

SUPPORTING THE GROWTH OF THE CREATIVE INDUSTRY - ROLES AND FUNCTIONS OF IP OFFICES: UANIPPIO EXPERIENCE

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HOW DID IT BEGIN?

In 2022, the Ukrainian National Office for Intellectual Property and Innovations (UANIPPIO) was established as a national intellectual property authority under the purview of the Ministry of Economy of Ukraine.

For the first time, a dedicated unit within the National Office was created with the specific mandate to support creative industries.



IMMEDIATE FOCUS ON CULTURE DUE TO IDENTIFIED RISKS



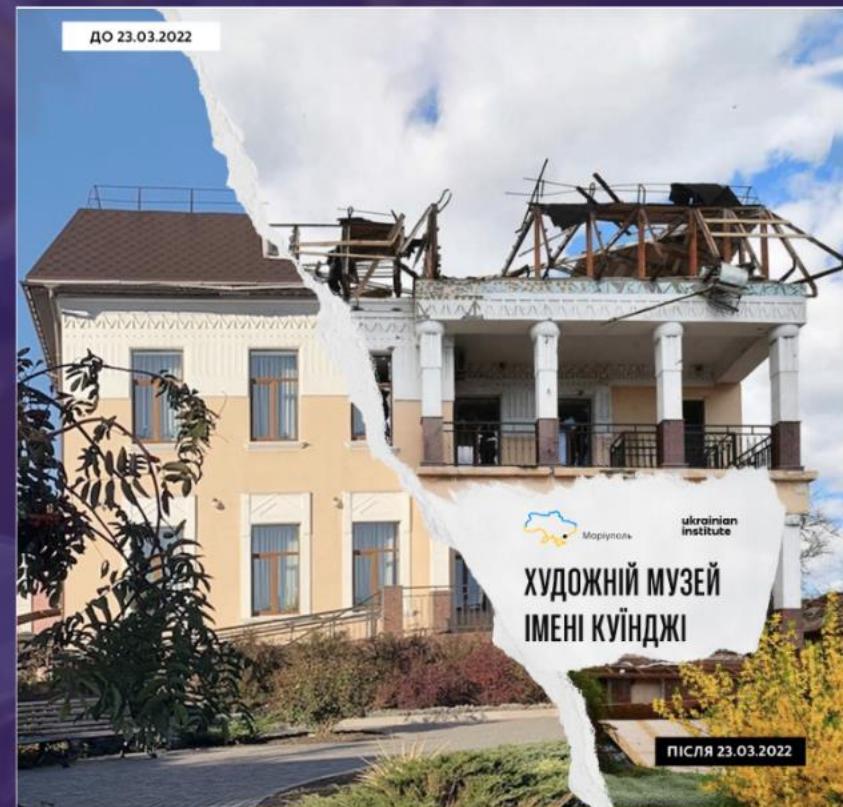
Given the demonstrated risk that virtually every institution responsible for preserving Ukraine's cultural heritage faces potential destruction, and that Ukraine's cultural assets are subject to theft by occupiers, our primary priority has been to provide assistance to:

- Museums;
- Archives;
- Libraries.

The new Law of Ukraine "On Copyright and Related Rights" (effective January 1, 2023) permitted the digitization of cultural institution collections without the authorization of rights holders, a process that required intensification.

Russian aggression damaged or destroyed 2 233 objects of cultural infrastructure, including 792 libraries, 122 museums and galleries, 42 theaters, cinemas and philharmonics, as well as 1 419 objects of cultural heritage of Ukraine, including monuments, monumental art and architecture.

<https://mvs.gov.ua>



CONSULTATION AND AWARENESS-RAISING AS KEY DIRECTIONS



In Ukraine 34 types of economic activities are classified as creative industries. Through the launch of the “34 Poles of Creativity” project, UANIPIO conducts awareness-raising activities tailored to each sector of the creative economy, addressing:

HOW INTELLECTUAL PROPERTY WORKS FOR EACH SPECIFIC SECTOR OF THE CREATIVE ECONOMY

- Jewelry production;
- Fashion industry;
- Book publishing;
- Architecture;
- Fine arts and photography;
- Bonus: Sports activities.



