



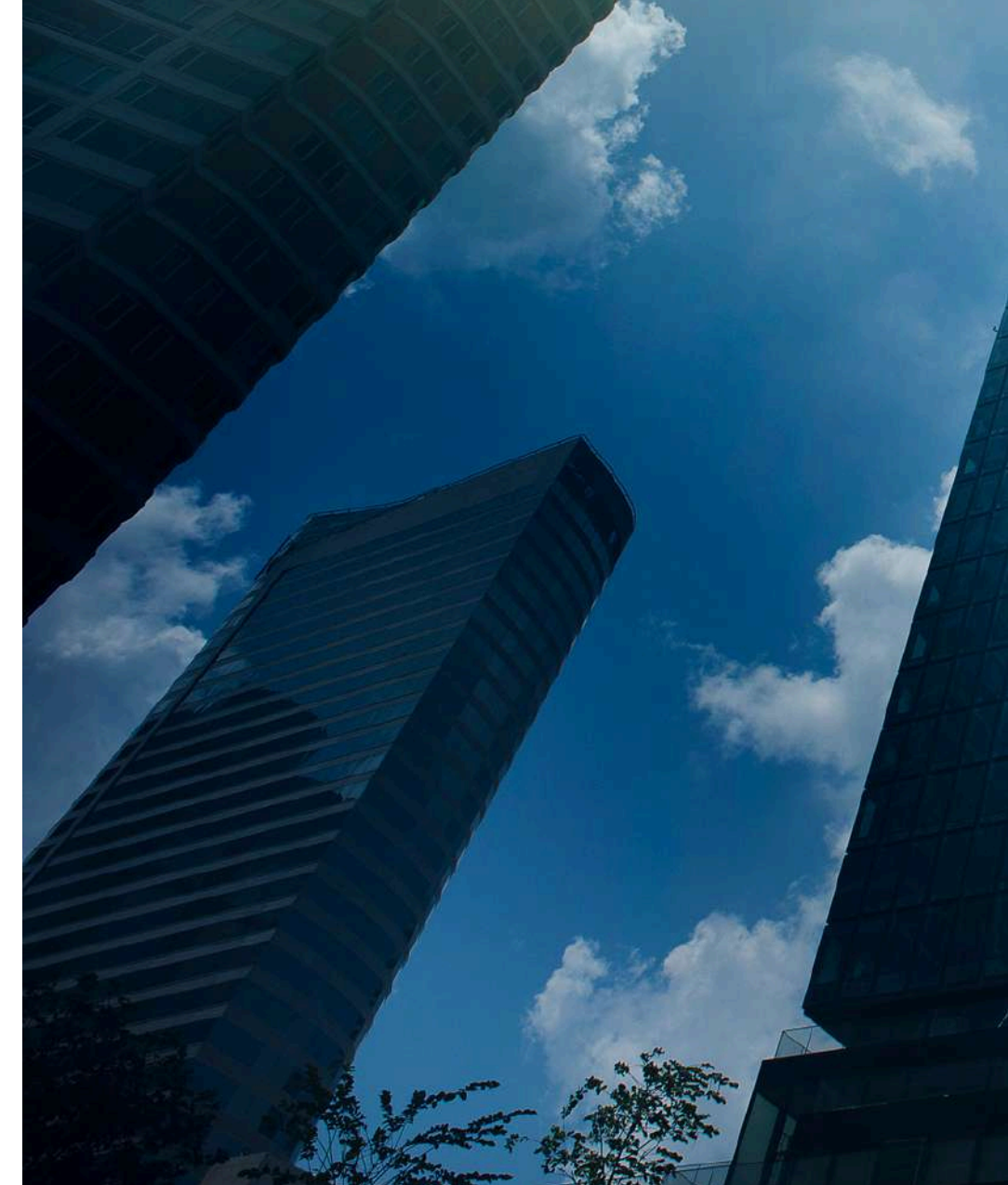
# UKRAINIAN NATIONAL OFFICE FOR INTELLECTUAL PROPERTY AND INNOVATIONS

Supporting entrepreneurial innovation  
through intellectual property

**NATIONAL**  
IP&INNOVATIONS **HUB**

Viktoriia Krechko

[nipo.gov.ua](https://nipo.gov.ua)





