

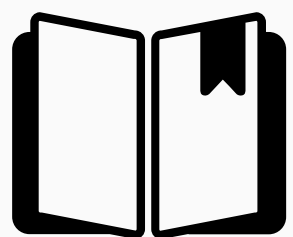
# ACADEMY OF INTELLECTUAL PROPERTY

Report



January-June 2026





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# CHAPTER 1

## IP ACADEMY PROJECTS IN COOPERATION WITH WIPO ACADEMY

- 1.1. Project «Women Innovation and Startup Empowerment» (2025-2026)
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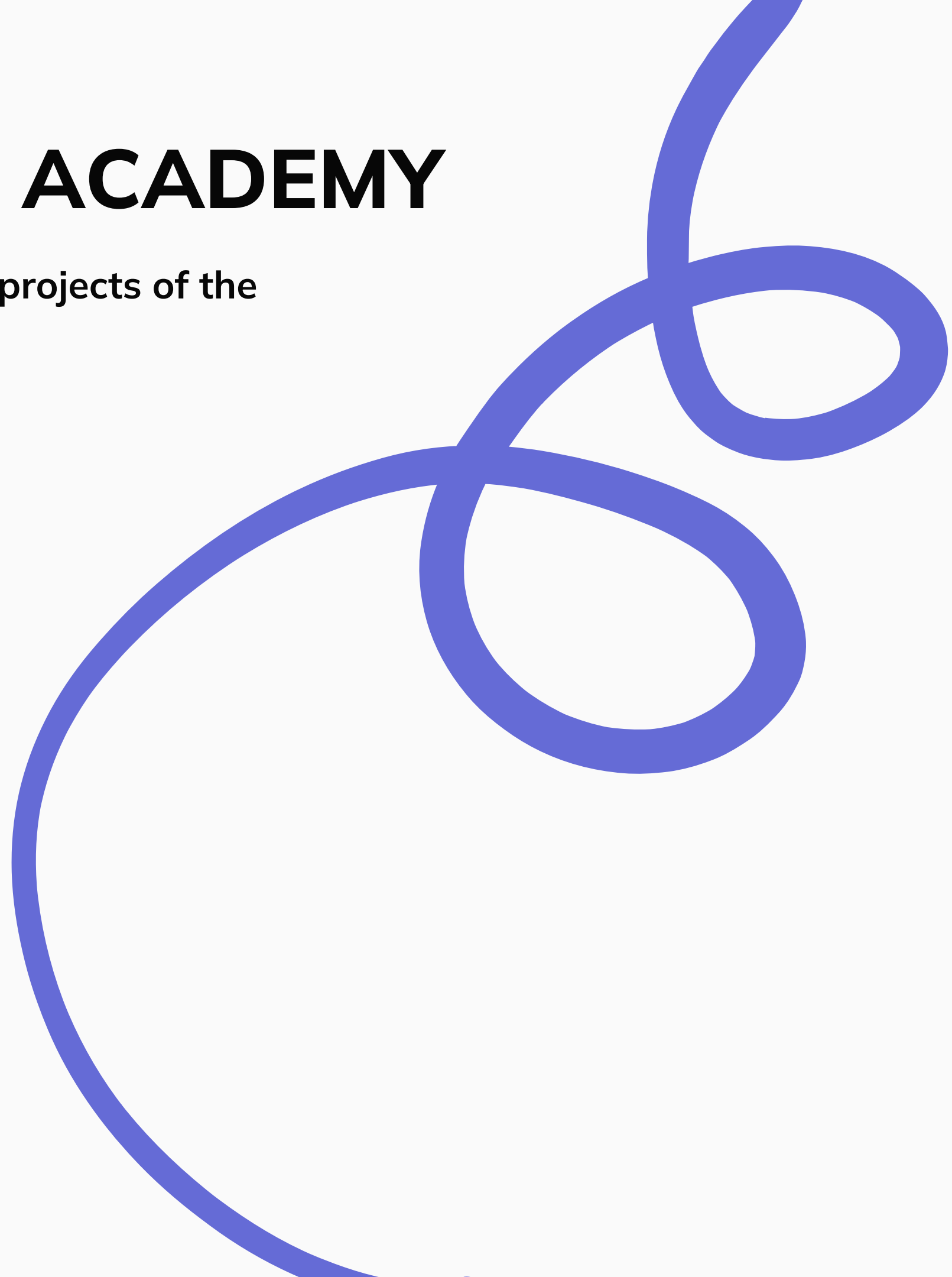
# COOPERATION WITH WIPO ACADEMY

The cooperation is realized through participation in the events/projects of the WIPO Academy and holding events with its support, etc.



## **Cooperation aim:**

To be the leading platform in Ukraine for lifelong education in intellectual property, development of intellectual property culture, and raising awareness of creators' rights.



# WOMEN INNOVATION AND STARTUP EMPOWERMENT (WISE) PROGRAM

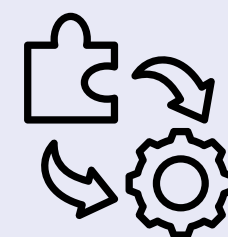


with the support of the Korean Intellectual Property Office (KIPO)



## Project aim:

To empower women with up-to-date knowledge and practical skills for the effective protection and commercialization of intellectual property, the development of startups, and the promotion of their own technological innovations in the goods and services market.



## Project components:

- The training course – an online learning experience with a focus on intellectual property, innovation and commercialization of own developments (June – July 2025)
- Mentorship support - individual mentoring for shortlisted participants involving international experts who will assist in integrating the acquired knowledge into their own business practice (November 2025 – March 2026)
- Online event showcasing the achievements of participants in the mentoring program (March 18, 2026)



«Women Innovation and Startup Empowerment (WISE) Program»

## MENTORSHIP SUPPORT (THE 2<sup>ND</sup> STAGE)



At this stage, four participants we provided with individual support packages designed to increase the visibility of their projects, strengthen their competitive advantages, and prepare them for a successful market entry.



### **A support package includes:**

- Preparation of a presentation for investors (Pitch Deck)
- Creation of a landing page
- Brand identity and visual materials development for social networks
- One-page information brochure
- Promotional video



### **Project mentor:**

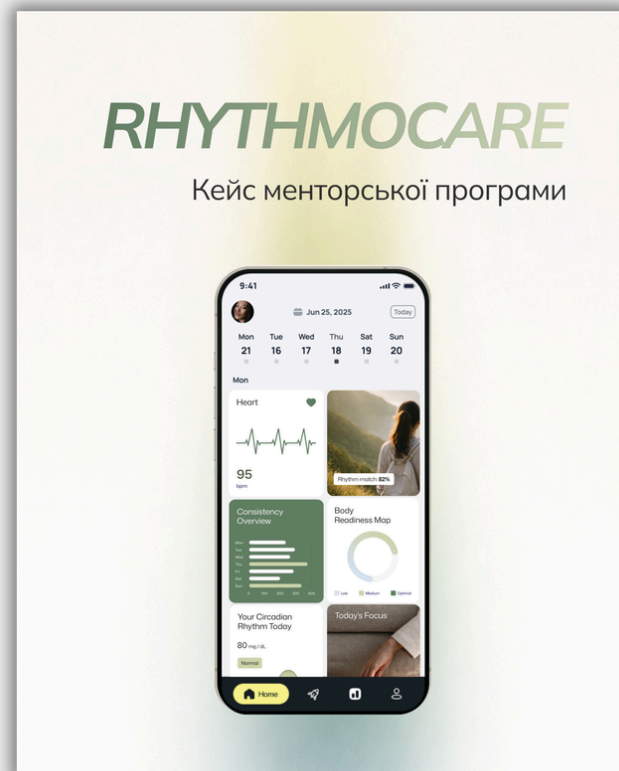
Alina Bazhenova, founder of the full-cycle branding agency «Futurist agency»



### **Dates:**

(November 2025 – March 2026)

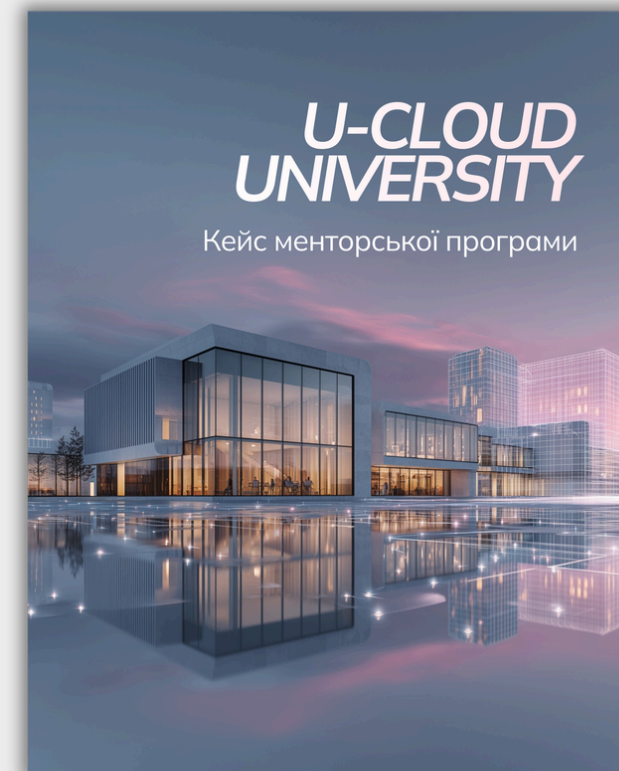
# CASES OF THE MENTORSHIP PROGRAM PARTICIPANTS



Rhythmocare Project  
Project Author:  
Olesia Kalmykova



LihtTar Project  
Project Author:  
Marharyta Kirianova



U-Cloud University Project  
Project Author:  
Svitlana Tarasenko



HYPOXYON Project  
Project Author:  
Liubov Poliaghushko



«Women Innovation and Startup Empowerment (WISE) Program»

# FINAL ONLINE EVENT OF THE PROJECT



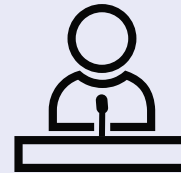
## **Aim:**

Summing up the project, presenting the participants' startups, and creating opportunities for their further development and professional networking.



## **Date:**

March 18, 2026



## **Speakers:**

- Virag Halgand, Head, Section for Central European and Baltic States Countries and Mediterranean Countries, TDC, WIPO
- Kui Wou Kwun, Director-Advisor, Regional and National Development Sector WIPO Academy
- Olha Kulinich, Head of the IP Academy Department, UANIPIO
- Alina Bazhenova, founder of the full-cycle branding agency «Futurist agency»
- Olesia Kalmykova, author of the «RhythmoCare» project
- Marharyta Kirianova, author of the «LihtTar» project
- Svitlana Tarasenko, author of the «U-Cloud» project
- Liubov Poliaghushko, author of the «HYPOXYON» project



## «Women Innovation and Startup Empowerment (WISE) Program»

# FEEDBACK FROM THE PROGRAM PARTICIPANTS



**OLESIA KALMYKOVA**

Doctor of Philosophy (PhD) in Biology, Associate Professor of the Department of Cytology, Histology and Reproductive Medicine at the Educational and Scientific Center «Institute of Biology and Medicine» of Taras Shevchenko National University of Kyiv, Laureate of the President of Ukraine Award

Participation in the international project «Empowering Women in Innovation and Startups» helped transform my research idea into a clear and well-defined concept. Understanding the role of the circadian system allows for a new perspective on the interaction between time and human physiology. The key is to catch your own rhythm and live in sync with it.



