

**INTELLECTUAL PROPERTY AND TECHNOLOGY TRANSFER  
DEPARTMENT – 30 YEARS OF HISTORY AS AN ACADEMIC UNIT  
OF THE UNIVERSITY OF NATIONAL AND WORLD ECONOMY,  
IMPLEMENTING RESEARCH AND TRAINING  
IN THE FIELD OF INTELLECTUAL PROPERTY**

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**Abstract**

*The subject of this study is to present the 30-year history of the Intellectual Property and Technology Transfer Department in terms of educational services provided and research results.*

*The aim of the study is to present information about the positions won in the market of educational services for over 30 years and the efforts made to maintain the good image of the Intellectual Property and Technology Transfer Department and the Institute of Intellectual Property and Technology Transfer nationally and internationally, and thus of the University of National and World Economy, to which structure these two units belong.*

*The approaches and tools applied in the study are a historical, complex, and systematic approach, methods of generalizations, selection, and analysis.*

**Keywords:** intellectual property, creative industries, technology transfer, education, research

**JEL:** O34

**Introduction**

The subject of this study is to present the department which was established by the name “Intellectual Property” by a decision of the Academic Council of the University of National and World Economy on 7 and 20 March 1991 with its educational and research contributions in its over 30 years of history.<sup>3</sup> During the

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<sup>3</sup> For the period September 2018 – July 2021, both education and research are conducted by the Institute of intellectual property and technology transfer. In 2021 the department is once again established as a part of the Faculty of Business of UNWE and continues the

years, the Department was also called for a period of time “Creative Industries and Intellectual Property” and now – “Intellectual Property and Technology Transfer”.

The paper’s thesis is that this academic unit is the only one in the higher educational system in Bulgaria and Eastern Europe which is accredited by the National Evaluation and Accreditation Agency for education in economics and intellectual property management. The focus of attention in teaching and research is intellectual property as a business resource in two main professional areas: copyright and related rights industries (the so-called creative industries) and those, based on industrial property – the innovative and conventional industries.

The subject of the educational and research activity of the academic staff of the department and its students as well as doctoral students is intellectual property as a complex management concept, which includes ownership of the results of human intellectual activities, their economic realization and management, and objects of artistic and industrial property, new and current objects of intellectual property. More broadly: these are the results of human artistic activity such as films, works of science, literature, architecture, fine and applied arts, photography, music, inventions, utility models, industrial design, brands, and new objects such as computer programs, databases, topology of integrated circuits, breeders’ achievements.

All these intellectual results give impetus to the development of many classical and new industries of material production, including mechanical engineering, pharmacy, information, and communication technologies, blockchain and biotechnology, as well as those outside the field of material production – music, film, radio, television, software, publishing, advertising, etc. (united with the concept of “creative industries”). What they all have in common is the high rates of development (Borisov, Borisova, 2015).

In the modern business environment, characterized by competitive, global, and digital nature, all branches of tangible and intangible production are based on intellectual property and their competitiveness depends on the owned, implemented and used intellectual property (Markova, 2022). In today’s economy, intellectual property is a key factor in market stability and business prosperity. In their joint reports, the European Patent Office and the European Union Intellectual Property Office present the following data on the so-called intensive industries<sup>4</sup>:

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education and research in this field separately from the Institute of intellectual property and technology transfer, which continues to do only research.

<sup>4</sup> Industries that make extensive use of different types of intellectual property rights (IPR) for the EU economy, as well as those of individual European countries.

- they generated 29.2% (EUR 63 million) of all jobs in the EU in the period 2014 – 2016.
- 38.9% of all employment in the EU (83.3 million) can be attributed, directly or indirectly, to intensive industries.
- 45% of total economic activity (GDP) in the EU is due to intensive industries worth 6.6 trillion euros.
- they pay significantly higher salaries than other industries, with a salary increase of 47%.
- represent the majority of the EU's trade with the rest of the world and generate a trade surplus, thus helping to maintain the EU's relatively balanced external trade (EUIPO, 2019).

All this leads and puts on the agenda the need for knowledge and research of intellectual property, the development of theory and practice of intellectual property as an identified economically important object of management in scientific and applied aspects and a significant economic resource of modern business.

The importance of training and research in the field of intellectual property is justified by a number of international, regional and national initiatives, including:

- the adoption of international and regional treaties, regulations, and directives under the auspices of the World Intellectual Property Organization (WIPO) and the World Trade Organization, the European Parliament, and the Council of the EU, harmonizing the arrangements for the creation, use and protection of intellectual property. The European Commission has identified the management of intellectual property as one of the main areas contributing to the development of the knowledge economy, and innovation and the creative economy as a priority for research and business, academic education, and development.
- high activity at national level in the regulation, management, and protection of intellectual property. Legislation has been strengthened, updated, and harmonized with that of the EU and internationally. The organizations included in their subject of activity transactions with objects of intellectual property and expanded this activity.
- universities include the intellectual property management discipline in the curriculum. With amendments to the Higher Education Act in 2015, they were obliged to have a system for the protection of intellectual property, incl. regulations and structure for the realization of the results of scientific research and other objects of intellectual property, as well as for training in the protection of intellectual property (Higher education act, 1995, Art. 17, para. 2, item 10).