**An object of intellectual property (IP) is the result of intellectual or creative activity.**

### **Intellectual activity**

any intellectual activity of a person

### **Creativity (creative activity)**

purposeful intellectual activity of a person, resulting in something new that is characterized by originality, uniqueness, and socio-historical distinctiveness

**Intellectual property is a strategic asset that provides businesses with a competitive edge in the market, specifically:**

- Effective use of IP supports the creation of a unique product or service that is difficult for competitors to replicate.
- IP serves as a foundation for building trust with investors and partners, facilitating access to funding and expanding collaboration.
- Protection of intellectual assets helps businesses maintain leadership positions and adapt to market dynamics.
- Successful companies leverage IP as a tool for long-term growth and resilience in a competitive environment.

## **OBJECTS OF INTELLECTUAL PROPERTY**

### **OBJECTS OF COPYRIGHT AND RELATED RIGHTS**

- works (literature, science, computer programs, databases, etc.);
- performances, phonograms and videograms, broadcasting organization programs.

### **OBJECTS OF INDUSTRIAL PROPERTY**

- objects of patent law (inventions, utility models, industrial designs);
- means of individualization (trademarks, commercial names, geographical indications).

### **NON-TRADITIONAL OBJECTS OF IP RIGHTS**

- scientific discoveries;
- plant varieties, animal breeds;
- trade secrets;
- utility proposals (rationalization suggestions);
- topographies of semiconductor products.



# COMMERCIALLY VALUABLE OBJECTS

## ORIGINAL WORKS

**What it is:** original creative works (texts, music, software, etc. – works of science, literature, art, computer programs).

**Acquisition of rights:** arises automatically upon creation of the work. Registration with UANIPIO is available.

**Example:** music, program code, website texts, etc.

**Features:** does not require registration, but registration can be useful to prove authorship; may not be sufficient for full protection of business assets.

## INVENTION / UTILITY MODEL

**Invention (utility model)** – the result of a person's intellectual and creative activity in any field of technology.

**Object of an invention** – a product (device, substance, microorganism strain, plant and animal cell culture, etc.), or a process (method).

**Object of a utility model** – a device or a process (method).

**What it is:** technical solutions that are new to the market and may include a product, process, or technology.

**Acquisition of rights:** registration with UANIPIO.

**Example:** a new data encryption algorithm.

**Features:** grants exclusive ownership of the technology; prohibits use by others without permission; it is important not to disclose the information before filing a patent application.

**Valentyn Frechka** is a technology developer and co-founder of the company **"Releaf PAPER & BAGS"**.

Utility model patent: "Method for obtaining semi-cellulose from fallen leaves for paper production", No. 135476, issued in 2019.





# COMMERCIALLY VALUABLE OBJECTS

## INDUSTRIAL DESIGN

**Industrial design** – the result of a person's creative activity in the field of artistic design, characterized by any new form, configuration, color, or combination of these elements in a product that creates an aesthetic impression.

**What it is:** the design and appearance of a product. It may also include a website and its components.

**Acquisition of rights:** registration with UANIPIO.

**Example:** the unique design of your mobile application.

**Features: in Ukraine:** basic protection is granted for 3 years without registration, and up to 25 years with registration (5 years with the possibility of renewal); provides an advantage in disputes, especially on marketplaces.

**Kyrylo Puzenko** – founder of the franchising network "**Supkultura**."

Utility model patent: "Method of preparing and serving soup" No. 102769, and trademark certificates for "Supkultura" No. 278525 and No. 245128.



## TRADEMARK

**Trademark** – a designation by which the goods and services of one person are distinguished from those of others.

**What it is:** symbols, signs, words, or phrases that distinguish a product or service. One of the main components of branding.