**MARHARYTA KIRIANOVA**

Master of Psychology, practicing psychologist, business analyst, and visionary

Participation in the project marked a pivotal turning point, elevating our idea into a structured international startup. Through mentorship support, we developed a robust IP strategy to safeguard our algorithms and established a strong foundation for scaling LihtTar as a global product at the intersection of psychology, deep knowledge systems, and artificial intelligence. The program serves as a powerful catalyst for women innovators, creating solutions that shape the future.



**SVITLANA TARASENKO**

Candidate of Economic Sciences, Associate Professor, Department of International Economic Relations, Sumy State University

Participation in the project allowed me to systematize the idea, create a clear market message, and focus on further development. The team's work helped me rethink the project, view it from a new perspective, and significantly strengthen its conceptual core.



**LIUBOV POLIAHUSHKO**

Candidate of Technical Sciences, Associate Professor, Igor Sikorsky Kyiv Polytechnic Institute

Participation in the mentoring program within the international project «Empowering Women in Innovation and Startups» became a turning point for me, from an idea into a brand. Now it is not just an innovative product, but a holistic system with clear communication, a visual identity, and a well-defined market entry strategy. Thank you for this opportunity!

# LAUNCH OF THE FIRST GROUP OF STUDENTS IN THE UKRAINIAN-LANGUAGE DL 101 COURSE

 DL 101 – «General Course on Intellectual Property» on the WIPO Academy Distance Learning Platform



This is a foundational online course that provides a comprehensive overview of the international legal framework for the protection of intellectual property. The course curriculum covers key topics, including: copyright and related rights, inventions and utility models, trademarks, geographical indications, industrial designs, plant varieties, as well as unfair competition and international registration systems.



**Dates:**

17.03.2026 – 17.05.2026



**Course tutor:**

Olha Kulinich, Head of the IP Academy Department, UANIPIO

# LAUNCH OF THE FIRST GROUP OF STUDENTS IN THE UKRAINIAN-LANGUAGE DL 101 COURSE

 DL 101 – «General Course on Intellectual Property» on the WIPO Academy Distance Learning Platform



## Curriculum:

- Introduction to Intellectual Property
- Copyright
- Related Rights
- Trademarks
- Geographical Indications
- Designs
- Patents
- Unfair Competition
- WIPO Treaties
- Protection of New Plant Varieties
- Introduction to Traditional Knowledge, Traditional Cultural Expressions, and Genetic Resources
- Intellectual Property and Development
- Summary and Discussion of Intellectual Property Issues



**13 modules**



**297 participants**



**192 certificates**



## DL 101 – «General Course on Intellectual Property»

# FEEDBACK FROM THE COURSE PARTICIPANTS



**ANNA OREL**

Professor of the Department of Marketing, Doctor of Economic Sciences, Head of the Technology and Innovation Support Center (TISC) at Kyiv National University of Technologies and Design

Participating in the DL-101 course was an important step in my professional development and skills enhancement. The course significantly contributed to improving the teaching of the discipline «Methodology of Modern Scientific Research with Fundamentals of Intellectual Property». The course materials helped update the educational content, expand methodological support for the discipline, and develop a more practice-oriented approach to teaching. The course is useful for both academic staff and anyone seeking to deepen their knowledge of intellectual property and modern scientific research.



**IVANNA LAVRONOVA**

Attorney, Doctor of Philosophy in Law, Associate Professor of the Department of Law and Public Administration, Kyiv National University of Construction and Architecture

The general intellectual property course, delivered in Ukrainian, is extremely useful for forming a comprehensive understanding of the intellectual property rights protection system. The course materials stand out due to their substantive content, logical structure, and relevance, which contribute to the effective assimilation of both theoretical foundations and practical aspects of their application. Particularly valuable is the accessible presentation of information, combined with professional depth and applied orientation. The course has undeniable practical value, as the knowledge gained can be effectively used in educational, research, and professional activities.



**LIUBOV FEDORUS**

Director of the Business Innovation Center, Lutsk National Technical University

Thanks to the IP Academy for the opportunity to complete the Ukrainian-language DL-101 course. Informative! Easy! Interesting! The course helped me learn more about copyright, trademarks, international protection systems, compulsory licensing, unfair competition, and misleading advertising. The practical case studies in the final exam made it possible to analyze real-life situations and learn how to find appropriate legal solutions. Highly recommended! In higher education institutions, intellectual property should be an important component of training modern specialists, especially in technical and innovative fields, where knowledge of legal protection mechanisms directly influences the development of technology, business, and creative industries.



**KATERYNA HEIDA**

Junior Lawyer at Polikarpov Law Firm, Attorney

The Ukrainian-language DL-101 course is well structured, without unnecessary theory. The material is presented engagingly, with a large number of practical examples and case studies, which helps not only in mastering the theory but also in learning how to apply knowledge in practice. I would also like to thank you for the flawless performance of the platform, which was available 24/7 for accessing and completing the course materials.

# PILOT LAUNCH OF THE UKRAINIAN- LANGUAGE DL 201 COURSE

 DL 201 – «Copyright and Related Rights» on the WIPO Academy's distance learning platform



The pilot phase involves testing the course materials and gathering feedback from participants to further improve them before the course is launched nationwide.



## The purpose of forming a pilot group:

- ensure the high quality of the Ukrainian version of the course
- verify the legal accuracy and appropriateness of terminology
- assess how useful the materials are for the Ukrainian audience
- gather recommendations for improvement
- refine the course before its public launch



## Course tutor:

Olha Kulinich, Head of the IP Academy Department, UANIPIO



## DL-201 pilot launch dates:

22.04.2026 – 20.07.2026



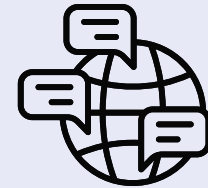
Participation in events organized by the WIPO Academy for IPTI representatives

## PARTICIPATION IN WIPO ACADEMY EVENTS



### **Aim:**

Exchange of experience in organizing intellectual property awareness-raising events, as well as exploration of approaches, tools, and best practices applied by intellectual property academies in other countries to raise awareness among various target audiences.



### **Participation in events organized by WIPO Academy:**

- IPTIs Skill-up Session: Strategies for Dynamizing IP Training» (09.04.2026)
- IPTIs Network Connect Session From the Field to the Classroom: IP and Sports Initiatives from IPTIs» (11.05.2026)



# CHAPTER 2

## **IP ACADEMY PROJECTS**

- 2.1. National Campaign «IP and Sports: Ready, Set, Innovate» dedicated to the International Intellectual Property Day 2026
- 2.2. Project «IP Connecting Students 3.0»
- 2.3. Project «IP Academy Networking Club»
- 2.4. Summer school «Startup & IP Bootcamp»
- 2.5. Information campaign «Play&Pay: Use Music Legally»
- 2.6. Project «IP Monday: Simplifying Complexity»
- 2.7. The All-Ukrainian Poll on the Level of Awareness and Educational Needs in the Field of Intellectual Property

# IP ACADEMY PROJECTS

The projects are implemented in various modes that allow to effectively communicate knowledge, build skills and support the development of legal culture in the intellectual property field.



## **Aim:**

To raise awareness on intellectual property among various target audiences, develop legal culture in society and foster practical skills in this area.



# «IP AND SPORTS: READY, SET, INNOVATE»

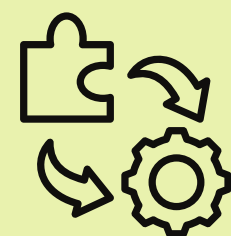


The national campaign dedicated to World Intellectual Property Day 2026



## Campaign aim:

To provide schoolchildren, college students, and the general public with the opportunity to understand the role of intellectual property in the world of sports through the stories of famous athletes, sports brands, and global sporting events, as well as to recognize its importance for fostering creativity, innovation, and new opportunities.



## Campaign components:

- All-Ukraine Educational Live Stream for Students and Faculty of Vocational and Higher Education Institutions: «An Athlete's Personal Brand: From Reputation to Opportunities»
- All-Ukraine Educational Live Stream for Students and Teachers of Secondary and Extracurricular Education Institutions: «Sport of the Future: Innovative Solutions Changing the Game»
- Information cards on sports and intellectual property

# «AN ATHLETE'S PERSONAL BRAND: FROM REPUTATION TO OPPORTUNITIES»

 All-Ukraine Educational Live Stream for Students and Faculty of Vocational and Higher Education Institution dedicated to World Intellectual Property Day 2026



## Aim:

To familiarize students with the role of an athlete's personal brand, its connection to intellectual property, and opportunities for commercialization in the field of sports.



## Date:

April 22, 2026



# «SPORT OF THE FUTURE: INNOVATIVE SOLUTIONS CHANGING THE GAME»

 All-Ukraine Educational Live Stream for Students and Teachers of Secondary and Extracurricular Education Institutions dedicated to World Intellectual Property Day 2026



## Aim:

To familiarize participants with innovations in the field of sports, the role of intellectual property in protecting technologies, and the importance of transforming ideas into successful solutions for the future.



## Date:

April 22, 2026



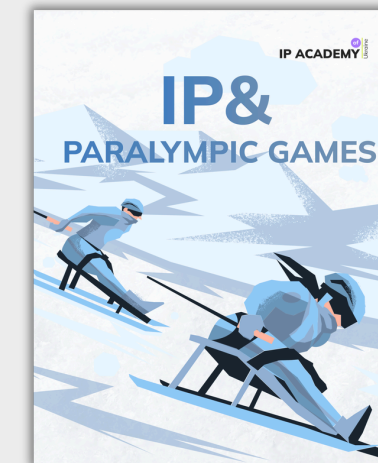
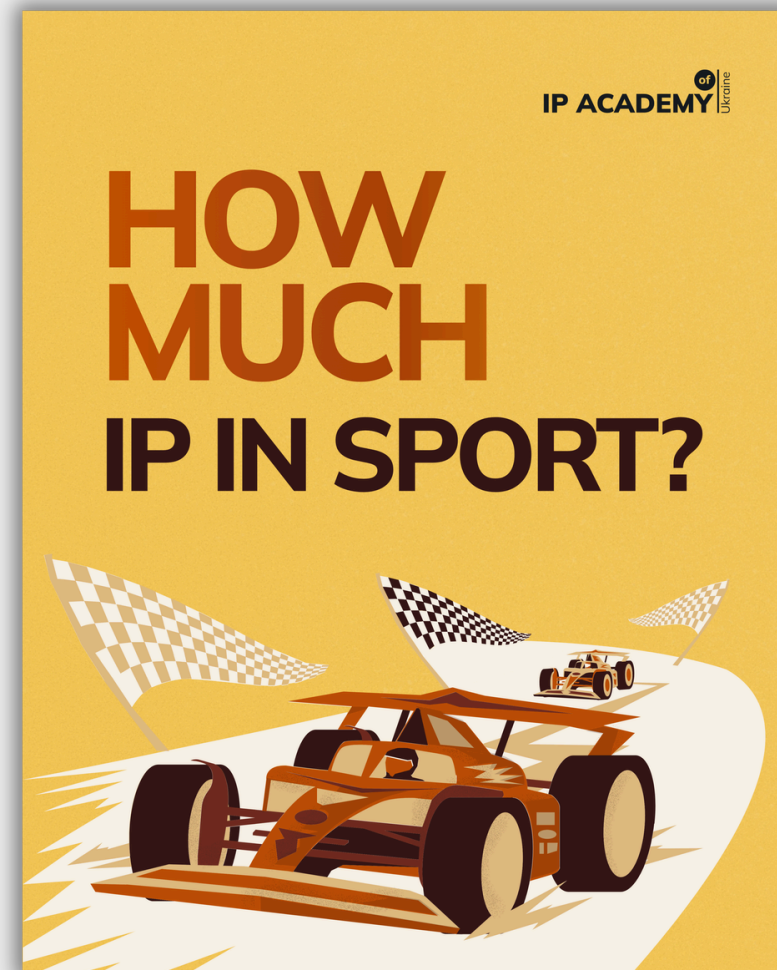


