

IN FOCUS

The EU Twinning Project Opens Its Doors

After the start of negotiations with the EU in the framework of the Deep and Comprehensive Free Trade Agreement on February 20, 2012, Armenia took a big step forward and continues moving toward its goal reforming and harmonizing its Intellectual Property Rights to the EU standards and EU Legislation.

On March 6, 2012 the official inauguration of the EU Twinning Project on Strengthening the Enforcement of Intellectual Property Rights (IPR) in Armenia took place.

This Twinning Project will contribute to the fulfillment of Armenia’s obligations in the framework of the Partnership and Cooperation

Agreement (PCA) between EU and Armenia and the European Neighborhood Policy Action Plan (ENP AP).

The kick-off meeting was welcomed by Onno Simons, the Head of the Political, Economic, Press and Information Section of the European Union Delegation to Armenia, who mentioned about the launch of the DCFTA negotiations and hoped that after the implementation of the Twinning Project, Armenia will get closer to EU standards.

Garegin Melkonyan, the Deputy Minister of Economy, mentioned the Twinning Project to be of importance, since the effective implementation

of the Project will boost the economy of Armenia, as well as through awareness raise the Armenian citizens will fully get acquainted with their rights and duties in the field of Intellectual Property Rights.



From left to right
Onno Simons, Garegin Melkonyan,
Vasiliki Dikopoulou, Armen Azizyan,
Keld Nymann Jensen, Dionysia Kallinikou

A Step Forward in General Public Awareness Raise on IPR Matters



From left to right
Janne Wellendorf, Asya Dallakyan,
Arthur Varderesyan, Sarkis Knyazyan,
Arthur Maysuryan, Sonya Vardanyan

On 14 April 2012, the Intellectual Property Rights Center organized a workshop on IPR for IT and High Tech companies in TUMO Center for Creative Technologies.

The seminar was aimed at introducing the Armenian IT and High Tech communities to the main concepts of Intellectual Property Rights (such as

copyright, patents, industrial designs, utility models, trade secrets, topology of integrated circuits and trademarks), as well as it was aimed at discussing the advantages and disadvantages of protecting software and other intellectual property by copyright or patent.

Mrs. Janne Wellendorf, the Resident Twinning Advisor of the EU Twinning Project on IPR Enforcement, was among the speakers. She mentioned that at present Armenia is experiencing an unprecedented development of high technologies and innovations, the protection of intellectual property rights is crucial. The RTA introduced the EU Twinning Project and the anticipated outcomes on the whole.

The second part of the seminar, which was more interactive, covered the general idea of intellectual property rights. Mr. Sarkis Knyazyan, the Chairman of the IPR Center NGO, reported about main concepts of the IPR and talked about the strategy of computer software protection. The event was concluded with Q&A part by the audience.

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Universal Declaration of Human Rights

The United Nations Universal Declaration of Human Rights covers the Intellectual Property Rights.

ARTICLE 27:

(1) Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

(2) Everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Twining Project on Strengthening the Enforcement of Intellectual Property Rights

Twining” is an initiative of the European Commission, launched in 1998 in the context of preparation for enlargement of the European Union and to give assistance to candidate countries to strengthen their administrative and judicial capacity to implement Community legislation as future Member States (MS) of the European Union. A twinning project is a cooperation tool between a public institution in a Beneficiary Country and the equivalent institution in an EU country. A Twining project does NOT aim at replicating a particular MS administrative system but rather strive to help introduce EU wide best practices in connection with Community legislation.

The objective of this project is to work

on strengthening the overall IPR enforcement capacity of the Armenian society – public institutions, private entities and the public at large – for better understanding of and stronger involvement in the protection of IPR in Armenia. The Project is envisaged for two years with 1.100.000 million EURO, financed by the European Union.

The first component of the Project is to strengthen the IPR enforcement infrastructure in Armenia. The second component will deal with strengthening of the IPR enforcement capacity of the main stakeholders. While among the main stakeholders are: RA Intellectual Property Agency, RA National Police, RA Ministry of

Justice, RA State Revenue Committee (Customs department) and RA Prosecutor General’s Office. The awareness raise on IPR enforcement will be coped within the third component of the Project. The anticipated outcome of the Project includes formed negative attitude towards counterfeited and pirate goods among the public, creation of new Collective Management Organizations (CMO), involvement of more NGOs aimed at strengthening IPR awareness and enforcement in Armenia, and . As well as it is expected that training materials on IPR for SMEs, handbook on best tactics to defeat infringer’s maneuvers, and methodological guide on rights of authors and copyrights, will be developed.

Sharing Best Practices in Europe

The EU Twining Project on Strengthening the IPR Enforcement in Armenia organized a Study Tour to Greece on April 22-27, 2012. Six people from the RA Ministry of Justice, the Police, the RA Prosecutor General’s Office, the RA Customs Service, the Armenian Intellectual Property Agency and the ArmAuthor NGO, were participating in the study tour. This was a unique possibility to discuss some really challenging ideas. The participants were able to meet with a number of representatives

from various government agencies including the Hellenic Industrial Property Organization under the Ministry of Education, Athens Court of Appeals, Hellenic Society for the Protection of Intellectual Property, Financial and Economic Crime Unit of the Ministry of Finance and some more.

The participants brought the perspective of long-term and sustainable development of the sector. They also emphasized the importance of practical application of

relevant experience and information sharing mechanisms.

The study tour also served its purpose of contact sharing and further cooperation in the field.



Study Tour Participants

EU Twining Project Strengthening the Enforcement of IPR in the Republic of Armenia

RA Intellectual Property Agency

#3 Government Building, Room 220

Republic Square, Yerevan 0010, Republic of Armenia

Email: jhw@dkpto.dk



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