- at the University of National and World Economy, to which the Intellectual Property and Technology Transfer Department and the Institute of Intellectual Property and Technology Transfer belong, students in economic specialties have the opportunity to study the intellectual property subject in the second year of their study. This gives them the opportunity to get acquainted with the nature of the intellectual property system, its objects and the specifics of their protection and management, as well as copyright aspects such as correct citation, academic management of intellectual property rights of teachers, students, and PhD students.

### **Establishment of the Intellectual Property Department and Intellectual Property Specialty**

The Intellectual Property and Technology Transfer Department of the University of National and World Economy is the only educational and scientific unit in the country that trains specialists in the field of intellectual property, creative industries, and technology transfer. For the establishment of the department and for its first curriculum of the specialty Prof. Dr. Borislav Borisov initiated the participation of the World Intellectual Property Organization, which provided its support by sending to the University of National and World Economy Prof. Karl Jorda – Dean of the master’s degree at the Franklin Pierce Intellectual Property Center of the University of New Hampshire, USA. With his help, the specialized block with bachelor’s degree disciplines and the curriculum for the master’s degree have been developed. In addition to his experience and expertise, the development of training documentation considered the experience in organizing training and training documentation of the Central Institute for Improving the Qualifications of Management Personnel in Patent Activity – Moscow (currently Russian State Academy of Intellectual Property). Thus, more than 30 years ago, by a decision of the Academic Council of the University of National and World Economy of March 7 and 20, 1991, a department and a specialty “intellectual property” were established.

In response to the ever-evolving science and knowledge of intellectual property, to date, the department is called “Intellectual Property and Technology Transfer” and is part of the Faculty of Business at the University of National and World Economy.

### **Professional fields of study and specialties in which the academic staff of the department conducts trainings**

The academic staff of the department in its over 30 years of history included over 20 distinguished academics, including Prof. Dr. Borislav Borisov, Prof.

Dr. Violeta Tsakova, Prof. Dr. Vladya Borisova, Prof. Dr. Maria Markova, part-time lecturers of international renown such as Mr. Vladimir Yosifov, Krastyu Iliev, Dr. Georgi Sarakinov, and by 2022 has 11 members with defended doctoral dissertations, research interests and expertise in the field of intellectual property. The academic staff conducts the educational process in several bachelor's and master's degrees specialties, and the training of doctoral students is carried out in two scientific fields, corresponding to the two major sections in which the objects of intellectual property are grouped: 'Organization and Management outside the Sphere of Material Production (Intellectual Property in the Creative Industries)' and 'Economics and Management (Intellectual Property by Industries)'.

Considering the constant development of the scientific paradigm in 30 years of history of the department and in search of answers to the challenges of modern science and business, by 2022 the portfolio of educational services and specialties is optimized in their content and applied approach in the course of training.

Over the years, the Intellectual Property and Technology Transfer Department has provided training in the following bachelor's degrees:

- Intellectual property;
- Intellectual property and business (in Bulgarian and in English);
- Creative industries and business.
- as well as in the following master's degrees:
- Intellectual property;
- Economics of intellectual property;
- Intellectual property and business in the industry;
- Intellectual property and business in the culture;
- Radio and television industry and business;
- Music industry and business;
- Film industry and business;
- Publishing industry and business;
- Performing arts and business.

Currently, the department provides training in two bachelor's degrees: "Intellectual Property and Business" and "Creative Industries and Business" and is preparing a completely new master's degree: "Intellectual Property and Creative Industries". The specialty "Intellectual Property and Business" provides training on the foundations of intellectual property and reflects new trends in the development of legal and business regulation of intellectual property and business relations related to their economic realization, and the specialty "Creative Industries and Business" reflects trends in expanding the issue of intellectual property to serve the traditional industries of material production and those in the services sector. Priority is given to innovative and high-tech productions,

the so-called innovative industries, and cultural industries such as music, film, television, software, publishing, and others.

The training in the two doctoral programs continues to this day, and at their last accreditation in 2015, the programs were evaluated with extremely high marks as follows:

- ‘Organization and Management outside the Sphere of Material Production (Intellectual Property in the Creative Industries)’ – 9.63
- ‘Economics and Management (Intellectual Property by Industries)’ – 9.44.

Behind each name of specialty, specialization or doctoral program are the efforts of the staff to update the training documentation in a timely manner to ensure high levels of educational process that is in line with the modern needs of organizations and institutions in the field of intellectual property, in which students find subsequent professional realization.