As part of the campaign, a series of informational cards was presented:



### Topics covered in the information cards:

- «IP & Olympic Games»  
(06.02.2026)
- «IP& Paralympic Games»  
(06.03.2026)
- «IP&Sport: Special Issue for World Intellectual Property Day 2026»  
(20.04.2026)
- «How much IP in Sport»  
(24.05.2026)
- «IP & Formula 1»  
(05.05.2026)



# PROJECT «IP CONNECTING STUDENTS 3.0»



A Lecture Series by IP Office Representatives for the Student Community



## **Aim:**

To provide students at institutions of higher education with up-to-date and practical knowledge on intellectual property, taking into account their needs.



## **Lectures on the following topics:**

- Intellectual Property at Full Throttle: Inside the World of Formula 1
- Sport of the Future: Innovative Solutions Changing the Game
- An Athlete's Personal Brand: From Reputation to Opportunities
- Intellectual Property in Sports: Every Detail Has Its Creator



**8 universities**



**more than 150 students**



## **Dates:**

(March 2026 – May 2026)

# PROJECT «IP CONNECTING STUDENTS 3.0»

✦ A Lecture Series by IP Office Representatives for the Student Community



## Speakers:

- Olha Kulinich, Doctor of Laws, Associate Professor, Head of the Department «Academy of Intellectual Property», UANIPIO
- Yuliia Kravchenko, Deputy Head of the Department of Educational, Methodological and Information-Analytical Work of the Department «Academy of Intellectual Property, UANIPIO
- Anna Tkachuk, intellectual property professional of the 1st category of the Department of Training, Retraining, and Professional Development of the Department «Academy of Intellectual Property», UANIPIO



# PROJECT «IP CONNECTING STUDENTS 3.0»

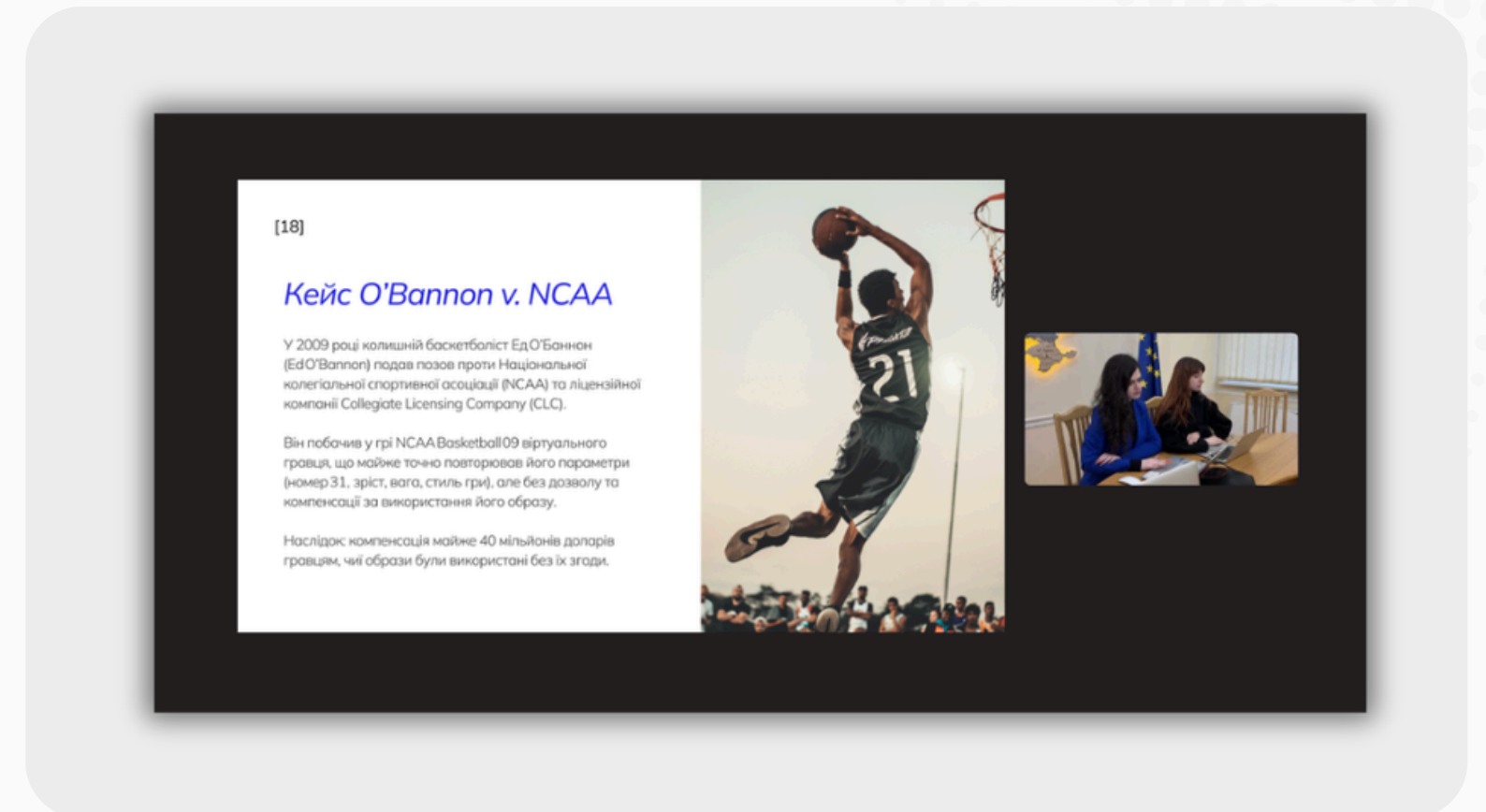


A Lecture Series by IP Office Representatives for the Student Community



Among the project participants are students of:

- Taras Shevchenko National University of Kyiv
- State University of Information and Communication Technologies
- Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies Lviv
- Bukovinian State Medical University
- Educational and Scientific Institute of Law and Security of the Interregional Academy of Personnel Management
- Prydniprovska State Academy of Physical Culture and Sport





**Within the framework of the project, 2 thematic offline lectures were held:**

2 thematic offline lectures were held for first-year students of the Department of Intellectual Property and Civil Law at Bohdan Khmelnytsky National University of Cherkasy on the following topics:

- «Sport of the Future: Innovative Solutions Changing the Game» (29.04.2026)
- «Intellectual Property at Full Throttle: Inside the World of Formula 1» (29.04.2026)





## Project «IP Connecting Students 3.0»

# PROFESSORS' FEEDBACK



### IRYNA CHEREVKO

Doctor of Economics, Professor, Professor of the Department of Economics, Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies, Lviv

The lecture «An Athlete's Personal Brand: From Reputation to Opportunities» within the project «IP Connecting Students 3.0: IP & Sport» was informative, relevant, and fully met our expectations. The speakers clearly and engagingly explained the topics of building an athlete's personal brand, reputation management, and the use of intellectual property in sports. The lecture was especially valuable for students of the «Physical Culture and Sports» and «Secondary Education (Physical Culture)» programs, as it combined theoretical knowledge with practical aspects of the modern sports industry. We sincerely thank IP Academy and the speakers for the useful lecture and look forward to further cooperation!



### VALENTYNA BABENKO

Candidate of Historical Sciences, Associate Professor of the Department of Ukrainian Studies and Foreign Languages, Educational and Scientific Institute of Prydniprovsk State Academy of Civil Engineering and Architecture, USUST, Acting Head of the Regional Technology and Innovation Support Center (TISC) at USUST

The educational and outreach initiatives of the IP Academy play an important role in promoting awareness of intellectual property rights among students. The project 'IP Connecting Students 3.0: IP & Sport' became an excellent opportunity for students to deepen their knowledge of intellectual property through relevant topics related to sports, brands, and athletes' personal reputation. A particularly valuable part of the project was the lecture delivered by Olha Kulinich, which was both professional and engaging for students of the Educational and Scientific Institute «Prydniprovsk State Academy of Physical Culture and Sports», USUST. Participants demonstrated strong interest in exploring athletes' personal branding and the role of intellectual property within the sports industry.



### EDUARD KUZMENKO

Assistant Lecturer at the Department of Modern and Contemporary History of Foreign Countries, Taras Shevchenko National University of Kyiv

The intersection of sports and intellectual property law is an extremely important and relevant topic today. The material presented within the project was engaging and easy to understand, while vivid case studies and practical insights were a clear strength of the lectures. I highly recommend it to everyone who wants to gain a deeper understanding of processes in the field of sports and explore fundamental topics through the lens of sport.



# STUDENTS' FEEDBACK

“  
Intellectual property is the real power behind the scenes in sports. If you know your way around IP, you automatically rise to the next level because you understand how this business works from the inside, rather than just looking at a picture on the screen.”

“  
A very informative and well-structured lecture. Thank you for the valuable insights!”

“  
It was interesting to hear the experts' opinions on the issues raised. The information will be useful for future use in my studies and professional work.”

“  
The lecture was very informative. Many thanks to the speakers! I learned a lot about personal branding and intellectual property in sports.”

“  
It was very informative and interesting. As a professor of «Branding» and «Brand Management», I highly appreciate the speakers' preparation and the presentation materials. Thank you!”

# IP ACADEMY NETWORKING CLUB

 **A platform for professional communication and experience exchange**



## **Aim:**

To promote the formation of an active professional community where members discuss current trends, share practical case studies, analyze legislative changes, and develop proposals for the further development of the intellectual property sector in Ukraine.



Within the framework of the IP Academy Networking Club, two topical online meetings were held to present educational opportunities in the field of intellectual property and to foster cooperation with the academic and professional communities.





