



IGE | IPI



Swiss Russian Forum

## Costs

CHF 350.- (incl. documentation and coffee break)

## Venue

Medienzentrum Walcheturm  
Stampfenbachplatz  
8001 Zürich  
[map](#)

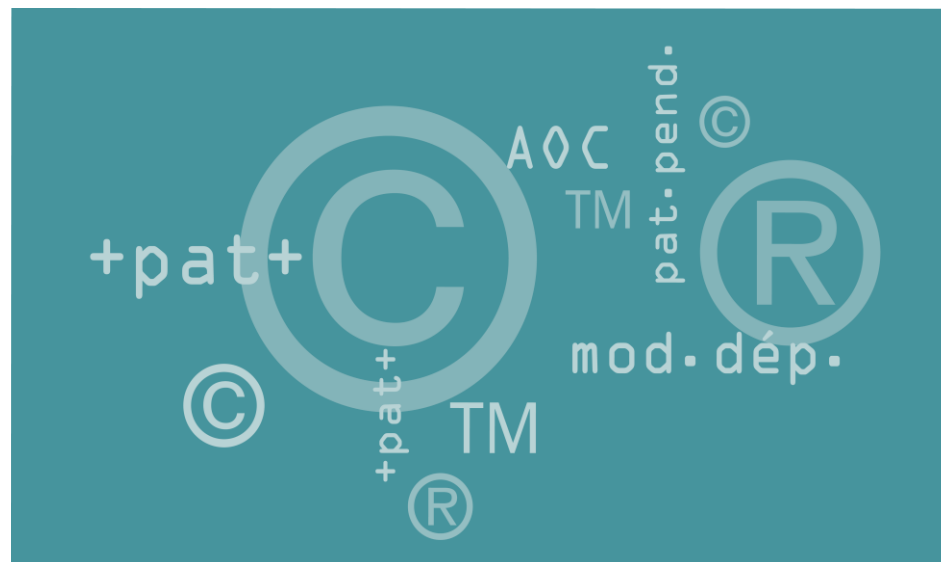
## Registration

Please send an e-mail to [training@ipi.ch](mailto:training@ipi.ch) or use the electronic registration form at [www.ipi.ch/training](http://www.ipi.ch/training).

Deadline for registrations: **Monday, 16 September 2013.**

No seminar costs will be charged for written cancellations received up to 2 weeks before the start of the seminar. You can notify us of participant substitutes at any time. In the event of either a later cancellation or failure to inform us of non-participation, the full amount will be charged.

Further information available by phone on +41 31 377 72 44 or by e-mail at [training@ipi.ch](mailto:training@ipi.ch).



## Seminar

### Intellectual Property in Russia - How to protect and enforce your IP rights!

Friday, 27 September 2013  
Media Center Walcheturm, Zurich

## Summary

Russia is one of the leading emerging economies in today's world. It holds an enormous growth potential for Swiss companies, both for international and small and medium-sized enterprises. Russia is a particularly promising export destination for Swiss quality and innovative products. However, in order to do business in a successful and sustainable manner, adequate and effective protection and enforcement of intellectual property rights are key. Although Russia joined the World Trade Organisation (WTO) in 2012, many foreign companies still struggle with the challenge of how to most efficiently protect their intellectual property rights in Russia, and how to enforce them effectively in the case of infringement.

At this workshop, co-organized by the Swiss Federal Institute of Intellectual Property and the Swiss Russian Forum, participants will have the privilege of listening to the advice of Dr. Boris Simonov, Director General of ROSPATENT, the Russian Government authority responsible for the protection of intellectual property (Patents, Trademarks, Designs, etc.), and Mr. Zaurbek Albegonov, Director International Cooperation of ROSPATENT. Alongside these leading officials, practitioners with many years of experience in the Russian market will share their insights and the strategies they apply to meet the challenge of protecting and enforcing intellectual property rights in Russia. Participants will learn who the key Russian IP authorities are, what the appropriate procedures are and the practical means to properly manage and enforce IP rights in Russia.

## Target audience

Swiss and foreign industry representatives of companies already present in or planning to enter the Russian market, IP portfolio managers, attorneys, in-house lawyers and other legal advisors.

## Language

The workshop will be conducted in English.

## Programme

- 14.00 **Welcome and Inaugural Address**  
**Béatrice Lombard-Martin**, Executive President, Swiss Russian Forum  
**Dr. Roland Grossenbacher**, Director General of the Swiss Federal Institute of Intellectual Property (IPI)
- 14.15 **How to Protect Your Intellectual Property Rights in Russia**  
**Dr. Boris Simonov**, Director General, Russian Federal Service for Intellectual Property (ROSPATENT), *keynote speaker*
- 15.15 Questions and answers
- 15.30 **IP Implications of the Customs Union and Russia's Accession to the WTO**  
**Zaurbek Albegonov**, Director, International Cooperation Department, ROSPATENT
- 16.00 Questions and answers
- 16.15 Coffee break
- 16.30 **How to Enforce Your Intellectual Property Rights in Russia**  
**Dr. Jochen Beyermann**, PhD, European Patent Attorney, Corporate IP at F. Hoffmann-La Roche AG  
**Dr. Stefan Kohler**, Attorney-at-Law and partner at Vischer AG, Zurich  
**Denis Shumsky**, IP Attorney, Yust Law Firm, Moscow
- 17.30 Questions and answers / Discussion
- 18.00 End of the seminar /  
Drinks and canapés reception courtesy of the canton of Zurich



Kanton Zürich  
Volkswirtschaftsdirektion  
Amt für Wirtschaft und Arbeit