**Acquisition of rights:** registration with UANIPIO.

**Example:** the logo and name of your startup "InnoSurfers".

**Features:** helps consumers recognize your product among competitors; may include not only the name but also a slogan and corporate design.





# COMMERCIALLY VALUABLE OBJECTS

## TRADE SECRET

**Trade secret** — information that is secret in the sense that it, in whole or in a certain form and combination of its components, is unknown and not readily accessible to persons who normally deal with the type of information to which it belongs; due to this, it has commercial value and has been subject to reasonable measures to maintain its secrecy, taken by the person who lawfully controls this information.

**What it is:** confidential information that has commercial value.

**Acquisition of rights:** internal security measures and non-disclosure agreements. Not subject to state registration.

**Example:** your business strategy for developing an innovative project.

**Features:** the value lies in the secrecy of the information; may include recipes, formulas, technical data, production processes.

## TOPOGRAPHY OF A SEMICONDUCTOR PRODUCT

**Topography of a semiconductor product (topography)** — a set of related images, fixed or encoded in a certain way, that constitute a three-dimensional configuration of layers making up the semiconductor product, where each image contains the configuration or part of the configuration of the semiconductor product at any stage of its manufacturing.

**Semiconductor product** — the final or intermediate form of any product consisting of a material base that includes a layer of semiconductor material, having one or more layers made of conductive, insulating, or semiconductor material, arranged relative to each other according to a predefined three-dimensional model and intended to perform exclusively or in combination with others the functions of an electronic circuit.

In fact, **topography** is the spatial-functional arrangement of elements in a semiconductor product that provides its unique structure and functionality.

On April 23, 2025, UANIPIO registered topographies of semiconductor products for the first time in over a decade — positive decisions were made regarding three applications submitted by LLC "ND Production."





# MAIN METHODS OF COMMERCIALIZATION OF IP RIGHTS

---

LICENSE TO USE AN IP OBJECT

LICENSE AGREEMENT

CREATION OF AN IP OBJECT ON ORDER AND ITS USE

TRANSFER OF IP PROPERTY RIGHTS

CONTRIBUTION OF IP PROPERTY RIGHTS TO CHARTER CAPITAL

COMMERCIAL CONCESSION (FRANCHISING)

