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## [International IP Training Event - Belgrade](#)

Date:

Friday, 13.06.2014

Time:

09:45 - 16:15 (Central European Time, GMT +2)

Location:

Belgrade, Serbia

Host:

European IPR Helpdesk in cooperation with The Centre for Technology Transfer (University of Belgrade)

Speaker:

Dr. Nedeljko Milosavljevi?/ Jörg Scherer/ Dr. Conny Clausen

**The European IPR Helpdesk is organising a training course on strategic uses of IP, IP management and IP commercialisation. The aim of the training is to raise awareness on the importance of how to create values through professional management and exploitation of IP.**

The strategic use and management of Intellectual Property (IP) – in business as well as in international research initiatives – is essential for strengthening the European scientific and technological base, boosting innovation and ensuring growth in the EU. Against this backdrop the new EU Framework Programme for Research and Innovation, Horizon 2020, places even more emphasis on systematic IP exploitation strategies as a means to better protect and reap commercial and economic benefits from EU-funded research.

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Therefore this IP training event will address the overall topic of how to create values through professional management and exploitation of IP. Following a very practical and comprehensive training approach, participants will be made familiar with central concepts and strategies of how to turn intellectual assets into value-creating innovations.

## **Agenda**

- 09.45 - 10.15      Registration and Welcome Coffee
- 10.15 - 10.30      Welcome and Overview of the Day  
*Center for Technology Transfer University of Belgrade/European IPR Helpdesk*
- 10.30 - 11.00      Strategic Uses of IP by Researchers and Business  
*Dr. Nedeljko Milosavljevi?, Center for Technology Transfer University of Belgrade*
- 11.00 - 13.00      IP Management in International Research and Innovation Initiatives  
*Jörg Scherer, European IPR Helpdesk*
- 13.00 - 14.00      Lunch
- 14.00 - 16.00      IP Commercialisation and Licensing  
*Dr. Conny Clausen, Patent Marketing Agency of Saarland Universities*
- 16.00 - 16.15      Closing Remarks

## **Trainers:**

### **Dr. Nedeljko Milosavljevi?, Center for Technology Transfer University of Belgrade**

Nedeljko Milosavljevi? is Director of the Center for Technology Transfer at the University of Belgrade and Research Associate at the Innovation Centre of the Faculty of Technology and Metallurgy. He holds a PhD in Chemical Engineering and he has authored or co-authored 16 papers in international scientific journals.

### **Jörg Scherer, European IPR Helpdesk and Eurice GmbH**

Jörg Scherer has been working as a research manager in both the academic and industrial sector for the past fifteen years. He has a strong track record in research and innovation management issues within EU RTD Framework Programs. For the European IPR Helpdesk he is coordinating a comprehensive capacity building program for academics and entrepreneurs with over 50 training sessions a year in the field of IP and Innovation.

### **Dr. Conny Clausen, Patent Marketing Agency of Saarland Universities**

Conny Clausen is head of the Patent Marketing Agency of Saarland Universities. She holds a PhD in

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Mathematics and worked as an IT Consultant for several years. Moreover she has gained broad experience in licensing and technology transfer in the last ten years. She has taken part in numerous technology transfer projects in the Saarl-Lor-Lux Greater Region and holds several teaching positions in the area of innovation and patent management at different universities.

### **General information:**

The training is offered free of charge and is intended for representatives from academia, research organisations, SMEs or industry.

Due to a limited number of seats, participants should register via the following email as soon as possible: [ctt@rect.bg.ac.rs](mailto:ctt@rect.bg.ac.rs)

The deadline for registration is **08.06.2014**.

### **Related Documents**

[20140521\\_IPR\\_Leaflet\\_Belgrade.pdf](#)

[Calendar](#)