Students studying in specialties led by the department are trained professionals who have the knowledge and skills to ensure business sustainability and competitiveness of the industry through new and modified products and modern technologies, and competent optimal management of cultural industries. They have knowledge of:

- the nature and specifics of intellectual property and intellectual property objects;
- the nature and realization of the economic potential of intellectual property;
- economically justified forms of protection of product and technological innovations such as intellectual property, incl. the conditions and mechanisms for acquiring ownership of inventions, utility models, industrial designs, topology of integrated circuits, breeders’ achievements;
- creation of a company portfolio of intellectual property objects and its effective management in the conditions of digital and technological business environment;
- the formation and implementation of competitive business strategies based on intellectual property;
- classical and modern models and mechanisms for commercialization of intellectual property, incl. directions and forms for scientific and technical cooperation and technology transfer, to achieve and maintain digital competitiveness;
- the regulations of the film, music, radio and television, publishing, and other cultural industries;
- the traditional and new business models, through which the activity of the cultural industries and their “production” enterprises is organized;
- the manifestations of intellectual property in cultural products and the regimes of its protection, management, and protection.

Students acquire the following skills:

- identification of the objects of intellectual property in the business;
- studies on trends and key areas of scientific and technological development;
- research for the purpose of providing innovative development strategies based on own intellectual products or through legal use of foreign intellectual products;
- development of programs and selection of means to ensure the confidentiality of information in the field of intellectual property in business;
- development of draft license agreements for intellectual property objects;
- determining the amount and methods of payment of royalties;
- identification of cultural products and intellectual property in them;
- application of traditional and new business models in the realization of cultural products;
- studies on trends in the development of cultural industries in the country and abroad;
- analysis of the markets for cultural products and the competitive advantages of the participants in them;
- development of draft license agreements with creators and users of cultural products under different licensing conditions;
- development of draft contracts for donations, sponsorship, patronage, and advertising in connection with the creation and sale of cultural products.

### ***Trained students and PhD students***

Since its establishment the department has trained over 2,400 students. There are more than 15 PhD students who are now with doctoral degree and with their dissertations have covered various aspects of the intellectual property field:

- Problems of the organization and improvement of research activities in universities in a market economy (with the example of Mongolia);
- Formation and implementation of the brand strategy of the company;
- Design as intellectual property and company strategy;
- Features in the advertising of products containing objects of intellectual property;
- Integration of Bulgarian science in the European research area;
- Management of intellectual property over musical works in a market environment;
- Financial potential of the intellectual property of the company;
- Intellectual property in e-business and strategy for its management;
- Unfair competition and counteraction strategies;
- Identification and management of intellectual property in the stage work;
- Intellectual property business in the music industry;



- Intellectual property business in the radio industry;
- Intellectual property business in the television industry;
- Intellectual property management in the film business;
- Business identifiers as intellectual property of the company;
- Patent policy of enterprises in the innovation industries.

The department makes efforts to provoke interest in the specialties in which it teaches, and directly to the students in the 11<sup>th</sup> and 12<sup>th</sup> grades, who are about to apply to university. For this purpose, it has prepared a database of Bulgarian schools to send targeted information about the specialties of the department and organize webinars for those who are interested. In addition to e-mail, the department disseminates information about its specialties through a brochure, as well as through modern digital methods, including Facebook, YouTube, Instagram and even through radio advertising.

### ***Training during COVID-19***

Before COVID-19 the training conducted by the department was carried out in a traditional learning environment – in person, in an auditorium, with the participation of guest speakers and representatives of various organizations, lectures and other traditionally applied teaching techniques. With the advent of COVID, all stakeholders in the teaching and research process were faced with challenges – teachers, students, PhD students, administration. Thanks to the cloud technology provided by the University of National and World Economy for lectures and meetings of various kinds, as well as due to long previous processes of digitalization of processes such as the electronic student book, electronic examination protocols, the department as well as all other units at the University of National and World Economy had the resource for conducting training in an online environment.

Apart from them, representatives of the department, who had experience with cloud platforms in organizations outside the University of National and World Economy, managed to transfer it for the needs of the functioning of the department and the accompanying processes. A public consultation in the European Union was held in addition to the experiences and educational implications of the COVID-19. It received 2,716 replies and more than 130 position papers from which it turned out that 60% of the respondents had not used distance and online learning before the crisis. Video instructions and manuals were created with incredible speed for each group of stakeholders in the Intellectual Property and Technology Transfer Department: staff of the department, part-time lecturers, and students. Individual meetings were held for additional technical assistance. Thanks to the efforts of the colleagues, the transition to online learning happened smoothly and at the same time – for the first time. Accompanying the technical



transition process was also that of adapting the training courses according to the specifics of the online environment, but also according to the opportunities it provides. Especially in the field of intellectual property education, online learning has increased the opportunities for practical application of the acquired knowledge during the lectures – for example through workshops in various databases with patent information, catalogues with creative content, etc. All this managed to predispose the students to feel comfortable in the new studying environment. As an added value to online learning, the colleagues report higher attendance in lectures from students who have so far been unable to join the lectures due to their absence from Sofia, where the lectures are usually held or combining the learning process with work.

Within a period of almost 3 years, in which teaching, and research activities were either fully present, online or hybrid for certain periods of time, we also managed to:

- organize an online graduation ceremony for our students;
- organize webinars to help students and stakeholders to apply for bachelor's, master's and doctoral degrees in the department;
- participate in the online forum TF FEST 'Young Entrepreneur' aimed at students in the 12th grade, who are about to choose a specialty for higher education.

