and (USAID)

The workshop for children and teenagers (6-12 years old): " The mysteries of Christmas decorations and toys" (20.12.2023)



Anastasiia



Anhelina



Avrora



Olha Kulinich





All-Ukrainian awareness-raising campaign for the World Intellectual Property Day

the aim of the awareness-raising campaign:

upbringing of a young generation with a qualitatively new notion of behavioural culture regarding the results of intellectual and creative activity and respect for the rights of creators, as well as popularisation of knowledge on intellectual property, its importance and significance for each of us.

The project is being implemented via the creation of educational materials and instructions for teachers, lecturers or anyone else who wishes to hold events/lessons/lectures in accordance with the campaign topic.





All-Ukrainian awareness campaign for the World Intellectual Property Day has commenced on the **26th of April, 2023** and will last to the **31st of December, 2023**

As of the 21st of August:



26
events

550
participants



The participants who took part in the awareness campaigns have obtained **the participation certificate of the All-Ukrainian educational campaign for the World Intellectual Property Day 2023**





Part 1

✓ Maria Prymachenko: the power of creativity and a female outlook on the world



Part 2

✓ Mavka. The Forest Song: a creative reconsideration of Lesya Ukrainka's literary heritage





✓ Guidelines and assignments for conducting events

The instructions for the lesson have been developed as part of the All-Ukrainian educational campaign for the World Intellectual Property Day 2023 for creative lessons “Maria Prymachenko: the power of creativity and a female outlook on the world” and “Mavka. The Forest Song: a creative reconsideration of Lesya Ukrainka's literary heritage”.

The guidelines comprise practical assignments and hints that will be of great use to lecturers when conducting events, as well as a glossary of terms that will facilitate the teaching of the material.



Власна історія

Запропонувати дітям вигадати казку з використанням персонажів твору "Мавка. Лісова пісня", яких вони побачили у анімаційному фільмі з використанням таких ключових слів: "Чарівний ліс", "Я в серці маю те, що не вмирає", "Добро завжди перемагає", "Суперсила, яка рятує Всесвіт". Якими суперсилами можуть бути наділені персонажі казки?

Порівняйте вигадані казки та акцентуйте увагу на тому, що незважаючи на однакові персонажі та ключові слова, події, їх перебіг та сюжетна лінія є різними. І саме в цьому може проявитися оригінальність творчого задуму.





✓ **A joint educational event was held within the framework of the Educational Campaign for the students of the Superheroes School of the NCSH Okhmatdyt (with M. Prymachenko Family Foundation)**

(23.05.2023)

Thanks to the partnership of the Department "Academy of Intellectual Property" of UANIPIO with the Maria Prymachenko Family Foundation, the creative space of the Superheroes School library in the NCSH Ohmatdyt for a moment turned into an art manufactory of Maria Prymachenko's fairy-tale world, where children, immersing in creativity, were studying to express their thoughts, feelings, develop their fantasy and imagination, and also were exercising their own superpowers of creativity, demonstrating their uniqueness.





✓ A joint educational event was held as part of the Educational Campaign for the students of the Superheroes School of the NCSH Okhmatdyt (with Animagrad Studio (FILM.UA Group) (21.08.2023)

A quick drawing workshop by the director of the animated film "MAVKA. The Forest Song" by Oleh Malamuzh and the scriptwriter of this cartoon Yaroslav Voitseshek became a part of our Educational Campaign. The students of "the Superheroes School" at Okhmatdyt discovered the tricks of creating animated film characters, revealed the secrets of the most vital questions on creating an animated cartoon, for example, how to draw a unique character that is unlike any other? How do drawn characters come to life? How to monetise your creation?





The project “Creativity for the Victory”

the aim of the project:



to tell about children's creativity, the formation of a creative children's home front, new meanings and insights that have been discovered since the full-scale invasion began. Reproducing their own emotions and experiences in art, children use all possible tools, including digital technologies and NFT, to tell the world their own stories about what hurts.

The project is being implemented by creating information digests on children's creativity and invention for the sake of victory.





Part 1

Part 2

Part 3

Серія «Творчість заради Перемоги»

Винаходи з викраденого дитинства

#KidInventors'Day

Voice of Creativity

2023

IP OFFICE IP ACADEMY

NFT ТА ТВОРЧИСТЬ: інсайти з воєнного дитинства

#World Creativity and Innovation Day

Творчість заради Перемоги

Випуск №2

IP OFFICE IP ACADEMY

Літературні хроніки війни: історії, закарбовані у творах

#World Book and Copyright Day

Творчість заради Перемоги

Випуск 3

Розсікни диму

Автор: Анастасія Лівонка

Науковий керівник: Віктор Колдун

16-річна Анастасія Лівонка у 2015 році створила «Розсікни диму» — пристрій з оптичної жерсті, завдяки якому дим, що викликає з польової лещі, розсіюється по місцевості. Саме завдяки цьому складніше визначити локацію військових, задіяти авіацію.