Project «IP Academy Networking Club»

# LAUNCH OF UKRAINIAN-LANGUAGE DL COURSES AND NEW LEARNING OPPORTUNITIES



## The meeting agenda includes:

- Presentation of the Ukrainian-language courses DL-101 and DL-201
- Introduction to the English-language courses DL-301E, DL-318E, and DL-320E, as well as a discussion of their role and practical value for representatives of Technology and Innovation Support Centers (TISCs)
- Answers to participants' questions



## Speakers:

- Olena Orliuk, Doctor of Law, Professor, Academician of the National Academy of Legal Sciences of Ukraine, Director of UANIPIO
- Olha Kulinich, Doctor of Laws, Associate Professor, Head of the Department «Academy of Intellectual Property», UANIPIO
- Anastasiia Yarmoliuk, Candidate of Legal Sciences, Deputy Head of Department, Head of the Technology and Innovation Support Centers Network Development Division, UANIPIO



## Date:

March 11, 2026



Project «IP Academy Networking Club»

# NEW SEASON OF IP CONNECTING STUDENTS AND EDUCATIONAL OPPORTUNITIES FOR UNIVERSITIES



## The meeting agenda includes:

- Presentation of the new season of «IP Connecting Students 3.0: IP & Sport»
- Presentation of useful publications, educational projects, and analytical materials for faculty members and representatives of higher education institutions
- Informal networking and exchange of experiences



## Date:

March 25, 2026



## Speakers:

- Olha Kulinich, Doctor of Laws, Associate Professor, Head of the Department «Academy of Intellectual Property», UANIPIO
- Yuliia Kravchenko, Deputy Head of the Department of Educational, Methodological and Information-Analytical Work of the Department «Academy of Intellectual Property, UANIPIO
- Anna Tkachuk, intellectual property professional of the 1st category of the Department of Training, Retraining, and Professional Development of the Department «Academy of Intellectual Property», UANIPIO

# SUMMER SCHOOL «STARTUP & IP BOOTCAMP»



organized in cooperation with National IP&Innovations Hub with TISC headquarter



## Aim:

To provide students with foundational knowledge in intellectual property and a practical understanding of how to comprehensively protect a digital product: from the idea, code, design, content, and database to the name, logo, trade secrets, contracts, and preparing a startup for market entry.



## Lectures on topics:

- Startup and Intellectual Property: What the Team Actually Creates
- Copyright and Digital Products: Code, Design, and Content
- Startup Brand: Name, Logo, Domain, and Reputation
- Team, Contracts, and Confidentiality: How to Protect Rights
- Intellectual Property Strategy: From MVP to Investor



## Dates:

29.06.2026, 30.06.2026,  
01.07.2026, 02.07.2026,  
03.07.2026



**5 sessions**



**21 speakers**



**more than 110 registered participants**

# SUMMER SCHOOL «STARTUP & IP BOOTCAMP»



organized in cooperation with National IP&Innovations Hub with TISC headquarter



## Speakers:

- **Aurika Hrybovska**, PhD, Mediator, Head of the Center for Mediation and Facilitation, UANIPIO
- **Olha Khmara**, Deputy Head of the Innovation System Development Division of the Innovation Department, UANIPIO
- **Yuliana Zukh-Kipriianova**, Leading Intellectual Property Professional of the Technology Transfer Information Support Division of the Department of Economic Issues of Innovation Development, UANIPIO
- **Bohdan Malii**, Leading Intellectual Property Professional of the Copyright and Related Rights Implementation Support Sector of the Department for the Development of Copyright and Related Rights, UANIPIO
- **Nataliia Bieliakova**, PhD in Economics, President of the Khmelnytskyi Chamber of Commerce and Industry, Head of the TISC at the Khmelnytskyi Chamber of Commerce and Industry, Certified Export Trainer
- **Tetiana Bulana**, PhD in Technical Sciences, Associate Professor of the Department of Information Technologies and Computer Engineering at the Dnipro University of Technology, Head of the Regional Innovation Hub of the Dnipro University of Technology
- **Tetiana Bundz**, Co-founder of ALOF Startup Studio, Co-founder of NOWL Legal Service
- **Ivan Lohoida**, Co-founder of ALOF Startup Studio, Co-founder of NOWL Legal Service
- **Vladyslav Vasko**, Lawyer at the international law firm «Barbashyn Law Firm»
- **Vadym Horenko**, Head of the Project Office of Academ.City at the Kyiv Academic University
- **Dmytro Zakharov**, PhD, Associate Professor of the Department of Information Systems in Management and Accounting at Zhytomyr Polytechnic State University
- **Nazar Kostenko**, Co-founder, Corporate Lawyer at RED Lawyers Law Firm

# SUMMER SCHOOL «STARTUP & IP BOOTCAMP»



organized in cooperation with National IP&Innovations Hub with TISC headquarter



## Speakers:

- **Ruslan Kryvobok**, Doctor of Technical Sciences, Associate Professor, Head of the Research Department at the National Technical University «Kharkiv Polytechnic Institute»
- **Bohdan Kuzmovych**, Lawyer, Business-Mediator, Co-founder of RED Lawyers Law Firm, Intellectual Property Lawyer
- **Roman Nebesnyi**, Doctor of Technical Sciences, Head of the Research Department, Professor of the Department of Organic Products Technology at Lviv Polytechnic National University
- **Ivan Novosolov**, Head of the Innovation Hub at Zhytomyr Polytechnic State University, Project Manager of the «Win2EDIH» project
- **Roman Tkan**, Senior Associate in the Intellectual Property Practice of the international law firm «Barbashyn Law Firm»
- **Vladyslav Khvostenko**, PhD in Economics, Associate Professor of the Department of Cybersecurity at the National Technical University «Kharkiv Polytechnic Institute», Patent Attorney at the law firm «Atilog», Advisor to the President of the Lviv Chamber of Commerce and Industry
- **Ihor Shevchenko**, Patent Attorney of Ukraine, Head of the Department of Foreign Economic Relations and Translations at the Vinnytsia Chamber of Commerce and Industry, Head of the TISC Office
- **Nataliia Shmatko**, Doctor of Economics, Professor, Head of the Department of Management at the National Technical University «Kharkiv Polytechnic Institute», Director of the Spark Startup Center at the National Technical University «Kharkiv Polytechnic Institute»
- **Oksana Yurchyshyn**, PhD in Technical Sciences, Associate Professor, Head of the Department for Scientific and Innovation Support of the Educational Process at the National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute»



## Summer school «Startup & IP Bootcamp»

# FEEDBACK FROM THE PARTICIPANTS

*I would like to sincerely thank the organizers of the Startup & IP Bootcamp for the opportunity to be part of such an engaging and insightful educational program. Participating in the Summer School gave me a deeper understanding of startup creation and development, while also expanding my knowledge of intellectual property. I particularly appreciated the practical case studies, the expertise of the speakers, and the welcoming atmosphere that encouraged the exchange of ideas and meaningful networking. This experience has become a valuable source of knowledge, inspiration, and motivation for my further professional growth.*

**VALERIYA BAKHCHEDZHY**

Odesa I. I. Mechnikov National University



*I thoroughly enjoyed the Summer School thanks to its rich, practice-oriented program and the wealth of valuable knowledge it offered. The lecture sessions were particularly insightful, as each speaker approached the topics from their own professional perspective and shared practical experience. The workshops, featuring real-life case studies and expert commentary, were equally engaging and informative. I especially appreciated the opportunity to ask questions, discuss real-world situations with experts, and receive practical guidance. My sincere thanks to the organizers and speakers for such a valuable learning experience!*

**ANASTASIIA ZAKHAROVA**

Odesa I. I. Mechnikov National University



*I would like to thank the organizers of the Startup & IP Bootcamp for the insightful lectures and valuable learning experience. Throughout the program, I gained a wealth of practical knowledge about protecting startups and businesses, while also developing a deeper understanding of how intellectual property influences the growth and success of innovative projects. The knowledge and skills I acquired will help me minimize potential risks associated with developing and commercializing startups, as well as approach the protection of my own innovations with greater confidence and awareness.*

**OLEKSANDR MOSTOVYI**

PhD Student, V. M. Glushkov Institute of Cybernetics of the NAS of Ukraine



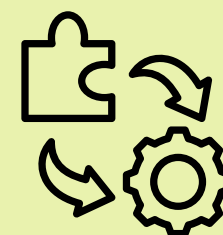
# INFORMATION CAMPAIGN «PLAY&PAY: USE MUSIC LEGALLY»

 is being implemented within the framework of a joint educational project of the Ukrainian National Office for Intellectual Property and Innovations (UANIPPIO) and the State Organization «Ukrainian Agency of Copyright and Related Rights» (SO UACRR) – United for IP



## Project aim:

To raise awareness among business representatives about the lawful use of music, dispel common myths about licensing, and foster a culture of responsible use of music content.



## Campaign components:

- Information materials on social media and news sites
- Educational materials (checklists, guides)
- Online and offline events



## Implementation period:

(June–December 2026)

 As part of the campaign, a series of informational cards was presented:




### Topics covered in the information cards:

- «Truth or Myth: Subscription to Streaming Services» (17.06.2026)
- «Truth or Myth: Playing the Radio in Public Venues» (24.06.2026)



# THE ALL-UKRAINIAN POLL ON THE LEVEL OF AWARENESS AND EDUCATIONAL NEEDS IN THE FIELD OF INTELLECTUAL PROPERTY

 Representatives from government agencies, the education and research communities, the business sector, the IT sector, the creative industries, the startup ecosystem, and anyone interested in intellectual property



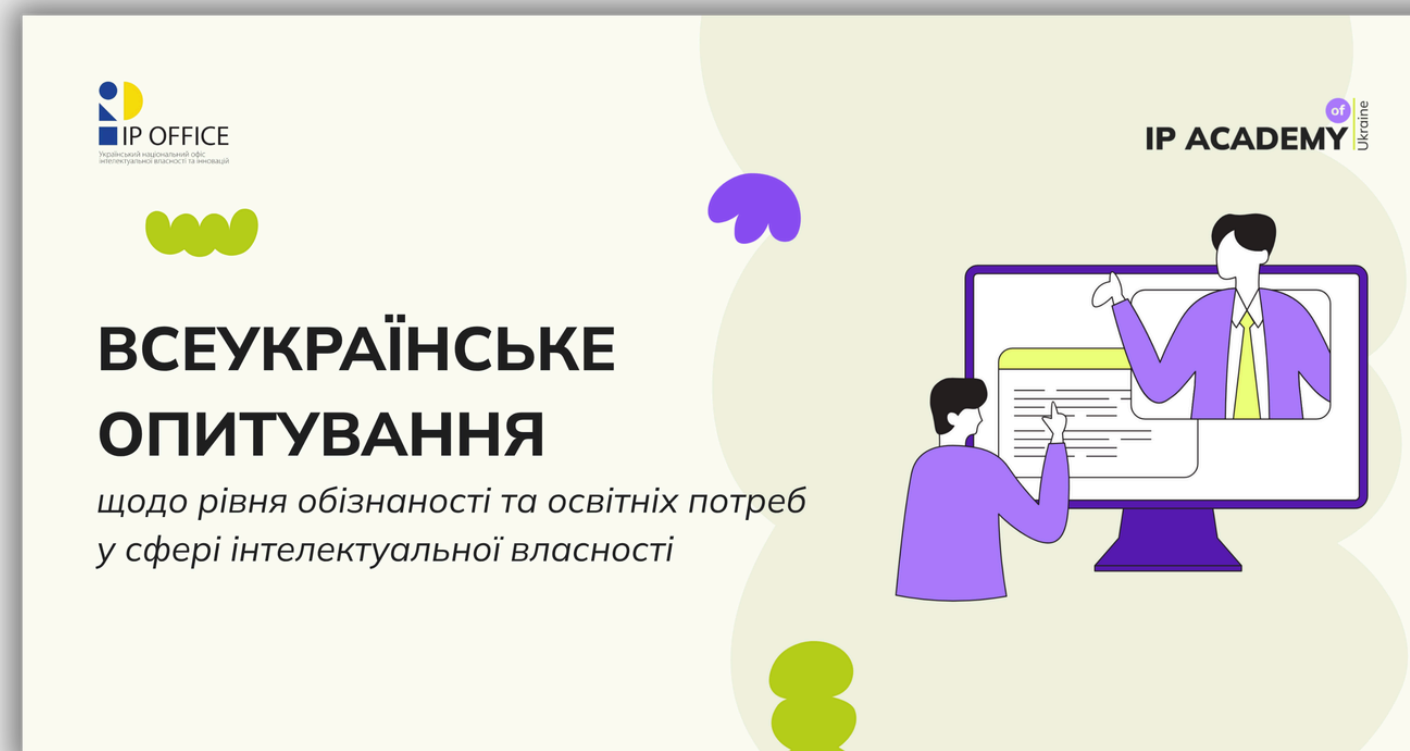
## **Aim:**

To assess the level of awareness, current needs, and professional interests in the field of intellectual property in order to develop modern, practice-oriented, and useful educational programs and conduct training events.