USE OF IP OBJECTS IN OWN PRODUCTION



# UKRAINIAN NATIONAL OFFICE FOR INTELLECTUAL PROPERTY AND INNOVATIONS

***IP Office – the conceptually new approach to services in the intellectual property sphere.***

## **VISION**

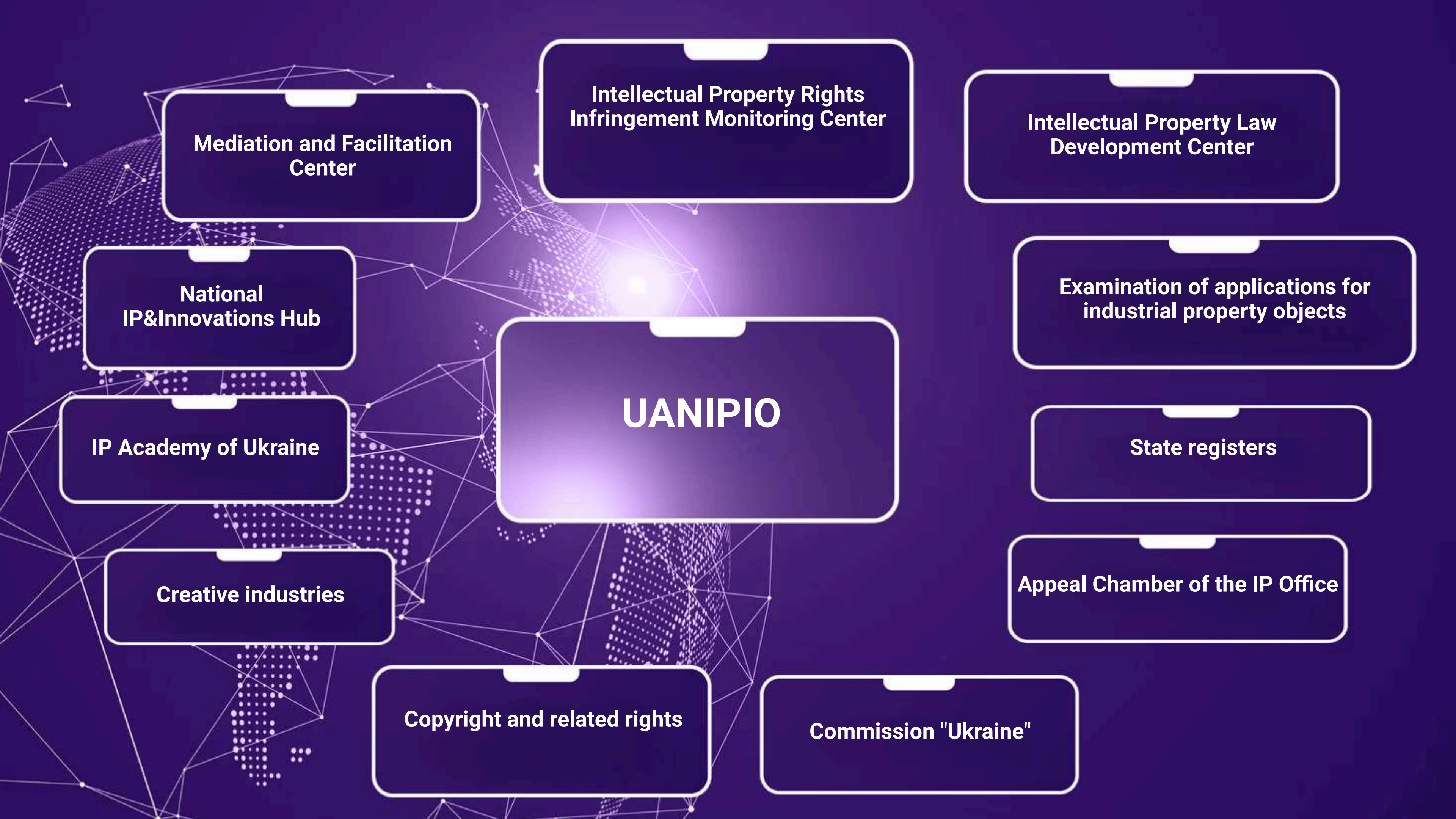
The IP Office is a modern, professional, technological, transparent, and innovative full-cycle hub for authors, creators, inventors, and innovators, operating on a "one-stop shop" principle and providing the issuance of relevant protection documents, patent support, investor search, and other assistance in the commercialization of intellectual property.

## **AREAS OF ACTIVITY:**

- registration of intellectual property rights;
- maintenance of state registers in the field of intellectual property;
- provision of services and consultations in the field of intellectual property;
- certification of patent attorneys;
- development of support tools for authors, creators, inventors, and innovators, and provision of informational and consultative support to them.









# IP ACADEMY

## MISSION OF THE IP ACADEMY

- popularization of knowledge about intellectual and creative activity;
- awareness-raising in the field of intellectual and creative activity;
- training, retraining, and professional development of specialists in the field of intellectual property.

## IDEOLOGY OF THE IP ACADEMY

Creating opportunities for lifelong learning about intellectual property to enhance literacy and foster a culture of intellectual property, as well as raise awareness of creators' rights.





# MEDIATION AND FACILITATION CENTER

## THE MAIN TASKS OF THE CENTER ARE:

- facilitating the organization of training programs for IP mediators on mediation standards and procedures;
- supporting the development of mediation procedures in the IP sphere;
- raising awareness about IP mediation in Ukraine;
- international cooperation on mediation with WIPO, other organizations, and national IP offices of foreign countries;
- facilitating the organization of mediation processes in the resolution of IP disputes.

