

# INTELLECTUAL PROPERTY EXPLAINED:

## A seminar for Software Entrepreneurs

4th February, 2011 at the Czech Cultural Centre

100, Rakovski Street, Sofia 1000

START OF SEMINAR:

REGISTER @ [HTTP://INTELLECTUALPROPERTYEXPLAINED.EVENTBRITE.COM/#](http://intellectualpropertyexplained.eventbrite.com/#)

OR BY E-MAILING [MIHAELA.TODOROVA@NEWBALKANSLAWOFFICE.COM](mailto:MIHAELA.TODOROVA@NEWBALKANSLAWOFFICE.COM)

- 13:30** REGISTRATION
- 13:50** FIRST PANEL DISCUSSION  
**BASICS OF INTELLECTUAL PROPERTY AS APPLIED TO SOFTWARE**
- Explaining Copyright in Computer Programs
  - Industrial Property Rights (patents for inventions, utility models, trade marks, industrial designs);
  - Rights to Confidential Information and Trade Secrets
  - The multiple national systems of intellectual property and the ways in which they interact
- Panel members: **Prof. Bojana Nedeltcheva (UNWE, Sofia), KP Shoylev, Yordan Politov (NBLO London, Sofia).**
- 14:30** FIRST PRESENTATION  
**SAP'S EXPERIENCE IN USING AND LEVERAGING IP (A CASE STUDY) Radoslav Nikolov (SAP Labs Bulgaria)**
- 15:00** REFRESHMENT BREAK AND NETWORKING OPPORTUNITY
- 15:20** SECOND PANEL DISCUSSION  
**PATENTS FOR SOFTWARE**
- European law and practice; US law and court practice; other countries, with emphasis on UK and Bulgaria;
  - The significance of IPRs in software for financing from private and government sources;
  - Case studies of computer-implemented inventions
- Panel members: **Yordan Politov (NBLO Sofia), Dr Radislava Koseva (EPO PA), Kamen Shoylev, (NBLO London), Philip Vulev (SAP Global IP Bulgaria), Atanas Tsvetkov (SAP Global IP Bulgaria).**
- 16:20** SECOND PRESENTATION  
**THE UTILITY OF IPR FOR SEED INVESTMENT Stefan Kiryakov (Sirma Solutions, Sirma Mobile)**
- 16:30** BREAK AND NETWORKING OPPORTUNITY
- 16:45** THIRD PANEL DISCUSSION  
**INTERACTIVE DISCUSSION AND START UP SURGERY**  
**Stefan Kiryakov (Sirma Solutions, Sirma Mobile); Kamen Shoylev (NBLO, London), Todor Sarakchiev.**  
Case presentation: **Todor Iotov (FinAnalytica, Inc.)**
- 17:30** DRINKS RECEPTION

ORGANISED BY:



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