

INTELLECT

APRIL 2016
Issue #1

A quarterly newsletter published by the EU twinning project "Strengthening the enforcement of Intellectual Property Rights"
— a project funded by European Union's IPA 2011 programme

IN FOCUS

The Official Launching of the Twinning Project

The promotional event marking the start of the project "Strengthening the enforcement of Intellectual Property Rights" was held on 28th of January 2016 at the EU Info Center in Skopje.

At the event, the attendees had the privilege to be addressed by Mr. Aivo Orav – Head of the Delegation of the European Union, Mr. Bekim Neziri, Ministry of Economy, Mr. Safet Emruli – Director of the State Office of Industrial Property, Ms. Natasa Radeska Krstevska - Director of the Customs Administration and Mr. Keld Nymann Jensen – Deputy director of the Danish Patent and Trademark Office.

Ambassador Orav stated that the protection of intellectual property rights is crucial for investors in their research and innovation and also for the de-

velopment of the business climate in the country.

The Minister of Economy Neziri emphasised the harmful influence of counterfeit goods on businesses. He informed that the counterfeit goods are present in large numbers in consumer products, luxury goods, fashion and music. Our country has achieved significant results in trying to prevent and reduce the effects of this phenomenon, but to succeed in this path, further support and expertise is needed, Neziri said.

Last year, Customs Administration seized about 1.3 million pieces and over 700 kilograms of different kinds of goods. The director of the Customs Administration Ms. Natasa Radeska Krstevska said that she expects that the project will further intensify their work.

The director of the State Office of Industrial Property Safet Emruli, said that the project was significant in the development of a system for protection and implementation of intellectual property rights.

"The project will also be beneficial for other state institutions, such as the Ministry of Interior, the State Market Inspectorate, the Academy of Judges and Public Prosecutors, the Ministry of Culture, Ministry of Justice", said Emruli.

Mr. Keld Nymann Jensen as a deputy director of the implementor of the project- the Danish Patent and Trademark Office described in detail the components of this project, the planned activities and the expected results.

In this issue:

The official launching of the twinning project	p.1-2
The EU twinning project opens its doors	p.2
Twinning as institutional building tool	p.3
What is intellectual property	p.3
The importance of protecting intellectual property rights	p.3
First mission - Training needs assessment	p.4
The twinning project team	p.4



The number of attendees at the kick-off meeting was over 90, which was far more than what the project team was expecting. Obviously the subject was very interesting and relevant and attracted a lot of attention from officials from different state institutions across the country.



From left to right:
Keld Nymann Jensen, Safet Emruli,
Aivo Orav, Bekim Neziri,
Natasa Radeska Krstevska

The event was also covered by many local and national media. The presence of the Minister of Economy and the Head of the EU Delegation was an additional reason why the event was attended



in such a great number. In order to ensure the visibility of the project and to inform the wider public about the project, folders with notebooks, leaflets, pens and USB sticks were distributed to the guests attending the event.

The EU Twinning Project Opens Its Doors

The twinning project "Strengthening the enforcement of Intellectual Property Rights" started in December 2015 and will be implemented during the next 19 months by the Danish Patent and Trademark Office in cooperation with the State Office of Industrial Property and the Customs Administration.

The project is financed by the European Union under the IPA 2011 programme, with a budget of EUR 1.398.093. The project will be implemented using experts from different EU Member States and it is envisaged that between 30 to 40 MS experts will participate.

The purpose of this twinning project is to ensure further harmonisation of the national legislation with the EU acquis, strengthening capacities and raising public awareness about the protection and enforcement of intellectual property rights.



The Project is divided into two Components. The first component is called "Further strengthening of the State Office of Industrial Property capacities" and consists of 23 activities which are aimed at strengthening the Intellectual Property Rights (IPR) enforcement capacity of the main stakeholder – the State Office of Industrial Property as well as the

other institutions involved in the project such as the Ministry of Interior, the State Market Inspectorate, the Academy for Judges and Public Prosecutors, the Ministry of Justice and the Ministry of Culture.

Component 2 named "Strengthening the capacity of the Customs Administration in relation to their legal competences" consists of 12 activities which will focus exclusively on improving the capacities, working procedures and working methods of the Customs Administration.



Twining as Institutional Building Tool

Twining is an initiative of the European Commission that was launched in 1998. Its purpose is to prepare candidate countries for ascension to the European Union by giving them assistance in strengthening their administrative and judicial capacities and implementing the EU acquis 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.