Цей пристрій легкий у використанні і відразу привернув увагу волонтерів з АТО.

Завітка на вилучення № 201600233

Voice of Creativity

2023

Українська воєнна хроніка очима дітей

Автор проекту: Олександр Журба, у 15-річному віці в 2022 році став ведучим благодійного проекту Ukraine War Chronicles by Children's Eyes — аудіоісторії М.Т. Історій (Сторінки) про війну в Україні, які він малює з першого дня й дотепер.

Творча концепція проекту: історія/ілюстрація кожного дня з самого початку війни.

Мета проекту:

- зібрати гроші на допомогу дитячій лікарні,
- розказати всьому світу як живуть діти під час війни в Україні, а також борються за життя, а також продемонструвати під ривками обстрілів, а також навіть допомагає Збройним силам України.

Ресурси проекту: <https://www.youtube.com/watch?v=...>

Продаж: з 1 червня 2022 року на платформі [Donors.ua](https://www.donors.ua/)

Визнання: у лютому 2023 року Олександр Журба отримав нагороду [Volunteering Hero Award](https://www.donors.ua/) у категорії «Українська роль» за підтримку та участь у волонтерстві.

18.08.2023 Олександр Журба

23.08.2023 Олександр Журба

Абетка війни

Автор: Євген та Софія Співак-Степанюк

Книжка побудована як абетка, де кожна літера — це один із воєнних війни та миття нашої війни. У ній переказується життя дитини в мирному часі і життя тоді на війні.

Своїм телефоном, татою на фронті, лише космосом та листів, розповідями про свої спроби, школу, друзів, заняття, темні думки та творчість, а ще ставити дитині й надіятися глибокої про війну.

Чи є на війні дитя?

Чи не тато із побратимом і посвареним їм миття?

Чи можна на війні жити?

Чи буде тато бачити після війни?

Що ціль на війні?

Чи буде тато бачити після війни?

- ✓ Inventions from a stolen childhood
- ✓ NFT AND CREATIVITY: insights from a wartime childhood
- ✓ Literary war chronicles: stories reflected in works



3
issues

35
art projects



The project “IP Across Borders”



the aim of the project:

providing up-to-date data on learning platforms, courses, master's programs, etc. in order to implement the concept of lifelong learning.

The project is being implemented via the preparation and publication of a selection series for lifelong learning.





✓ WIPO Academy Master's programs (04.08.2023)



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Магістерські програми АКАДЕМІЇ ВОІВ

IP ACROSS BORDERS

МАГІСТЕРСЬКА ПРОГРАМА З ІНТЕЛЕКТУАЛЬНОЇ ВЛАСНОСТІ

ТУРИНСЬКИЙ УНІВЕРСИТЕТ, ІТАЛІЯ

Ця магістерська програма пропонується Академією ВОІВ спільно з Туринським університетом у співпраці з Туринською школою менеджменту (SAA) та Консорціумом з досліджень та безперервної освіти (COREP) в Турині, Італія.

ТЕМИ, ЩО ВХОДЯТЬ ДО ПРОГРАМИ НАВЧАННЯ:

- ІВ та міжнародне право
- ІВ та економіка
- Патенти та комерційна таємниця
- Авторське право і суміжні права
- Торговельні марки, географічні зазначення та доменні імена
- Недобросовісна конкуренція та антимонопольне регулювання
- Управління ІВ
- Управлінські та підприємницькі навички в сфері ІВ
- ІВ та малі і середні підприємства
- Захист прав ІВ

МАГІСТЕРСЬКА ПРОГРАМА:
https://wcl.wipo.int/uploads/LLM_TURIN_2023.pdf
https://wcl.wipo.int/acc/index.jsf?page=aincatalog.xhtml&lang=en&cc=LLM_TURIN#plus_LLM_TURIN

✓ Online courses on intellectual property (11.08.2023)



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ОНЛАЙН-КУРСИ з інтелектуальної власності

IP ACROSS BORDERS

CEIPI - CENTER FOR INTERNATIONAL IP STUDIES

Міжнародний навчальний центр з інтелектуальної власності (CEIPI) організовує семінари для студентів та фахівців сфери, які хочуть оновити та поглибити свої знання з урахуванням поточних змін у законодавстві або через набуття чинності в їх країні міжнародних конвенцій.