### ***Professional realisation of the Intellectual property and Technology Transfer Department's graduates***

The graduates of the department's specialities work as specialists and experts in state and municipal structures, national and international institutions, business organizations and other national and international organizations in the field of industry, arts, and culture. Those who have graduated with a doctoral degree can continue their contribution to science and the learning process by holding academic positions in the department, as well as by participating in numerous initiatives, research projects, forums, and other events.

Thanks to the efforts made to build these partnerships and in response to the need for intellectual property professionals, many organizations and institutions provide an opportunity for our students to undergo practical training with them. These organisations are:

- Patent Office of the Republic of Bulgaria;
- Commission for Protection of Competition;
- Bulgarian National Radio;
- Bulgarian Chamber of Commerce and Industry;
- Copyright and Related Rights Directorate at the Ministry of Culture;

- Association of Television Producers;
- Musicautor;
- Prophone;
- Artistauthor;
- Arsis Consulting Ltd.;
- Manev & Partners Law Firm;
- Benatov & Partners;
- Sozopol Foundation;
- Film and Music Corporation Ltd.;
- Digital Republic Association;
- Bulgarian Film Institute;
- Pavlov & Ko Law Firm.

After graduation, students can take advantage of a one-year paid internship program Pan-European Seal, which connects academia and the labour market in various fields – intellectual property, law, finance, business, engineering and more. The program is implemented by the European Union Intellectual Property Office (EUIPO) in Alicante, Spain, and the European Patent Office (EPO) in Munich, Germany, and their partner universities. The coordinator of the Memorandum of cooperation between the University of National and World Economy, EPO and EUIPO is the Institute of Intellectual Property and Technology Transfer.

### **Research activities of Intellectual Property and Technology Transfer department staff and their national and international recognition**

#### ***Research papers and scientific publications under the participation of members of the academic staff in international and national projects and scientific activities***

Members of the academic staff are authors of numerous publications including monographs, studies, articles, reports, and textbooks, and have participated in lots of national and international events presenting papers on current issues related to intellectual property. The academic staff of the department has a wide research and publishing activity, which is expressed in the publication of over 30 academic monographs and over 300 scientific publications, including studies, scientific articles, and reports.

The most important monographs and textbooks defining the research and educational field of its academic staff are the following: Borisov B., 1999, “Intellectual Property” (Patents for Inventions and Utility Models), Publishing house – UNWE; Borisov, B. and Borisova V., 2015, “Intellectual Property”, Publishing house – UNWE; Borisov B., 2001 “Industrial Design”, Publishing house – UNWE; Borisov B., 2000, “Licensed trade in intellectual property”, Publishing

house – UNWE; Borisov B., 1999, “Methodology for patent research”, Publishing house – UNWE; Borisov B., Markova M., 2002, “New Objects of Intellectual Property”, Publishing house – UNWE; Markova M., 2003, “Artistic and Literary Property”, Publishing house – UNWE; Borisova V., 2003, “Intellectual Property in Culture”, Publishing house – UNWE; Markova M., 2001, “Company Design”, Publishing house – UNWE; Tsakova V., 2004, “Rights of Performing Artists, Record Producers and Broadcasters organizations”, Publishing house – UNWE; Tsakova, V., 2009, “Works of Science as an Object of Intellectual Property”, Publishing house – UNWE; Markova, M., 2010, “Design Management”, Publishing house – UNWE; Markova, M., 2007, “Biotechnology, Intellectual Property, Bioeconomics”, Publishing house – UNWE; Krushkov, N., 2020, “Security, leadership, creativity”, Publishing house – UNWE.

Among the newest titles are also: Markova M., “Intellectual property in the book publishing industry”, 2022; Papagalska, D., “Intellectual property in the television industry”, 2022; Strijlev, H., “Radio business”, 2020; Todorova, S., “Business identifiers”, 2020.

As it comes to the publications in indexed editions, among them are:

- Borisova, Vl., 2018, Digital Transformation for Digital Competitiveness at a Micro Level, Economic Studies, Bulgarian Academy of Science, issue 1.
- Борисова, Вл., 2018, Модели на бизнес на предприятията в творческите индустрии, „Икономически и социални алтернативи“, бр. 2 (Borisova, Vl., 2018, Modeli na biznes na predpriatiata w tworcheskite industrii, Ikonomisheski I sotsialni alternatiwi, br. 2).
- Markova, M., 2020 „Modern approach in the contemporary business education”, 6-th ICRAIR – 2020”, Asian Institute of technology.
- Markova, M., 2020, Correlation between National Digital Competitiveness and Country’s World Place as a Patent Application Activity in Top Fields of Innovations for 2018 Year“, NTUT Journal of Intellectual Property Law and management“.
- Markova, M, Tsv, Stoyanova, 2022, Researching digitalization of the education – a case study of Bulgarian universities, Entrepreneurship and Sustainability Issues, Vol 10, No1.