Two Project Leaders (one on behalf of the EU Member State leading the project, the other of the beneficiary administration) and a Resident Twining Adviser (RTA) are the backbone of Twining projects. A lot of experts from an EU member state are also used for the various activities of the project.

What is Intellectual Property

Intellectual property is a term that refers to creations of the mind: inventions; literary and artistic works; and symbols, names and images used in commerce. Intellectual property is divided into two categories: Industrial property and Copyright.

Industrial Property includes patents, trademarks, industrial designs and geo-graphical indications.

Copyright covers literary works (such as novels, poems and plays), films, music, artistic works (e.g., drawings, paintings, photographs and sculp-

tures) and architectural design.

Rights related to copyright include those of performing artists in their performances, producers of phonograms in their recordings, and broadcasters in their radio and television programs.

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.**

The Importance of Protecting Intellectual Property Rights

Intellectual property rights allow creators or owners of patents, trademarks or copyrighted works to benefit from their own inventions. These rights are outlined in Article 27 of the Universal Declaration of Human Rights, which provides for the right to benefit from the protection of moral and material interests resulting from authorship of scientific, literary or artistic productions.

The reasons for promoting and protecting intellectual property rights are several. First of all, the progress of humanity depends on its capacity to create and invent new works in the areas of technology and culture. Second, the legal protection of new creations encourages the allocation of additional resources for further innovation. Third, the promotion and protection of intellectual property ensures economic growth, creates new jobs and industries, and en-

hances the quality of life. An efficient intellectual property system can help all countries to use intellectual property as an agent of economic development and social and cultural well-being. The intellectual property system provides a balance between the interests of innovators and the public interest, providing an environment in which creativity and invention can flourish, for the benefit of all.



First Mission - Training Needs Assessment

The first activity that was conducted since the start of the project was the activity named Training needs assessment. It was conducted by the Training Needs Assessment Expert from the Danish Patent and Trademark Office Mr. Soren Thomsen.

The purpose of the activity was to talk to all of the involved institutions which are active in the field of IPR and discuss what their training needs are. Namely, meetings with Ms. Dragana Kurcioska - Head of the copyright department at the Ministry of Culture, Mr. Aleksandar Aleksovski - Head of unit in the judiciary department at the Ministry of Justice, Mr. Jetmir Shabani - Head of Patent section and Ms. Elizabeta

Simonovska - Deputy Head of Trademark section within the State Office of Industrial Property, Ms. Aneta Arnaudovska - Judge and director of the Academy for judges and public prosecutors, Mr. Burim Hajdari - Head of Department on non-tariff measures and IPR at the Customs Administration, Mr. Viktor Dermendziev - Director of State Market Inspectorate and representatives from the Section of financial crime within the Police took place in the period between 8th and 12th of February 2016.

The information received from these meetings will be used to prepare training plans, programmes and materials for conducting trainings for these institutions. The trainings will be

in the form of seminars, conferences, workshops etc. Some of them will be more general and will consist of participants from several institutions and some of them will be more specific and will target only one institution.

At the meetings with the relevant institutions, it was concluded that the institutions are very interested to participate in the trainings and they all prefer more practical, hands-on trainings with case stories and the sharing of best practices of EU member states. The next phase of the activity will consist of MS expert coming to the country to prepare the actual training plan and program in collaboration with the relevant institutions.

The Twinning Project Team

Janne Hedegaard is the Resident Twinning Adviser. She works for the Danish Patent and Trademark Office and has extensive experience with EU Twinning and TAIEX programmes. She coordinates the project in the beneficiary country and makes sure that the everyday implementation of the project runs smoothly.

Mob: +389 71 744 517
E-mail: jhw@dkpto.dk

Idriz Ibrahim is the Assistant to the Resident Twinning Adviser. He has worked as a translator/interpreter for various projects before and has in-depth knowledge about the technical aspects of their implementation. In this project, he offers the adviser technical and organizational support.

Mob: +389 72 781 940
E-mail: xiib@dkpto.dk

Slavica Petkovska is the language assistant to the Resident Twinning Adviser. Her background is in languages and she has experience as a translator/interpreter and English language teacher. In this project, she is responsible for providing the adviser with language and translation support.

Mob: +389 72 781 944
E-mail: xspe@dkpto.dk

Address: State Office of Industrial Property
11 Oktomvri No.25 1000 Skopje (Kjubi building, 6th floor)