## MEDIATION IS CONDUCTED

both offline and online

in the format of individual meetings between the mediator and each party, as well as joint meetings of all participants





# INTELLECTUAL PROPERTY RIGHTS INFRINGEMENT MONITORING CENTER

---

international cooperation – exchange of experience, training of law enforcement and customs authorities;

expert networking – the creation of working and expert groups by issue categories, including a working group on digital world infringements, public awareness, the work of law enforcement and customs authorities, and the analysis of legislation and case law.

awareness-raising activities – preparation of educational events and materials for youth, businesses, law enforcement, and customs authorities;

research activities – quantitative assessment of intellectual property rights infringements, studies on the impact of IP rights violations on the economy, health, and safety, and analysis of public perception of intellectual property.





# NATIONAL IP&INNOVATIONS HUB

**National IP&Innovations Hub** – a powerful center for innovation acceleration that supports research, development, commercialization of intellectual property objects, and technology transfer, encourages investment in Ukraine's economy, and promotes job creation.

*a wide range of services in the field of IP and innovation*

*creation and development of an information cluster*

*incubation and acceleration based at the IP&I Hub*

*creation and support of innovation infrastructure and its regional network*

*knowledge hub for intellectual property and innovation*





# NATIONAL IP&INNOVATIONS HUB

## SERVICES

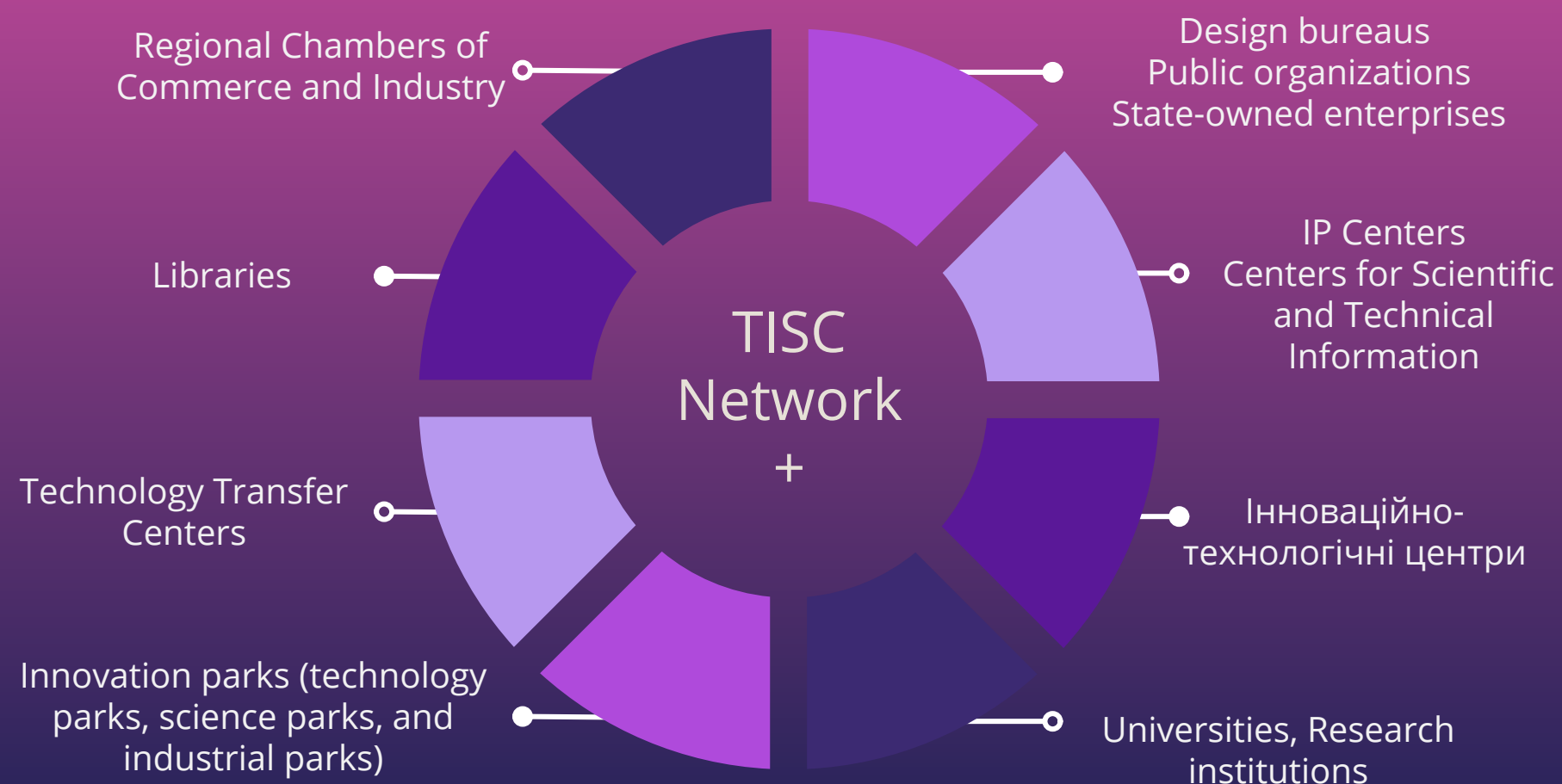
- consultations on obtaining protection documents;
- consultations on building an IP strategy;
- consultations on selecting a business model and form of commercialization;
- consultations on available grant opportunities;
- partner search for the creation of clusters, regional innovation hubs, and other innovation ecosystem alliances;
- search for developments tailored to the specific needs of an enterprise, institution, or organization;
- search for opportunities for prototyping and testing;
- conducting training on IP and innovation issues.

