



On July 9-10, 2015 at Sheraton hotel in Batumi Sakpatenti in cooperation with ICC Georgia and GIZ PSD SC h eld a conference on the enforcement of Intellectual Property Rights (IPR) to further enhance and develop the IP enforcement mechanisms in Georgia. As the first event of this type in Georgia, the conference will promote and raise public awareness on intellectual property rights, identify public-private sector cooperation areas and opportunities, link various stakeholders.

The conference was

target a wide array of stakeholders, including: Private companies; Law firms; Government institutions; Enterprise Georgia and GITA; Members of the IP Enforcement Coordination Body; Representatives of the Georgian Bar Association and Business Associations; Judges; Exporters to Georgia; Importers from Georgia; International organizations ; International Investors association of Georgia.

Topics that w as following

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- Global Intellectual Property Insights and Initiatives;
- The Status of Intellectual Property and Enforcement in Georgia;
- International Examples and Best Practices in Intellectual Property;

- Calculation of Damages (lost profits, profit accounting, hypothetical licensing);
- Provisional Measures/Legislative Measures;
- Border Measures;
- Internal Market Investigation/Experience/Recommendations for Private Sector;
- Panel Discussions for Further Development of IP in Georgia.

The protection of intellectual property is a pivotal requirement for sustainable private sector development. In the light of Georgia's integration into European market it is crucial to share and discuss the relevant EU and international standards and best practices in the field of Intellectual Property Enforcement.