## **The poll is ongoing:**

20.05.2026 – 31.12.2026



The poster features the IP OFFICE logo (Intellectual Property Office of Ukraine) and the IP ACADEMY logo. The main text in Ukrainian reads: 'ВСЕУКРАЇНСЬКЕ ОПИТУВАННЯ щодо рівня обізнаності та освітніх потреб у сфері інтелектуальної власності'. An illustration shows a person in a purple suit pointing at a computer monitor displaying a presentation slide.

# PROJECT «IP MONDAY: SIMPLIFYING COMPLEXITY»



An educational project in the form of information cards



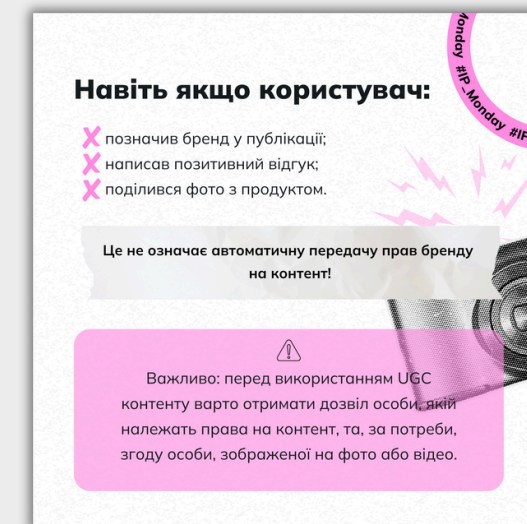
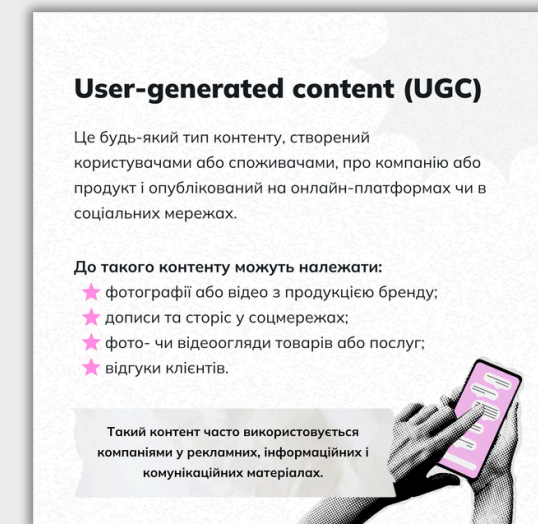
## Aim:

To promote understanding of the fundamentals of intellectual property by explaining complex legal concepts in accessible and understandable language, using practical examples.



## As part of the project, the following were prepared and published:

- «Copyleft» (05.01.2026)
- «Anonymous Work» (19.01.2026)
- «Pseudonym» (02.02.2026)
- «Quotation» (23.02.2026)
- «Repost» (16.03.2026)
- «Screenshot and Copyright» (06.04.2026)
- «Derivative Work» (27.04.2026)
- «UGC» (11.05.2026)
- «Parody» (25.05.2026)



# CHAPTER 3

## TRAININGS AND TRAINING COURSES

- 3.1. Training Course to Enhance Knowledge and Skills in the Field of Intellectual Property for Intellectual Property Attorneys and Other Intellectual Property Professionals: «IP Law: National Practice and European Approaches»
- 3.2. Training Course «Intellectual Property Rights to Objects Created in Connection with the Fulfillment of Employment Contracts in Higher Education and Research Institutions»

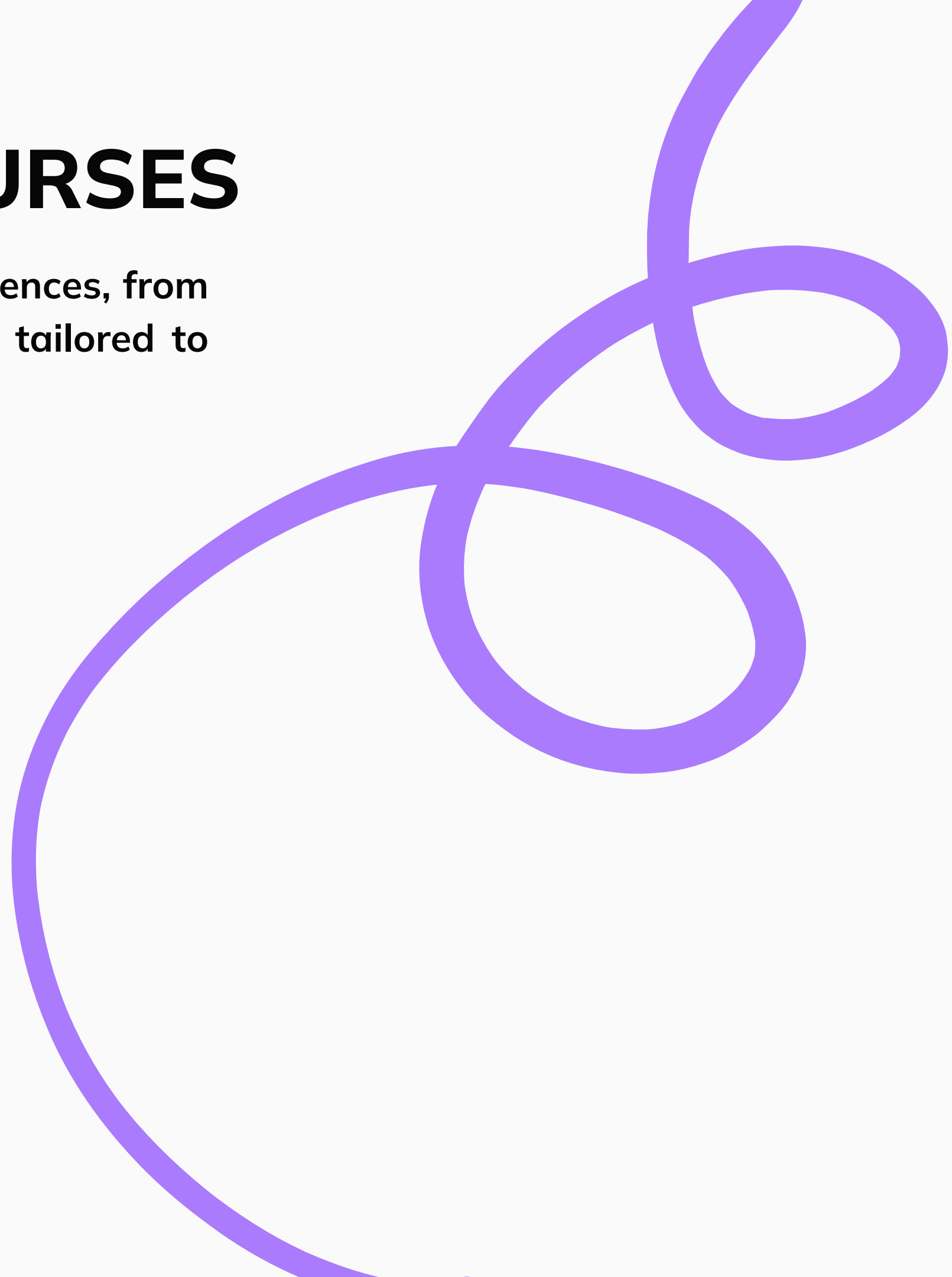
# IP ACADEMY TRAINING COURSES

Training courses are held at the request of various target audiences, from schoolchildren and students to government officials, and are tailored to their professional needs.



## **Aim:**

To provide up-to-date knowledge and practical skills necessary to improve the level of professional competence in the intellectual property field.



# IP LAW: NATIONAL PRACTICE AND EUROPEAN APPROACHES



## **Aim:**

To provide training course participants with up-to-date knowledge and practical skills necessary for professional practice in the field of intellectual property, specifically regarding the acquisition, exercise, management, and protection of intellectual property rights; representing the interests of rights holders in UANIPIO, government agencies, and in dealings with individuals and legal entities; taking into account changes in Ukrainian legislation resulting from European integration and the application of European approaches in practice.



## **Dates:**

17.03.2026, 19.03.2026, 24.03.2026, 31.03.2026, 02.04.2026, 07.04.2026, 09.04.2026, 14.04.2026, 16.04.2026, 21.04.2026, 23.04.2026, 28.04.2026, 30.04.2026, 05.05.2026, 07.05.2026