The members of the academic staff of the department are active participants in various university, national and international projects, amongst which are:

1. Digitization of the educational process at the universities, Scientific Research fund of the Ministry of Education and Science.
2. CultUrEn – Cultural heritage as a factor for achieving a sustainable urban environment, Scientific Research fund of the Ministry of Education and Science.

3. WIPO and UNWE project for translation, personification, and scientific editing of the specialized intellectual property training modules of the WIPO Academy and issuing them as teaching materials in 4 disciplines for the purposes of intellectual property training.
4. Project for amendment and addition of the System for ensuring the quality of the activity of the National Evaluation and Accreditation Agency.
5. General methodology for developing encyclopedic editions of UNWE.
6. Improvement of the internal regulations of the educational activity at UNWE.
7. Fact Finding Mission on identifying the state of technology transfer offices in Bulgaria – Project of Bulgarian Patent Office, Institute of Intellectual Property and Technology Transfer and World Intellectual Property Organization.
8. A conceptual model of intellectual property in the digital competitiveness of the firm, Scientific Research fund of the Ministry of Education and Science.

Among those things that have made an indisputable contribution to the establishment of the department as a key educational and research unit in the field of intellectual property, and the knowledge for intellectual property, are the achievements and recognitions received over the years. In this study we will present only some of the achievements and recognitions of some of the members of the habilitated staff over the years.

Prof. Dr. Borislav Borisov was the founder of the Department and the Institute in Intellectual Property and Technology Transfer. He was a lecturer and an international World Intellectual Property Organization's expert, industrial property representative to the Patent Office of the Republic of Bulgaria as well as in the European Patent Office. In 2009 for merits to education and research in the field of intellectual property the name of Prof. Borislav Borisov was entered under number '111' in the Golden Book of the Patent Office of the Republic of Bulgaria. He was awarded the titles of Honorary Professor of the University of National and World Economy; Honorary Professor of the State University of Economics – Almaty, Kazakhstan; Honoris Causa of the Kiev University of Law at the Ukrainian Academy of Sciences, Kyiv, Ukraine; Honorary Professor of the Russian State Academy of Intellectual Property, Moscow, Russian Federation.

Apart from being a member of the department's academic staff and the author of many monographies, studies, articles, reports, teaching materials, prof. Dr. Violeta Tzakova has been a leader or participant in over 20 international, national and university projects and has participated in the preparation of over 20 regulation acts of the University of National and World Economy. Over the years, prof. Tzakova has been the Chair of the Controlling Council of the University

of National and World Economy, as well as of the Attestation Commission at the Faculty of General Economics of the University of National and World Economy. She was also a member of various collective academic structures. Prof. Tzakova also held the position of Chairman of the Standing Committee on Economic Sciences and Management and a member of the Commission for Quality Assurance both at the National Evaluation and Accreditation Agency.

Prof. Dr. Vladia Borisova, a member of the academic staff until 2021, is also the president of Patent Office of the Republic of Bulgaria, an international World Intellectual Property Organization's expert and intellectual property mediator. Among the projects she was part of are the following: 'National Competence Centres in the framework of EuroHPC' (EUROCC), 'Fact Finding Mission on identifying the state of technology transfer offices in Bulgaria – challenges and recommendations', 'One Stop Shop towards Competitive SMEs, focusing on the ecosystem for the first line service system', etc.

Prof. Dr. Maria Markova is also an industrial property representative, an expert in court, and member of scientific committees at international conferences. Prof. Markova participates in editorial boards of journals indexed in world databases. Among the projects she is part of are the following: 'Mobility of Scientists'; 'Traditional foods and the health of Bulgarians'; a project to build a TTO center at the "Joint Genome Center" at Sofia University "St. Kliment Ohridski"; project of the European Patent Academy 'Dissemination of intellectual property knowledge in universities', 'Conceptual model of intellectual property in the digital competitiveness of the company' and other national projects.

Assoc. Prof. Dr. Nikolay Krushkov has more than 30 scientific publications in Bulgarian and foreign academic editions. For several years he was a member of the Council for the Protection of Intellectual Property at the Ministry of Culture and a member of an interdepartmental task force for the establishment of a regional centre for risk management of the territory of Southeast Europe, established upon an order of the Deputy Prime Minister of the Republic of Bulgaria. From 1994 to 2014 he took various expert and managerial positions in the public security sector and used this experience both in the educational process and in his research activities. From 2014 to present he is a Board member of leading international business corporations.

All members of the academic staff of the department, not only the habilitated ones, also have professional expertise outside the university which is applied in both their research and teaching activities, which adds value to the educational process for students and is a prerequisite for building sustainable partnerships with representatives of employers' organizations.

The full academic biographies of the members of the academic staff are available on UNWE's website and intranet systems and the above-mentioned activities are not detailed.

