

IP awareness activities for kids & youngsters

Tomáš Klinka

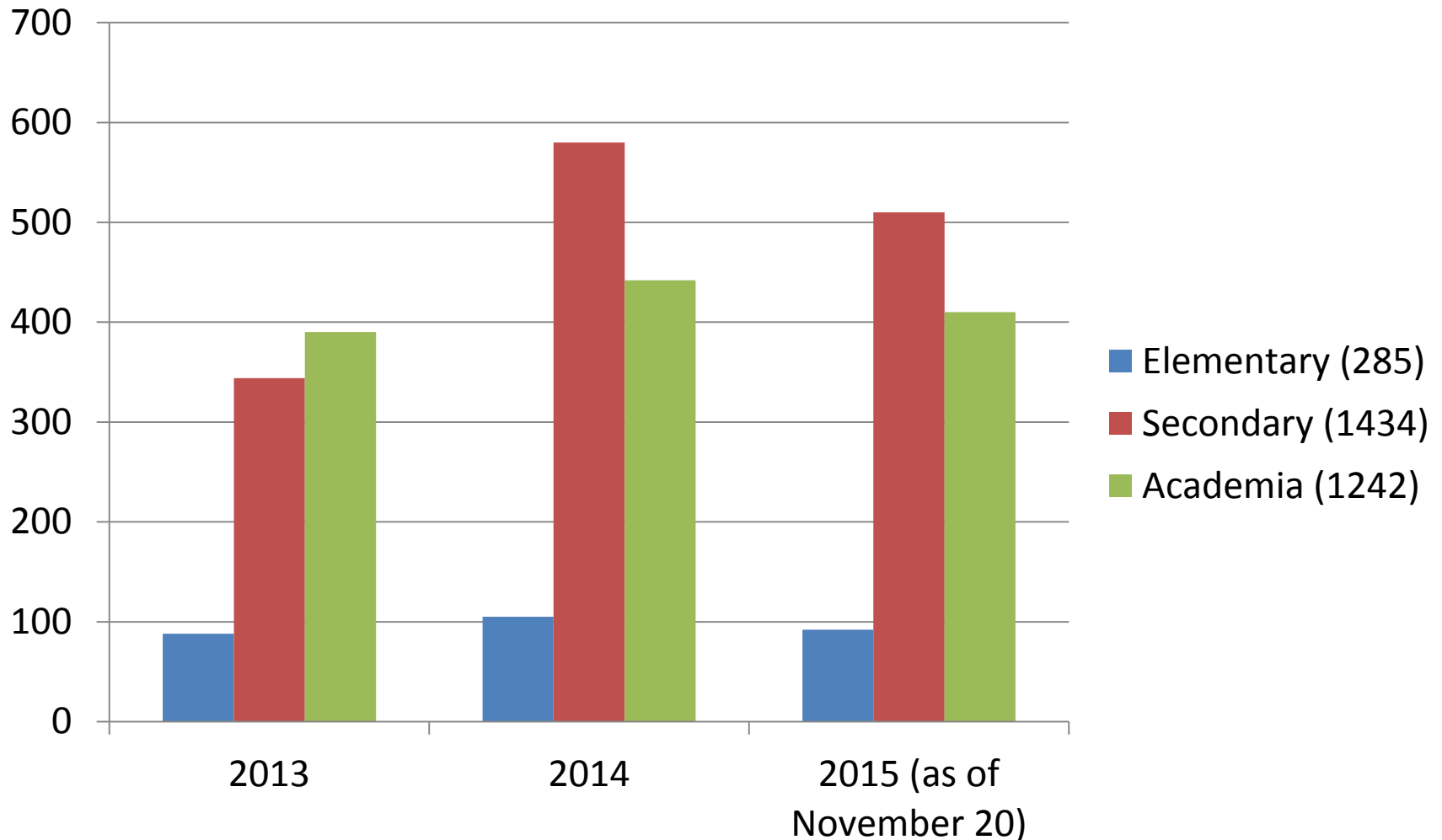
10th session of the ACE, November 24, 2015

WIPO, Geneva

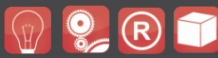
The Future (of IP) is now ...

- IP Awareness & Respect Building for IP → strategic goal
- Special target groups → kids & youngsters
- New approaches & technics → visual & sensual attractiveness, interactivity, overlap with practical life, play & learn, enhance technical skills and attitudes (crafting, engineering, science)
- On-line platforms & social networks → limited impacts

Nearly 3 000 kids & youngsters in almost 3 years...



Intellectual Property in a Box



Thank you for your attention!

Tomas Klinka
Legal and International Affairs
Industrial Property Office of the SR

tomas.klinka@indprop.gov.sk

www.upv.sk