**60 participants**



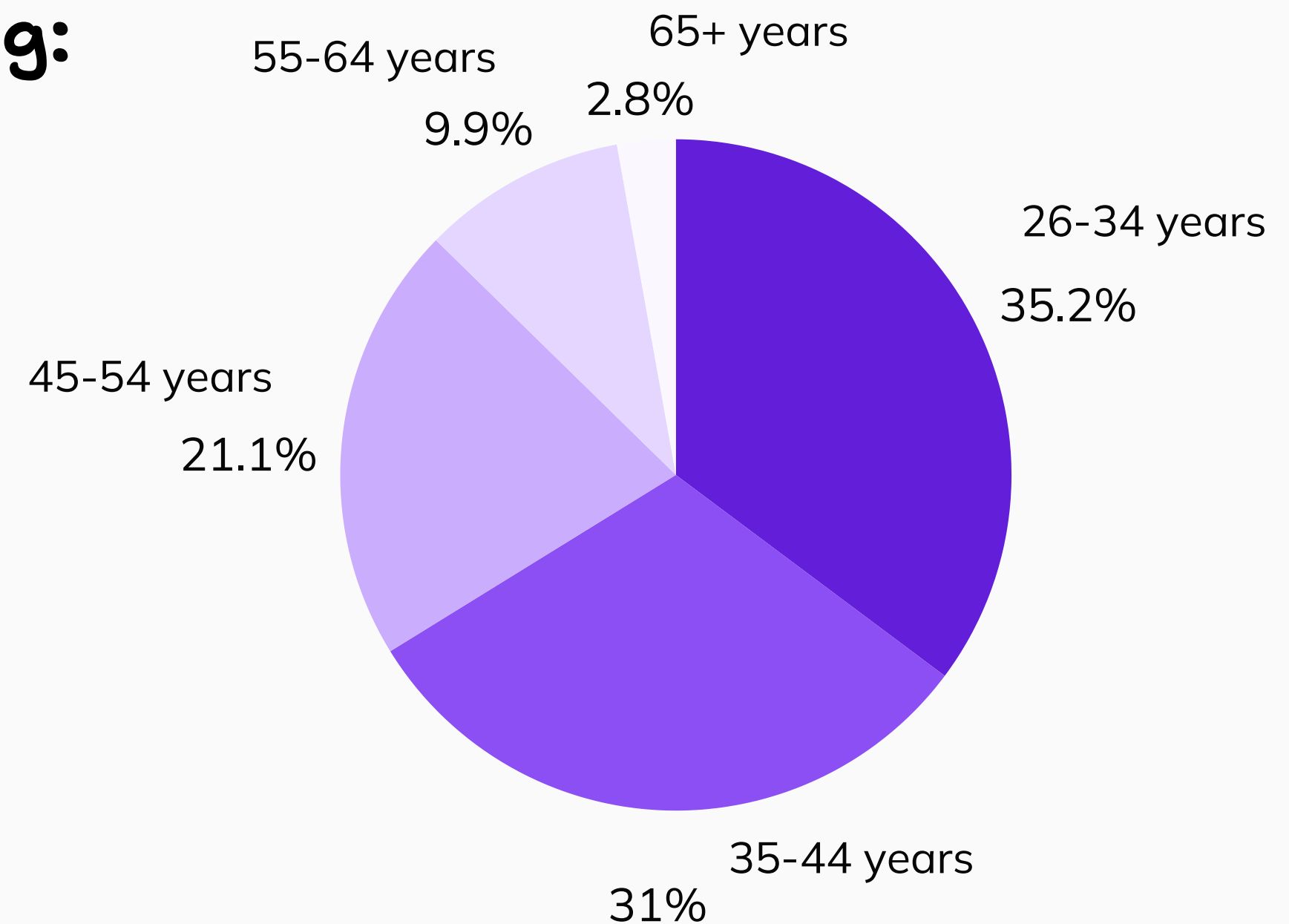
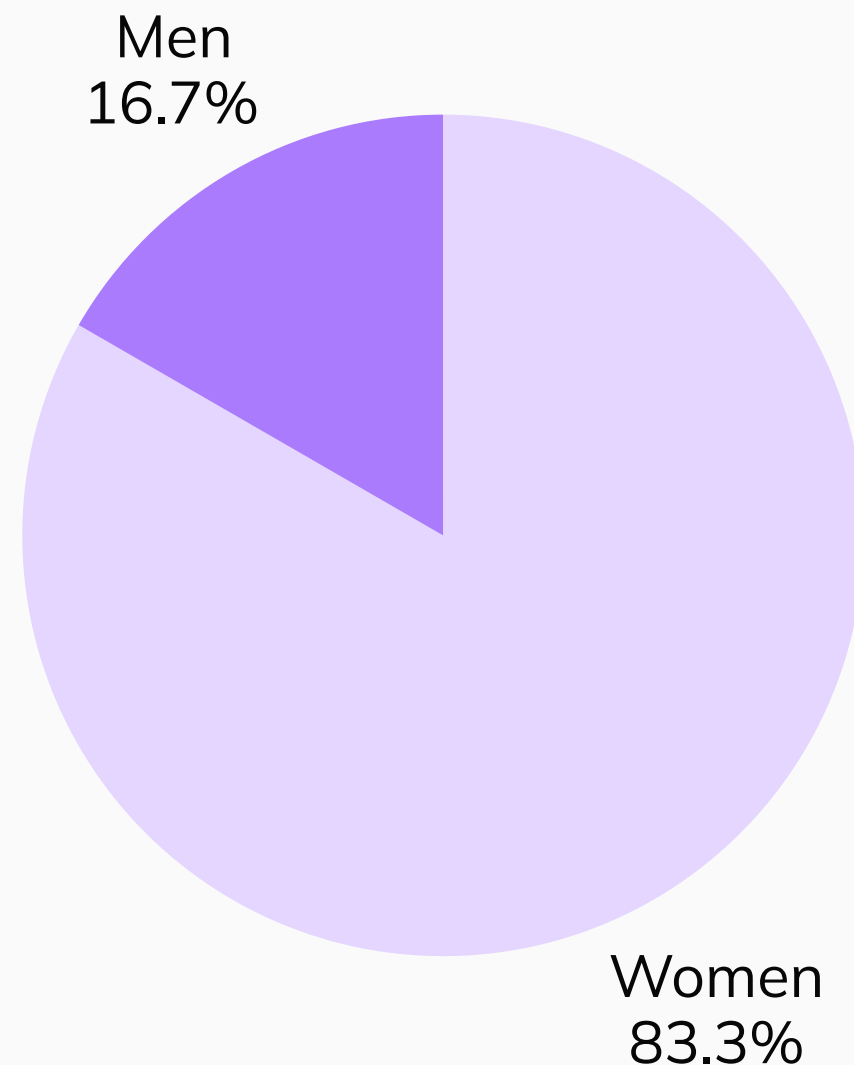
**21 speakers**



**16 online sessions**

# IP LAW: NATIONAL PRACTICE AND EUROPEAN APPROACHES

**60** registered participants, including:



# IP LAW: NATIONAL PRACTICE AND EUROPEAN APPROACHES



## Course topics:

- Intellectual Property in Ukraine in the Context of European Integration: System, International Cooperation, and Professional Standards
- Copyright and Related Rights in the European Integration Framework: Rules, Agreements, and Practice
- Exercise and Registration of Copyright: Current Trends and Development Prospects
- Patent Information and International Classifications: System, Structure, and Analytical Opportunities
- Patent Research: Databases, Tools, and Practical Approaches
- Intellectual Property Rights Portfolio Management: Record-Keeping, Maintenance, and Strategic Planning
- Trademark Protection: National Practice and European Integration Reforms
- EUIPO Procedures: Filing EUTM and RCD Applications, Oppositions, and Electronic Tools
- Industrial Design Protection: European Integration Reforms and National Practice
- Protection of Inventions and Utility Models: European Integration Reforms and National Practice
- Protection of Geographical Indications: European Integration Approaches and National Practice
- Representation in International Patent Procedures: EPO and PCT
- Legal Regimes for the Protection of Intellectual Property Objects as Information: National Approaches and European Integration Reforms
- State Registers of Industrial Property Objects
- Disposal of Proprietary Rights in the Field of Industrial Property: Legal Mechanisms and Practical Application
- Activities of the UANIPIO Appeals Chamber and the «Ukraine» Commission: Powers, Procedures, and Case Review Practice

# FEEDBACK FROM THE COURSE PARTICIPANTS



**INNA VELYCHKO**  
IP Professional

I would like to thank IP Academy for the insightful and practice-oriented training course named «Intellectual Property Law: National Practice and European Approaches.» Over the span of almost two months, speakers from UANIPIO and experienced practitioners shared current insights, practical case studies, and tools that can be applied in everyday work. I particularly appreciated the opportunity to receive detailed answers to questions both during and after the sessions. I am sincerely grateful to the organizers and speakers for their professionalism and the high quality of the course!



**VASYL HOI**  
Doctor of Economics, Court Expert in IP,  
Institute of Valuation and Forensic Expertise  
LLC; Senior Lecturer at O.M. Beketov National  
University of Urban Economy in Kharkiv

I would like to sincerely thank the organizers of the training course for its high professional standard. The course was informative, well-structured, and practically useful, and the presentation of the material enabled a systematic integration of national IP practice with European approaches. As an academic, researcher, and court expert, I found it especially valuable that the topics covered are directly relevant to educational, scientific, and expert activities. The organization of the course, communication with participants, and the quality of academic support were of an exceptionally high standard throughout.



**ELVIRA VOLKOVA**  
IP Specialist

The course was well-organized and clearly structured, and the team was extremely attentive to the needs and questions of participants. The lectures were informative and contained a wealth of useful information. The speakers engagingly delivered the material, shared practical experience, and helped clarify real-life issues. Thank you for the opportunity to take part in the course, I truly enjoyed it!



**OLHA KLOCHKO**  
Lawyer, AEQUO

The course made an extremely positive impression thanks to the high level of teaching, relevance of the topics, and practical focus of the material. During the training, I discovered many new aspects, especially in European IP regulation, which is particularly important and up to date in the context of Ukraine's anticipated EU membership. The knowledge gained will undoubtedly be useful both for preparing for the patent attorney qualification exam and in everyday professional practice. I would also like to express my sincere gratitude for the excellent organization of the course and the professional approach to its delivery!



# «INTELLECTUAL PROPERTY RIGHTS TO OBJECTS CREATED IN CONNECTION WITH THE FULFILLMENT OF EMPLOYMENT CONTRACTS IN HIGHER EDUCATION AND RESEARCH INSTITUTIONS»



## **Aim:**

To provide up-to-date knowledge and practical skills regarding the legal framework for the protection of intellectual and creative works created in connection with the performance of an employment contract at institutions of vocational, pre-higher, and higher education.



## **Dates:**

Ongoing until  
December 20, 2027



## **Course mode:**

- 8 recorded video lectures on the Academy's YouTube channel
- practical assignments
- recommended reading for self-study
- a recorded Q&A session covering the most common questions and answers
- final test



**8 video lectures**



**13 speakers**



**1 recorded session (Q&A)**

# «INTELLECTUAL PROPERTY RIGHTS TO OBJECTS CREATED IN CONNECTION WITH THE FULFILLMENT OF EMPLOYMENT CONTRACTS IN HIGHER EDUCATION AND RESEARCH INSTITUTIONS»



## Course topics:

- Employee-Created Intellectual Property Objects: Course Introduction
- Introduction to Copyright and Related Rights
- Conditions for the Lawful Creation and Use of Copyright and Related Rights Objects
- Allocation of Economic Rights to Copyright and Related Rights Objects
- State Registration of Copyright
- Fundamentals of Commercialization of Intellectual and Creative Outputs Created in the Course of Employment
- Legal Framework for the Protection and Commercialization of Industrial Property Objects Created in the Course of Employment
- Specific Aspects of Valuation and Accounting of Intangible Assets in Educational and Research Institutions



IP OFFICE

IP ACADEMY of Ukraine

ВСІМ ОСВІТЯНАМ ПРИГОТУВАТИСЬ...