### *Scientific forums organized by the department*

The Intellectual Property and Technology Transfer Department and the Institute of Intellectual Property and Technology Transfer are organizers and co-organizers of numerous international, regional, and national scientific forums, incl. conferences on current issues of intellectual property, seminars, round tables, and discussion forums. Since its establishment until now, the department has held over 40 events on current issues of intellectual property, and in addition to the professional community, they are aimed and open to students and doctoral students at the University of National and World Economy. Among the most important of them are:

- International Conference 'Intellectual Property Training for Business', 2000.
- International Conference 'Intellectual Property, Internet, E-Commerce and Traditional Knowledge', 2001.
- Conference 'The role of geographical indications for the Bulgarian economy', 2003.
- Conference 'Business Security in a Market Economy', 2003.
- International seminar 'Online and Offline search for information on industrial property', jointly with the European Patent Office and the Patent Office of the Republic of Bulgaria, 2005.
- Round table 'Well-known trademarks and absolute grounds for refusal', jointly with the Patent Office of the Republic of Bulgaria and the International Trademark Association (INTA), 2005.
- Presentation of the book 'Illustrated History of Copyright' by Edward Samuels, 2006.
- International seminar 'Innovation - a key factor for the competitiveness and success of enterprises', jointly with the Patent Office of the Republic of Bulgaria and the European Patent Office (European Patent Academy), 2007.
- International Seminar 'European Patent Convention 2000', jointly with the European Patent Academy of the European Patent Office and the Institute of Professional Representatives before the European Patent Office, 2007.
- National seminar 'Academy – Industry', jointly with the Regional Center for Mobility of Scientists at the University of National and World Economy, 2007.
- International Travel Seminar 'Dissemination of Industrial Property Knowledge in Universities', organized under the auspices of the European Patent Academy, 2008.

- Seminar ‘Strategic use of brands for economic and social development’, 2008.
- Conference ‘Brand - more than a trademark’, together with BBRAND, 2009.
- Seminar ‘Madrid system for international registration of trademarks’, 2009.
- Interregional Symposium ‘Intellectual Property Training in Countries in Transition’, 2010.
- Regional Conference ‘Intellectual Property and Digitization of the Intangible Cultural Heritage’, 2010.
- Seminar ‘Design - Industry. Economic and Legal Aspects’, 2010.
- Public lecture ‘Infringements against copyright on the Internet’, given by Mr. Yavor Kolev, Head of the Department of Computer Crime, Intellectual Property and Gambling: at the Directorate General for Combating Organized Crime, Ministry of Interior, 2010.
- Presentation of Prof. At. Atanasov, Joint genomic centre, ‘Biotechnology at the Joint Genome Center’, 2010.
- Jubilee Round Table with International Participation ‘Intellectual Property Education in Universities’, 2011.
- Round table ‘Applied aspects of intellectual property knowledge in an international environment’, under a project of the European Patent Office, 2011.
- Seminar ‘Intellectual property as a system of knowledge and information’, organized by Assoc. Prof. Dr. Maria Markova as an EPO project coordinator for Bulgaria and the European Patent Academy, 2011.
- Student round table ‘Applied aspects of intellectual property knowledge in an international environment’, R&D project NP 18-2011.
- Summary of the International Forum ‘Intellectual Property Week 2011: (IP Week 2011)’, held in Brussels (Belgium), 2011.
- Round table ‘ACTA – FOR AND AGAINST’, jointly with the University of National and World Economy, 2012.
- Seminar ‘Intellectual Property Management in the Advertising Industry’, 2012.
- National seminar ‘Mediation in intellectual property’, 2014.
- National Conference ‘Intellectual Property Policy for Universities and Innovation’, 2015.
- National seminar with international participation on ‘Copyright in the digital age’, jointly with the World Intellectual Property Organization, 2016.
- Round table ‘Building sustainable business models for publishing on the Internet’, 2017.
- National seminar with international participation on ‘Building a culture of intellectual property among small and medium enterprises’, jointly with



- Patent Office of the Republic of Bulgaria and the World Intellectual Property Organization, 2017.
- Round table ‘New models of intellectual property management’, jointly with Department of Private Law at the University of National and World Economy and the International Legal Center, 2017.
  - National seminar with international participation on ‘Perspectives and current challenges for the audio-visual industry in the digital age’, jointly with the Ministry of Culture of the Republic of Bulgaria and the World Intellectual Property Organization, 2017.
  - Public lecture in English by Mr. Bill Lewis on ‘Entrepreneurial ways of thinking and sharing good practices’, 2017
  - Public lecture in English by Mr. Terry Cobble on ‘Advanced Knowledge and International Relations’, 2017
  - Discussion and premiere of a 15-minute film entitled ‘Copyright: You’re an Author Too! You Can Make Money from It!’, a project of the European Union Intellectual Property Office / EUIPO, developed by the Association for the Protection of the Legal Distribution of programs – TeRaPro, in cooperation with partner organizations: Institute of Creative Industries and Business of the University of National and World Economy, Bulgarian IDLO Alumni Association, New Bulgarian University, EGOIST.BG AD, Turiba University, Latvia and Mykola Romeris University, Lithuania, 2018.
  - Round table ‘International Day of Intellectual Property in Bulgaria’, jointly with Prophon, Musicautor, Filmauthor, TERAPRO, Artistauthor and the Bulgarian association for music producers, 2018.
  - Masterclass for students on intellectual property issues with a focus on the topics of artificial intelligence and software, lecturer: Mr. Luc de Vos, European Patent Office, 2019.
  - Perspectives for the development of innovations in the field of big data and intellectual property, jointly with the Innovation Council at the Bulgarian Chamber of Commerce and Industry, 2019.
  - A series of discussion meetings as part of the Mission of the World Intellectual Property Organization to establish the actual state of technology transfer centres in Bulgaria, jointly with the Patent Office of the Republic of Bulgaria and the World Intellectual Property Organization, 2019.
  - Round table ‘Intellectual property - an engine for sustainable economic growth from science to innovation and investment’, 2021.
  - Round table for interim report on the project ‘Conceptual model of intellectual property in the digital competitiveness of the company’, 2021.
  - International Meeting on Presentation and Acceptance of the Results and Recommendations of the Final Report of the World Intellectual Property

