

Intellectual Property Institutions: Challenges and Innovations

Speakers

- **Evgeny Tarlo**, President, Foundation “Rule of Law”, Moscow, Russian Federation
- **Yuri Zubov**, Deputy Head, Federal Service for Intellectual Property, Moscow, Russian Federation
- **Vladimir Kotenev**, Managing Director, ECOVIS Strategic Consulting, Berlin, Germany
- **Moderator: Marina Romanova**, PhD, Senior lecturer, Moscow State Institute of International Relations, Moscow, Russian Federation

Issues

- The protection of Intellectual Property is becoming one of the important factors determining the country's position in the world.
- The countries of the Caspian region are actively integrating into international policy in order to develop an accessible international system, by stimulating creative activity, innovation and contributing to economic progress.

Challenges



The digitalization of the economy influences the field of Intellectual Property. Global statistics indicates a rapid increase in the number of applications for registration of digital technology objects. New technologies create fundamentally new opportunities.



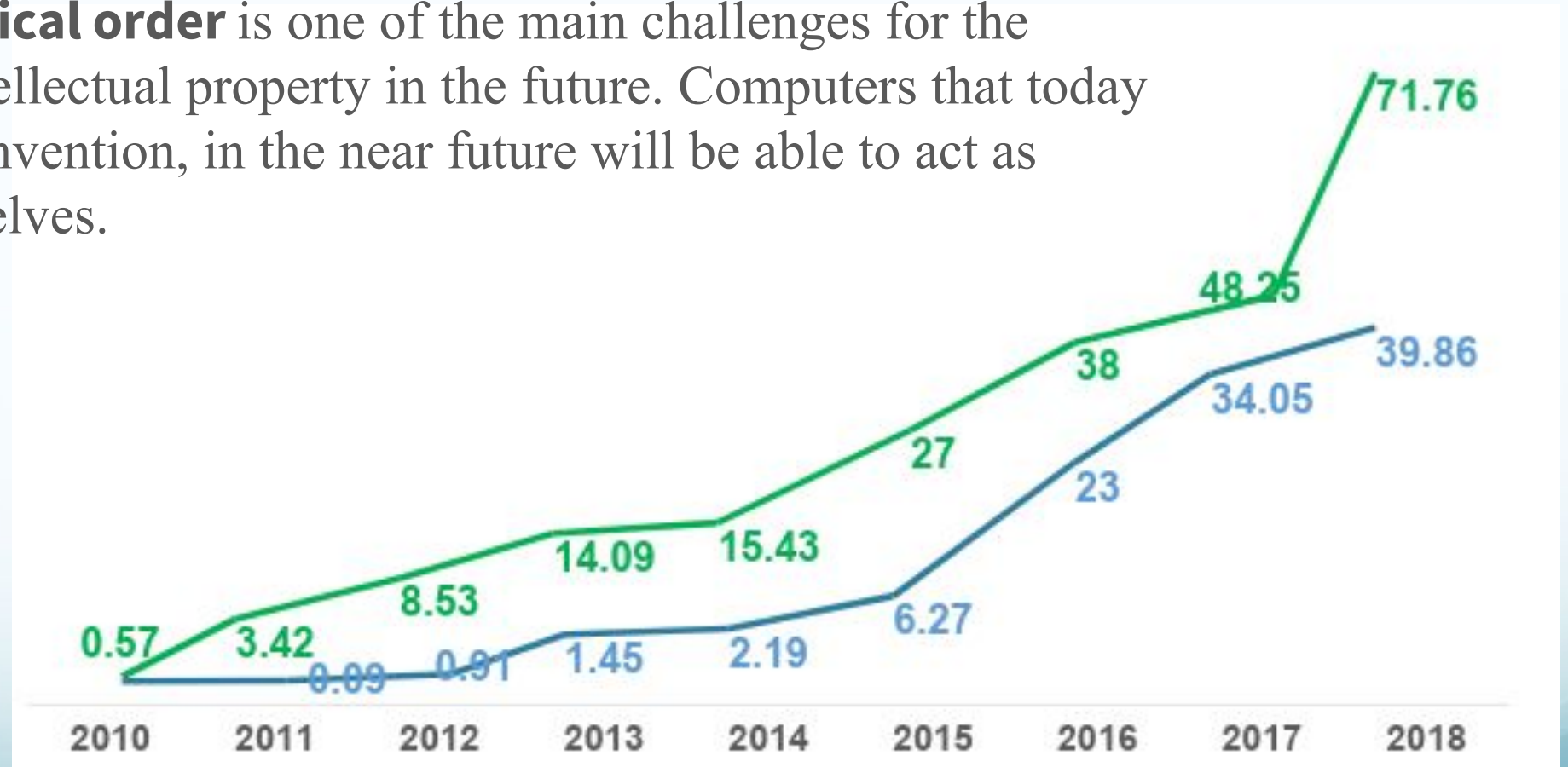
Challenges

The Institute of IP in the world is designed primarily for **large companies** that **have more opportunities to protect their interests**. As practice shows, small companies rarely think about the protection of IP rights until they find a large investor.



Challenges

New technological order is one of the main challenges for the protection of intellectual property in the future. Computers that today act as tools for invention, in the near future will be able to act as inventors themselves.



Innovations

The task of creating a registry of information in 3D-format, which will provide better **data protection**, is being solved. The possibility of using 3D models and images when submitting and publishing application can will allow to achieve a more complete and accurate graphic representation of IP objects, as well as to find effective methods for searching and comparative analysis.



Innovations

Using **blockchain technology** in the sphere of Intellectual Property can turn into both advantages and disadvantages.



Challenges

WIPO is interested in Caspian region. WIPO needs a hub for the development of an intellectual property protection system in the Caspian region. The participation of the Caspian scientific and educational institutions in programs for the creation of centers of support for technology and innovation can become one of the instruments of **international cooperation**.

Challenges

- Can we call Intellectual Property a **weapon of XXI century**?
- What **legal measures** can be taken by the countries of the Caspian region so that Intellectual Property was not used as an instrument of struggle?

Thank you for your attention

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