**IP ACADEMY ПРЕЗЕНТУЄ**  
**НОВИЙ КУРС**

Тренінговий курс


8 відеолекцій + Q&A + Тест = Сертифікат

# CHAPTER 4

## **INFORMATIONAL and REFERENCE, INFORMATIONAL and ANALYTICAL and POPULAR SCIENCE EDITIONS**

- 4.1. Information and analytical research
- 4.2. Information and reference publications
- 4.3. Guides
- 4.4. Digests
- 4.5. Checklists

# INFORMATIONAL AND REFERENCE, INFORMATIONAL AND ANALYTICAL AND POPULAR SCIENCE EDITIONS

 Within the framework of specific IP Academy projects



## **Aim:**

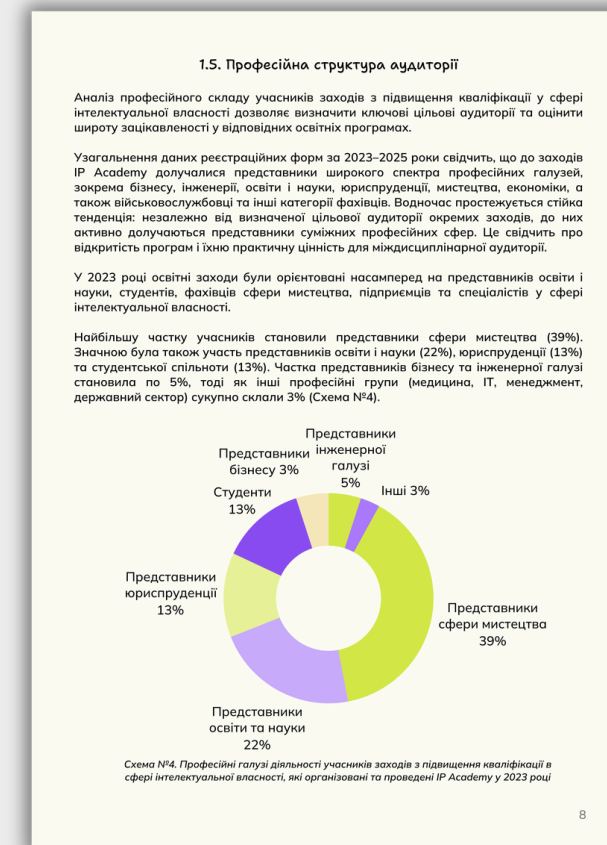
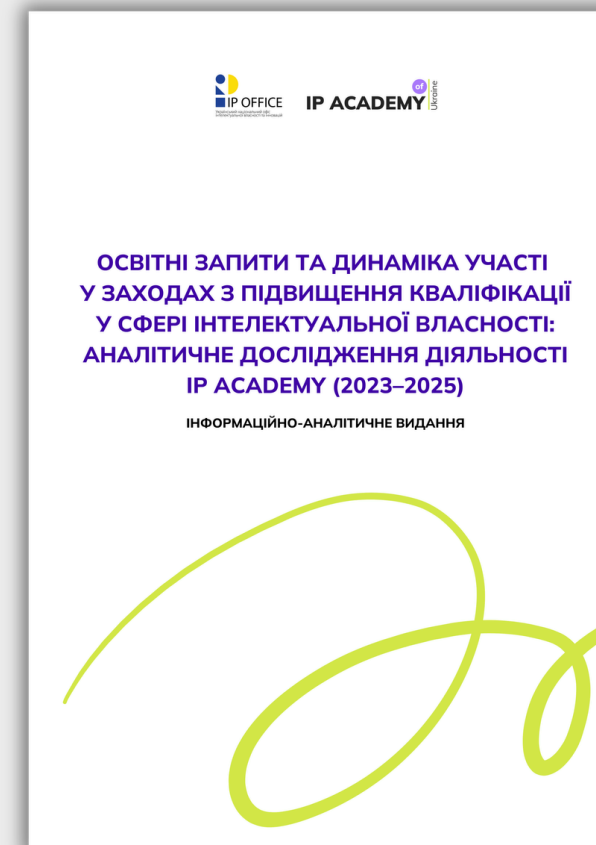
To provide accessible, coherent and up-to-date information for self-study to increase legal awareness and to aid in comprehending certain practical aspects of intellectual property rights protection.

# ANALYTICAL STUDY OF IP ACADEMY ACTIVITIES (2023–2025): EDUCATIONAL DEMAND AND PARTICIPATION TRENDS IN PROFESSIONAL DEVELOPMENT EVENTS IN THE FIELD OF INTELLECTUAL PROPERTY



## Aim:

To determine trends in the demand for knowledge and skills in the field of intellectual property, analyze the educational needs of participants, evaluate the effectiveness of teaching approaches, and establish strategic directions for the further development of educational programs.





Information and reference edition

# LIFELONG LEARNING: OPPORTUNITIES FOR CONTINUOUS EDUCATION IN THE FIELD OF INTELLECTUAL PROPERTY



## **Aim:**

To provide accessible, clear, and up-to-date information for self-study in order to increase legal awareness and to understand certain practical aspects of intellectual property rights protection.



## **Published:**

- Part 10. «Teacher's Navigator: A selection of online resources with educational materials on intellectual property and creative thinking» (28.01.2026)
- Part 11. «Intellectual Property in Ukrainian Podcasts» (10.06.2026)

# LIFELONG LEARNING: OPPORTUNITIES FOR CONTINUOUS EDUCATION IN THE FIELD OF INTELLECTUAL PROPERTY



**NAVCHANNIA VPPODOVZH ZHITTA:**  
можливості безперервної освіти у сфері інтелектуальної власності  
Інформаційно-довідкове видання  
Частина 10.  
Навігатор учителя: добірка онлайн-ресурсів з навчальними матеріалами про інтелектуальну власність та креативне мислення



**1. Комплексні навчальні матеріали для викладання основ інтелектуальної власності та розвитку креативності у закладах середньої та позашкільної освіти: зарубіжний досвід**  
ОСВІТНЯ АНІМАЦІЯ ПРО ІНТЕЛЕКТУАЛЬНУ ВЛАСНІСТЬ ДЛЯ ДІТЕЙ: «ТВОРЧІСТЬ РАЗОМ З МАЛЕНЬКИМ ПІНГВІНОМ ПОРОРО»  
Всесвітньою організацією інтелектуальної власності спільно з Корейським відомством інтелектуальної власності та Корейською асоціацією сприяння винахідництву розроблено навчальні матеріали для учнів молодшої школи. Вони спрямовані на розвиток винахідницьких навичок і знайомство дітей з тематикою інтелектуальної власності за допомогою пізнавальних мультфільмів із героєм Пороро.  
Для вчителів підготовлено спеціальний посібник, який містить покроковий план проведення занять та методичні рекомендації до трьох навчальних тем. До кожної теми також розроблено робочий зошит для дітей із практичними завданнями та творчими вправами.  
Мова: англійська  
Деталі за посиланням:  



**NAVCHANNIA VPPODOVZH ZHITTA:**  
можливості безперервної освіти у сфері інтелектуальної власності  
Інформаційно-довідкове видання  
Частина 11  
Інтелектуальна власність в українських подкастах



**1. «Як бренд товарів для тварин COLLAR виріс із хрущовки у Чернігові до колаборації з NASA»**  
Спікер: Юрій Синиця, засновник COLLAR Company  
Експерт: Олена Орлюк, доктор юридичних наук, професор, академік Національної академії правових наук України, Директор УкрНІОІВІ  
Подкаст, у форматі відеоісторії присвячений українському бренду товарів для тварин COLLAR, який пройшов шлях від невеликого виробництва до міжнародного бізнесу зі світовим визнанням.  
У межах подкасту зосереджено увагу на ключових питаннях щодо:  

- дитячих мрій та початку бізнес-історії;
- створення першого продукту (нашийника з армійського ременя) та перших кроків у бізнесі;
- розвитку компанії та масштабування протягом 29 років;
- формування бренду, назви та реєстрації торговельної марки;
- перших інноваційних продуктів (фітнес-кільця для собак);
- створення нових продуктів, що вплинули на розвиток активностей для тварин;
- міжнародних можливостей і співпраці, зокрема з NASA;
- розробки інноваційних продуктів (міцний повідць із довічною гарантією);
- роботи бізнесу під час повномасштабного вторгнення в місті Чернігові;
- участі у міжнародних виставках;
- соціальних ініціатив компанії (каністеропія, допомога дітям, притулки, адопція тварин);
- ролі інтелектуальної власності у розвитку бізнесу;



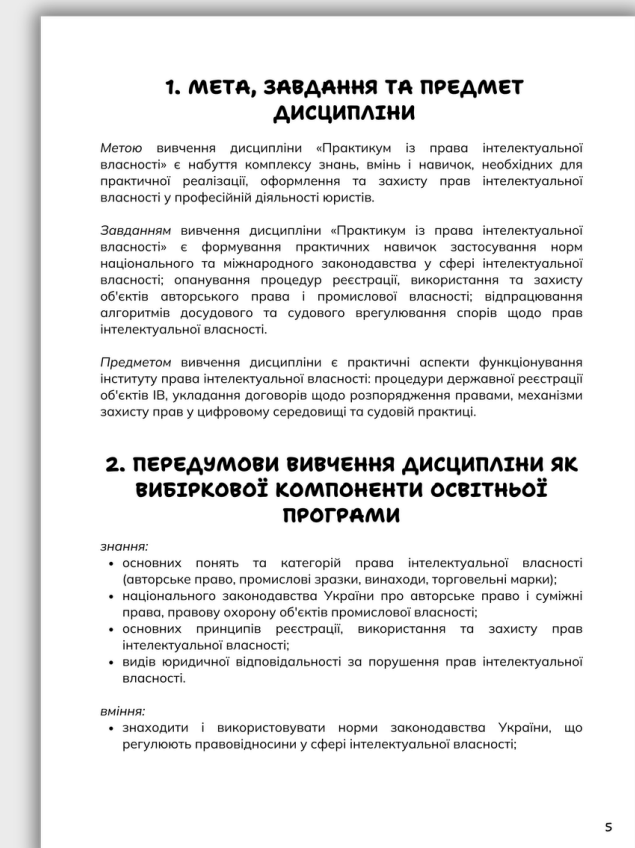
Educational and methodological edition

# COURSE PROGRAM «PRACTICAL TRAINING IN INTELLECTUAL PROPERTY LAW»



## Aim:

To ensure educational and methodological support for the discipline «Practical Training in Intellectual Property Law», and the development of students' practical knowledge and skills in the implementation, registration, and protection of intellectual property rights.

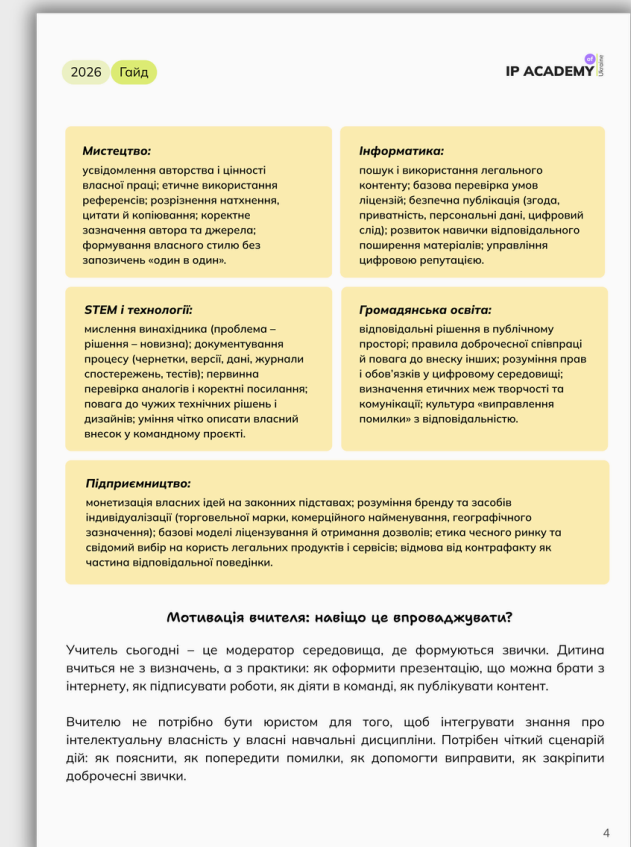


# GUIDE «THINK. CREATE. RESPECT IP: HOW TO FOSTER RESPECT FOR INTELLECTUAL PROPERTY AMONG SCHOOL STUDENTS»



## Aim:

To provide practical recommendations and guidance for teachers on fostering a culture of respect for intellectual property among children and developing their skills in the responsible creation and use of creative works when integrating intellectual property topics into the curriculum of secondary schools.