Organization's Mission to Establish the Factual Status of Technology Transfer Centres in Bulgaria, 2021.

- Webinar 'Financial Assistance for SMEs in Applying for National and European Trademarks and Industrial Designs', jointly with Bulgarian small and medium enterprises promotion agency, 2021.
- Scientific forum 'Intellectual Property and Business', on the occasion of World Intellectual Property Day, 2022

### **Cooperation of the department with other organizations, institutions and organizational units**

#### ***Partnership with other academic units at UNWE***

The Department has established partnership relationships with the following UNWE departments in the educational process of students:

- Industrial Business;
- Economics of Natural Resources;
- Real Estate Property;
- Entrepreneurship;
- Accountancy and Analysis;
- Marketing and Strategic Planning;
- National and Regional Security.

#### ***Partnership with national and international institutions and organizations***

The Department develops and maintains partnership relations with many institutions and organizations in regard to different events, initiatives, projects, etc. Among them are:

- The Ministry of Education and Science the Republic of Bulgaria;
- The Ministry of culture the Republic of Bulgaria;
- The Patent Office of the Republic of Bulgaria;
- The National Academy of Theatre and Film Arts "Kr. Sarafov" (NATFA);
- The World Intellectual Property Organization;
- The European Patent Office;
- The European Union Intellectual Property Office;
- The University of Forestry, Department Interior and Furniture Design;
- The The Intellectual Property Commission at the Scientific and Research Sector of the Technical University – Sofia;

- The European Intellectual Property Teacher's Network (EIPTN) – prof. Laurent Manderieux, chair;
- The Georgia Intellectual Property Alliance (GIPA) - Scott Frank, J.D., MBA, Chair/President; Perry Binder, J.D., board member.

### ***Cooperation with the World Intellectual Property Organization (WIPO)***

The department actively cooperates with the World Intellectual Property Organization, as a result of which the following agreements should be mentioned:

- The Framework Agreement for Cooperation between the World Intellectual Property Organization and the University of National and World Economy, 2001;
- The Memorandum of Understanding between the World Intellectual Property Organization and the University of National and World Economy during the Regional Conference: Intellectual Property and Digitization of Intangible Cultural Heritage, 2010;
- The Agreement between the World Intellectual Property Organization and the University of National and World Economy for translation, reproduction, and distribution of the IP PANORAMA Multimedia Toolkit on CD-ROM, 2011;
- The WIPO-UNWE Cooperation Agreement for the Development of a WIPO Intellectual Property Training Website for Countries in Transition, 2011.

Another result of the cooperation with the World Intellectual Property Organization and in particular with the WIPO Academy is the opportunity every year for fourth-year students and PhD students of the department to be included with tax free in distance learning courses at the Academy. Students receive certificates for each successfully ended course, which together with the diploma from the University of National and World Economy are a solid foundation for their professional development in this field.

In addition, each fourth-year student receives a set of textbooks developed by the World Intellectual Property Organization, translated, and adapted for Bulgaria and intended solely for the learning process carried out by the Intellectual Property and Technology Transfer Department (not available for sale). These are the textbooks:

- Intellectual property management;
- Arbitration and mediation procedures in the field of intellectual property;
- Intellectual property management in the publishing business;
- Intellectual property in the digital environment.

In the framework of cooperation with the World Intellectual Property Organization, the Department has been granted the status of 'WIPO Depository Library' and as such receives a copy of all current research and publications of

the World Intellectual Property Organization. The received editions are stored in a separate collection of the ‘Loan Service’ of the Library of the University of National and World Economy, where they can be used on the spot by students, PhD students and other stakeholders. The editions are divided into the following two sections:

- Industrial property;
- Copyright and related rights.

