



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

DEPARTMENT CREATIVE INDUSTRIES AND INTELLECTUAL PROPERTY

BULGARIAN PRESIDENCY IP PRIORITIES IN EDUCATION AND SCIENCE

IP business contributes to the development of entrepreneurship, promotes innovation, creates sustainable growth in billions of leva of gross added value and many new jobs in the creative industries

UNIVERSITY STRUCTURE

- Department Creative Industries and Intellectual Property (UNWE IP Rules)
- Institute of Creative Industries and Business
- University Center for Intellectual Property
- Intellectual property magazine – www.netscience.science
- IP newsletter



INTELLECTUAL PROPERTY EDUCATION

Bachelor programs:

- Intellectual property and business – WIPO Academy (IP E-commerce and IP management);
- Creative industries and business – WIPO Academy (Arbitration and mediation, Book publishing industry, Cultural heritage and traditional knowledge)

Master programs:

- Intellectual property and business, joint program with WIPO Academy - certificates
- Creative industries and business:
 - Specialization Intellectual property and business in the industry
 - Specialization Intellectual property and business in the culture



DOCTORAL PROGRAMS

- Intellectual property and business by different economic sectors
- Intellectual property in the cultural industries:
 - IP business in the music industry
 - IP management in the radio industry
 - IP business in the television industry
 - IP management in the film business
 - IP business in the performing arts
 - IP business in the visual, applied, graphic and visual arts

The doctoral programs are highly rated by the National Evaluation and Accreditation Agency for the accreditation period 2009-2014, so the validity of the accreditation of the programs is the maximum of 6 years (2014-2020)

The doctors of science of the Department are in key positions in WIPO, Patent Office of Republic of Bulgaria, Bulgarian National Radio, Media Group Bulgaria, Ministry of the Interior Affairs, State Agency of National Security and other institutional and business structures

PARTNERS IN THE EDUCATION

- Ministry of Culture
- Patent Office of Republic of Bulgaria
- Ministry of Economics
- Commission for the Protection of Competition
- Bulgarian Chamber of Commerce and Industry
- Bulgarian Industrial Association
- IP evaluators
- Association of Television Producers
- Artistauthor, Musicautor, Prophon
- Bulgarian National Radio
- Sozopol Foundation
- DG National Police
- leading law firms in the field of intellectual property
- representatives of the business and others



INTERNATIONAL COOPERATION WITH WIPO

- **Joint portal for intellectual property training for countries in transition**
„IP Teaching Website“, 2011
- **Joint master program with WIPO Academy, 2013 г.**
- **International events in the IP field**
- **Joint educational projects for small and medium-sized enterprises**
 - IP Panorama, 2011г.
 - Basic module of IP training, DL 101, 2013 г.
- **Development of joint projects:**
 - Guides on IP issues in the digitalization of intangible cultural heritage
 - Guides on IP training
 - Economic contribution of the copyright based industries to the national economy
- **Development of strategic documents:**
 - National strategy on the development of creative industries
 - IP national strategy



OTHER INTERNATIONAL PARTNERSHIPS

- UNESCO
- European Patent Office Academy
- Intellectual Property Research Institute Queen Mary
- Russian State Academy of Intellectual Property
- Kiev University of Law at the Ukrainian Academy of Sciences
- Metropolitan university of Prague
- Boğaziçi university, Istanbul
- University of Belgrade
- University of Zagreb
- others

FURTHER WORK

- Joint IP education for SMEs with BPO
- Enforcement of the IP strategy to develop infrastructure between BPO, Sofia Tech Park and UNWE
- Development of informational system between the patent representatives, inventors, IP evaluators and business representatives
- IP training of judges and prosecutors to improve the level of their IP competence during the process



DEPARTMENT CREATIVE INDUSTRIES AND INTELLECTUAL PROPERTY

THANK YOU FOR THE ATTENTION!

**ASSOC. PROF. VLADIA BORISOVA DR.
HEAD OF DEPARTMENT**