Process:

- Identifying stakeholders and partners;
- Collecting the most pressing questions;
- Engaging lecturers: UANIPIO experts, academics, scientists and creators;
- Conducting events;
- Drafting, designing, and disseminating recommendation materials.



Request from the Ministry of Culture of Ukraine:

- Development of guidelines for museums on copyright compliance during the digitization of museum collections;
- Creation of a series of standard copyright assignment agreements for Ukrainian museums;
- Development of a checklist for the inclusion of digitized works in the National registry and the Europeana registry.



COLLABORATION
WITH MINISTRIES:

REQUEST FROM THE MINISTRY OF DIGITAL TRANSFORMATION OF UKRAINE



**Рекомендації
щодо відповідального
використання ШІ:
питання права
інтелектуальної власності**



Листопад 2024

Contribution to developing guidelines
on IPR compliance when using
generative AI;

Contribution to a Working group tasked
with developing a national Large
Language Model (LLM).



REQUEST FROM THE UKRAINIAN BOOK INSTITUTE



- Organizing a roundtable discussion involving publishers, marketplaces, and state authorities;
- Organizing a roundtable discussion involving publishers, marketplaces, and the state;
- Launching an information campaign to combat piracy in book publishing (implemented by the IPR Infringement Monitoring Center).



DEVELOPMENT OF MODEL AGREEMENTS

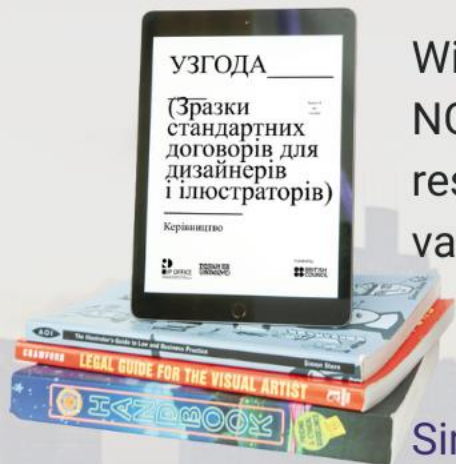


A non-governmental organization representing Ukrainian designers and illustrators requested:

Development of eight model agreements (for web designers, industrial designers, and illustrators);

Creation of a guide on the use of agreements and the protection of creators' rights.

Within the framework of this project, the NGO conducted extensive market research on illustrators, which will prove valuable for future initiatives.



Similar Projects:

- Model licensing agreements for architects;
- Model licensing agreements for translators;
- Model licensing agreements for writers and publishers.



CRITICAL NECESSITY:

Maintaining engagement with industries (e.g., support from the British Council in Ukraine).

Identifying partners and co-organizers (e.g., Ministry of Culture, Ukrainian Cultural Fund, National Art Museum of Ukraine, etc.).

Leveraging word-of-mouth promotion.





Approximately 350 consultations are provided monthly, conducted:
In person;
By telephone;
Via email.



Key Areas of Interest:

- Artificial intelligence;
- Compliance with own and third-party copyright;
- Determining which intellectual property objects to register;
- Drafting licensing agreements.



CONSULTATIONS FOR CREATIVE INDUSTRY REPRESENTATIVES



PROVISION OF FEE-BASED SERVICES

Verification of the IPR protection applications;

Review of IPR management agreements;

Crucial point: Maintaining a balance of interests with patent attorneys



KEY PERFORMANCE INDICATORS



Direct Impact on Creative Economy Sectors

2023–2025: Implementation of **20 seminars** under the “34 Poles of Creativity” project.

2023–2025: Development of **20 manuals, checklists, and recommendations.**

2024–2025: Provision of over **7,000 consultations.**

Participation in approximately **50 events** related to intellectual property (IP) and creative industries.

Additional Impact

Ongoing educational initiatives by the “IP Academy” Department.

Activities of the IPR Observation Center focused on protecting IP rights.

Advisory services provided by other departments.


DYNAMICS OF STATE REGISTRATIONS OF COPYRIGHT AND AGREEMENTS RELATING TO AUTHORS' RIGHTS (2020–2024)





THANK YOU FOR YOUR ATTENTION



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