Among the latest World Intellectual Property Organization’s titles are:

- Technology Transfer Training Needs Assessment (Manual and Toolkit), 2022;
- Global Innovation Index 2021, 14th Edition, 2022;
- WIPO Patent Drafting Manual, second edition, 2022;
- COVID-19-related vaccines and therapeutics. Preliminary insights on related patenting activity during the pandemic, 2022;
- COVID-19 Impact on Artistic Income, Economic Research Working Paper No. 65, 2021;
- Technology and Innovation Support Centers (TISCs) Report 2020, Enabling local innovators to exploit their potential, 2021;
- WIPO Good Practice Toolkit for Collective Management Organizations (The Toolkit), A Bridge between Right-holders and Users, 2021;
- WIPO IP Facts and Figures 2020, 2021;
- Protecting Your Mobile App, Intellectual Property Solutions, 2021;
- From Paper to Platform: Publishing, Intellectual Property and the Digital Revolution, 2021;
- Enterprising Ideas, A Guide to Intellectual Property for Start-ups, 2021;
- The impacts of counterfeiting on corporate investment. Economic Research Working Paper No. 67, 2021;
- Boosting Tourism Development through Intellectual Property, 2021;
- World Intellectual Property Indicators 2021, 2021;
- Intermediary Liability and Trade in Follow-on Innovation. Economic Research Working Paper No. 66, 2021;
- Geographical indications. An introduction, 2nd edition, 2021.

### ***Cooperation with employers’ organizations***

In accordance with the good practices of the University of National and World Economy, for over 30 years, the Intellectual Property and Technology Transfer Department has built and maintained good partnerships with employers’ organizations. In addition to the possibility of undergraduate internships for students, the department cooperates with representatives of these organizations

both in the preparation and provision of the learning process and in the evaluation of students' results.

The cooperation between the Intellectual Property and Technology Transfer Department and the employers' organizations is expressed in the following activities:

- their participation in the educational process of students as part-time lecturers and / or guest lecturers;
- their participation in research activities as PhD students;
- their participation as keynote speakers and guests in events for which the department is the organizer / co-organizer;
- conducting meetings with students with a final year of study;
- organizing joint events;
- organizing and conducting training courses for specific groups / teams of stakeholders;
- their participation in examination commissions for conducting state exams and defending master's theses;
- participation in the discussion and giving opinions on projects of dissertations of doctoral students of the department;
- contribution to the discussion of important and current topics that should be reflected in the learning process and student preparation;
- providing opportunities for conducting the obligatory undergraduate practice of students in the last year of study in bachelor's specialties.

### **Consultation and expertise aimed to the business and the academy**

As members of a closely specialized unit in the field of intellectual property, creative industries and technology transfer, the academic staff of the department and the institute conduct the following activities for the representatives of the academy and business:

- prepares statements to the management of the University of National and World Economy and to representatives of the academic community of the University of National and World Economy on issues for research and application of industrial property;
- give consultations on inquiries of various individuals and legal entities for protection on intellectual property objects, as well as of state bodies;
- the department is a partner of the Patent Office of the Republic of Bulgaria and over the years has conducted training for candidates for industrial property representatives, according to the requirements and needs of the Patent Office;
- the department readily responds to inquiries for conducting trainings for representatives of various organizations. Such training was conducted for representatives of small and medium enterprises in Bulgaria at the invitation of the Executive Agency for Promotion of Small and Medium Enterprises,

and the participants were provided with subsequent consultations by the lecturers.

Another initiative is the issuing of an entirely new magazine “Intellectual Property and Business”, which is a professional and scientific edition of the Institute for Intellectual Property and Technology Transfer of the University of National and World Economy. The magazine is issued both on paper and online and is with open access. It has two issues per year and contains information on current regulations in the intellectual property field, research results on current issues in the same field and materials related to the intellectual property business. The materials and articles in the magazine are in Bulgarian and English and are evaluated for publication by an editorial board and selected reviewers under blind review. The authors of scientific articles, opinions and interviews declare the originality and authenticity of the presented positions and express their opinion. The magazine is indexed in EBSCO and GOOGLE SCOLAR and the first issue is already published.

### **What is ahead of us**

In response to the changing educational and business environment, and the new challenges before us, the academic staff of the department developed and proposed to the management of the University of National and World Economy new subjects and accompanying curricula for master’s degree studies in a completely new specialty “Intellectual Property and Creative Industries”. The curriculum provides for the study of new disciplines, including:

- Product and technological innovation and protection through intellectual property;
- Digital competitiveness and intellectual property;
- Creative industries and digital transformation;
- Financing of the creative industries;
- Intellectual property business in the creative industries;
- Intellectual property and cybersecurity;
- Project management in the creative industries;
- Management and transfer of knowledge in the organization.

We are currently training the first graduating class of students in this speciality.

The academic staff of the department continues to work on national and regional projects in the field of intellectual property and related fields of modern business, science, and culture, and remains available to stakeholders, representatives of various academic, business, non-governmental organizations and government institutions in need for expert assistance and advice on the above issues.

## **Conclusion**

The academic staff of the Intellectual Property and Technology Transfer Department will continue to work to maintain high standards of education and research, thus continuing to build a positive image of the department and the University of National and World Economy. The efforts of the management of the Department are focused on collegial continuity and support; joint projects, publications, and initiatives; attracting and retaining young researchers, incl. students and doctoral students in various activities of the department; relevance and practical applicability of the taught and research materials and optimization of administrative processes.

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