- GAP/SWOT/PEST analysis of enterprises, with recommendations for enhancing competitiveness through the implementation of innovative technologies;
- expert evaluation of developments;
- economic audit: valuation of intellectual property;
- management of the IP asset portfolio;
- development of a marketing strategy;
- assistance in preparing grant applications and identifying potential donors;
- support in contract drafting and conclusion;
- technology audit;
- market research on existing IP assets and developments: market condition analysis, GAP, SWOT, and PEST analysis of the development;
- promotion: preparation of a business plan.



# TISC

**TISC (Technology and Innovation Support Center)** is an international project of the World Intellectual Property Organization (WIPO), implemented in Ukraine by the Ministry of Economy of Ukraine and the Ukrainian National Office for Intellectual Property and Innovations.



## TASKS OF THE TISC NETWORK:

*support for inventors, innovators, authors, creators, and startups; consulting on the protection of intellectual property rights, commercialization of intellectual property objects, and technology transfer; ensuring access to patent information.*





# LAB2MARKET

**Lab2Market** is an adapted entrepreneurial training program that helps researchers, inventors, and scientists acquire the knowledge necessary for the successful commercialization of research results and bringing them to market.

**Goal:** to help participants “get out of the lab,” engage with potential customers, partners, and other stakeholders to explore possible applications of their developments under the guidance of mentors and entrepreneurs.