CEIPI ПРОПОНУЄ ТАКІ ФОРМАТИ НАВЧАННЯ:

- навчальні семінари з європейського патентного права та підготовки до EQE/EQF
- навчальні семінари з підготовки суддів Єдиного патентного суду
- тренінги CEIPI
- літню школу з інтелектуальної власності
- інтернет-платформи, GDPR та інтелектуальна власність

CEIPI ПРОПОНУЄ ТАКІ ТЕМИ НАВЧАННЯ:

- Штучний інтелект та інтелектуальна власність
- Соціальні мережі та інтелектуальна власність
- Правове регулювання та захист інтелектуальної власності у фармацевтичній промисловості

ДЛЯ ОТРИМАННЯ ДОДАТКОВОЇ ТА ОНОВЛЄНОЇ ІНФОРМАЦІЇ ПЕРЕХОДЬТЕ ЗА ПОСИЛАННЯМ:
<https://www.ceipi.edu/en/training/non-degree-courses>





✓ Online platforms (19.08.2023)



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Інформаційно-правова академія

Онлайн ПЛАТФОРМИ

IP ACROSS BORDERS

COURSERA

Coursera - це глобальна платформа онлайн-навчання, яка пропонує будь-кому та будь-де доступ до онлайн-курсів від університетів та компаній світового класу.

Місією платформи є поширення знань для мільйонів студентів з усього світу, змінюючи традиційний метод навчання.

КОМУ БУДЕ ЦІКАВО?

Coursera співпрацює з більш ніж 200 провідними університетами та компаніями, щоб забезпечити гнучке, доступне та актуальне для роботи в режимі онлайн навчання для приватних осіб та організацій у асьому світі. Платформа пропонує широкий спектр навчальних можливостей - від практичних проєктів та курсів до сертифікаційних та дипломних програм.

МОВА: англійська, французька, китайська та інші.
СЕРТИФІКАТ: так
ПРЕДСТАВЛЕНО КУРСІВ: понад 5100

ДЛЯ ОТРИМАННЯ ДОДАТКОВОЇ ТА ОНОВЛЕНОЇ ІНФОРМАЦІЇ ПЕРЕХОДЬТЕ ЗА ПОСИЛАННЯМ:
<https://www.coursera.org/>

✓ Intellectual property training centers (06.10.2023)



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ТРЕНІНГОВІ ЦЕНТРИ з інтелектуальної власності

IP ACROSS BORDERS

WIPO E-LEARNING CENTER

Ця платформа електронного навчання Академії ВОІВ, пропонує дистанційне навчання семи мовами на базовому та поглибленому рівнях.

Курси на сайті Академії ВОІВ поєднують традиційні основи онлайн та офлайн навчання, з метою стимулювання інновацій та творчості.

КУРСИ ПРОВОДЯТЬСЯ РІЗНИМИ МОВАМИ ТА В НАСТУПНИХ ФОРМАТАХ:

- навчальні курси з професійного розвитку для урядовців та інших зацікавлених представників державного сектору;
- навчальні курси для поглибленого дистанційного навчання (DL) та додаткові змішані сертифікаційні курси;
- спільні магістерські програми ІВ з університетами-партнерами
- літні школи для молодих спеціалістів та студентів.

ДЛЯ ОТРИМАННЯ ДОДАТКОВОЇ ТА ОНОВЛЕНОЇ ІНФОРМАЦІЇ ПЕРЕХОДЬТЕ ЗА ПОСИЛАННЯМ:
<https://welc.wipo.int/acc/index.jsf>





The project “IP Academy Library”



the aim of the project:

formation of an up-to-date catalogue of scientific literature for intellectual property professionals, which may be useful for professional skills improvement.

The project is being implemented via cataloguing and publishing thematic collections of books for intellectual property professionals





✓ Trips



✓ Copyright & related rights



✓ Trademarks



✓ Trips Intellectual property



✓ Unfair competition



✓ Patents



✓ Industrial design



✓ Geographical indication





✓ Genetic resources





Total:

 **5** training courses

 **53** intellectual property events





Halyna Andrushchenko



Olha Kulinich



Liubov Maidanyk



Viktoriia Dmytrenko



Daria Koval

Dream Team 2023



Yuliia Kravchenko



Olha Kronka



Daria Dakalo



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