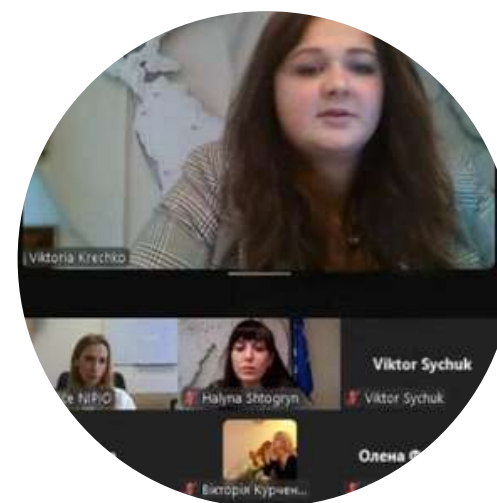
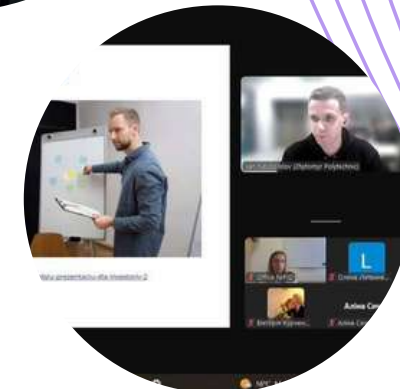
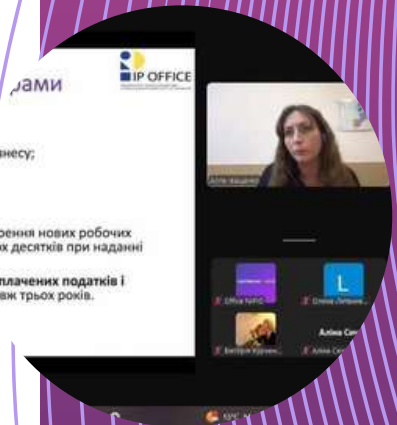
*Lab2Market UA*

*Lab2Market UA 2.0*

*Lab2Market MedTech*

*Lab2Market Veterano - Dnipro*

*Lab2Market Veterano - Vinnytsia*



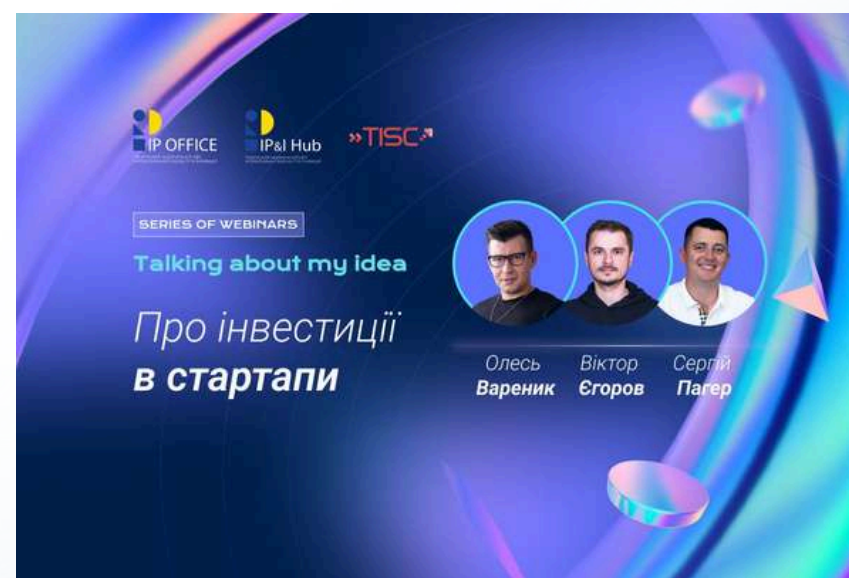


# TALKING ABOUT MY IDEA



**Talking about my idea** — is a webinar series that explores the most relevant topics and practical cases presented by leading national and international experts in the field of intellectual property and innovation, who share their experience and knowledge.

The webinar series is useful for: representatives of universities, research institutions, professionals in the field of intellectual property and innovation, members of the TISC network, entrepreneurs, students, and anyone interested in the field of intellectual property and innovation.





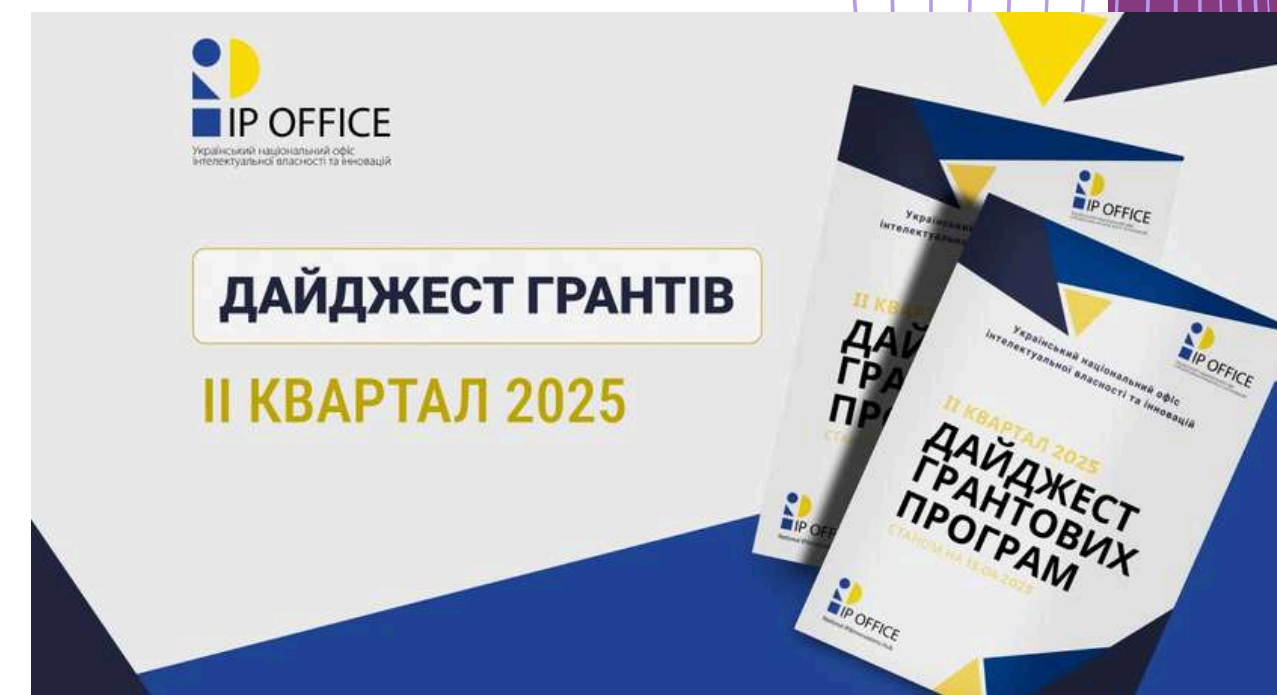
# COORDINATION SUPPORT FOR GRANT ACTIVITIES

The UANIPIO team provides support and consultations for grant competitions under national, regional, and international programs to ensure effective project management. It assists with organizing project activities, establishing partnerships, and entering new markets.

*partner and associated partner in the Horizon Europe program*

*assistance with cost reimbursement under the “SME Fund to Support Business Ideas” project (SME Fund 2025)*

**SME Fund 2025** — is a grant program initiated by the European Commission and implemented by the European Union Intellectual Property Office (EUIPO), aimed at supporting small and medium-sized enterprises in obtaining legal protection for intellectual property assets.





# IP&I GUIDE

---

*It is a strategic tool that will help you become a leader in your industry, implement innovations, and turn ideas into profit.*

## WHY DO YOU NEED IT?

- helps protect ideas and turn them into a competitive advantage;
- reveals the algorithms for implementing innovations and commercializing them;
- provides a clear roadmap for creating a successful strategy based on global best practices.

## UNIQUENESS

- includes recommendations from leading experts who reveal the secrets of business success in a competitive environment;
- written in clear and accessible language for entrepreneurs who are changing the game and operating by the highest standards;
- offers an interactive approach: ready-made solutions, case studies, and real business examples.







+380 (95) 015-80-85

viktoriia.krechko@nipo.gov.ua

Kyiv, 1 Dmytro Hodzenko Str.

<https://www.linkedin.com/in/viktoriia-krechko>