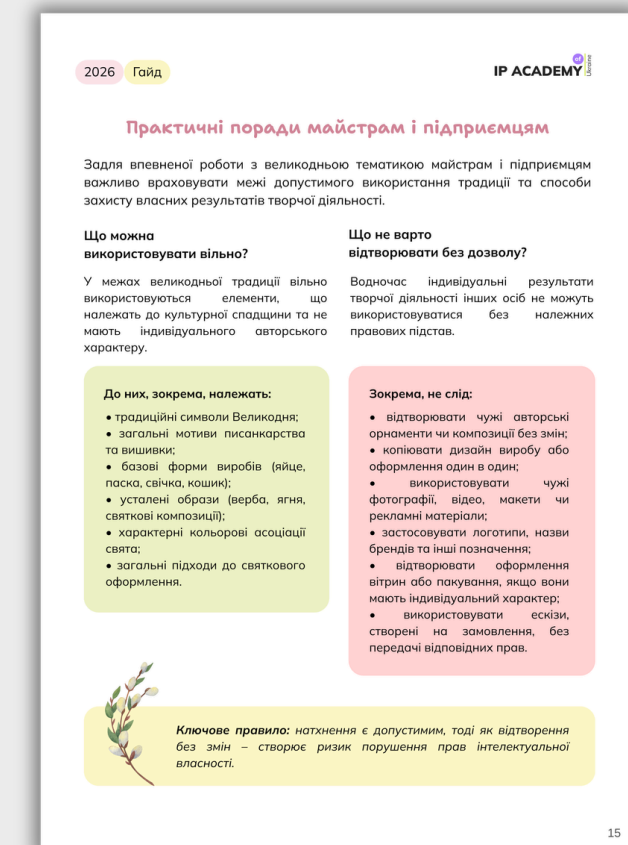


# GUIDE FOR FOLK CRAFT ARTISANS AND CREATORS OF EASTER HANDMADE PRODUCTS



## Aim:

To provide masters of Easter traditions with the necessary knowledge to distinguish between elements of traditional culture and the results of individual creative activity that may be protected by intellectual property law.



# SERIES OF PRACTICAL «HOW-TO» CHECKLISTS WITH EXPLANATIONS ON THE REGISTRATION OF IP OBJECTS



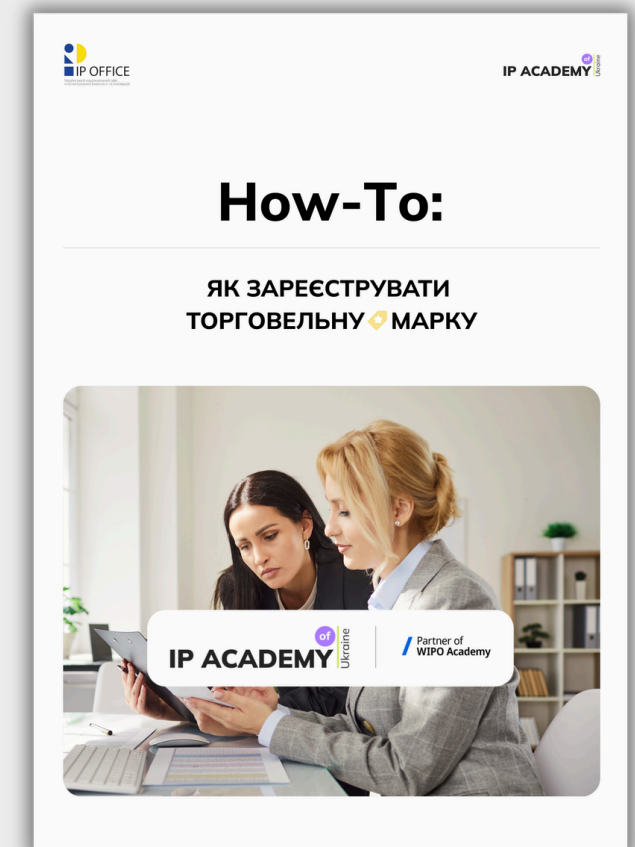
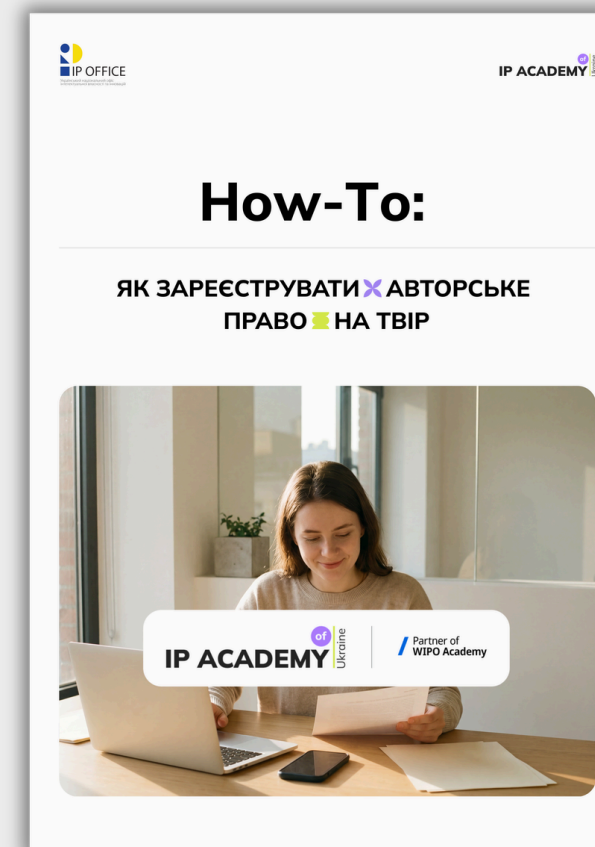
## Aim:

To provide accessible and practical explanations regarding the registration of intellectual property assets, which will help users navigate the main stages of the procedure, prepare documents, and file applications without unnecessary theory or complex terminology.



## Published:

- «How-To: How to Register Copyright for a Work» (27.05.2026)
- «How-To: How to Register a Trademark» (26.06.2026)



# CHAPTER 5

## **PARTICIPATION IN EVENTS AND EDITIONS**

- 5.1. Experts as guest speakers at events
- 5.2. Publications in the media

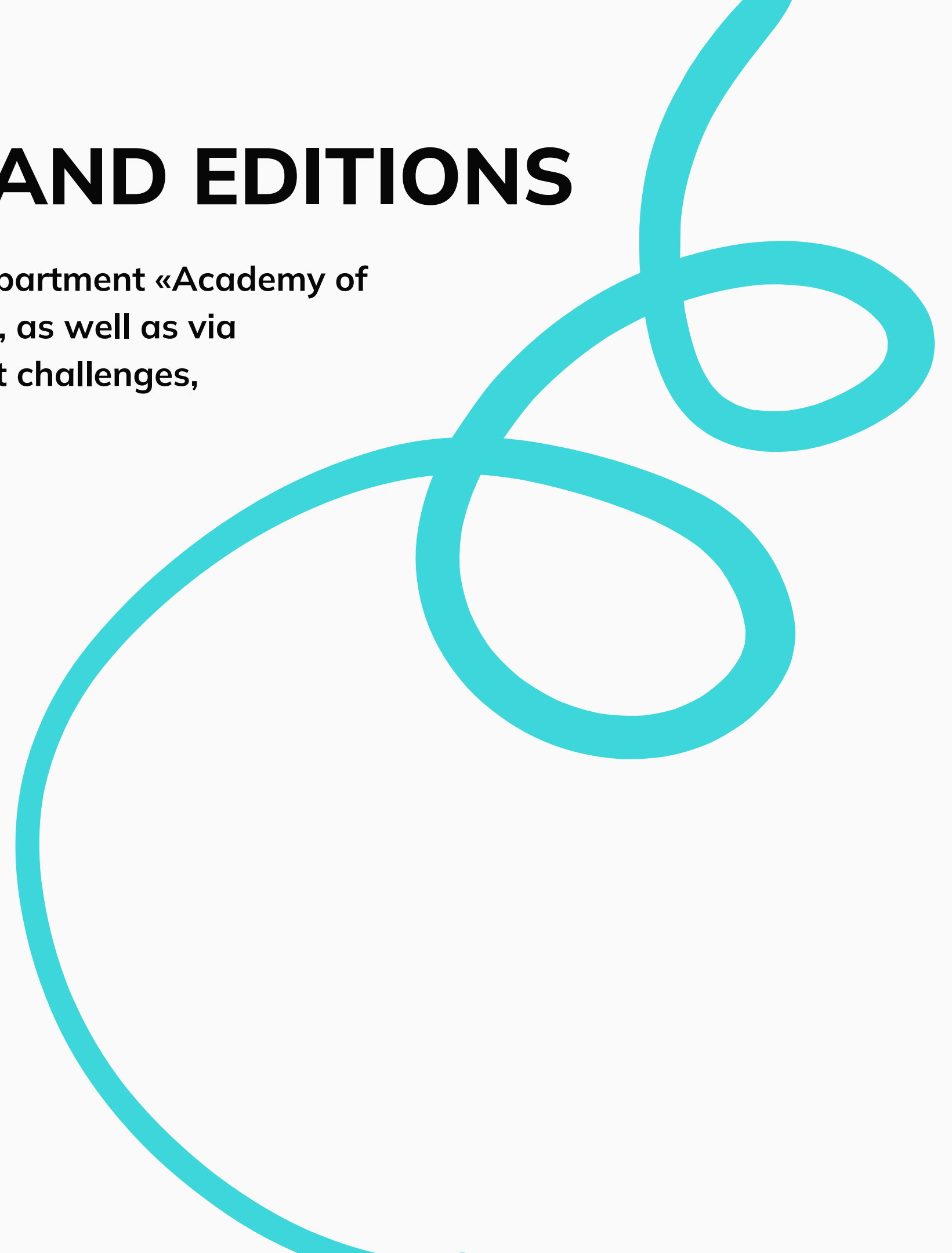
# PARTICIPATION IN EVENTS AND EDITIONS

Participation is implemented via engaging representatives of the Department «Academy of Intellectual Property» to speak at forums, festivals, and round tables, as well as via publishing interviews, analytical materials, and comments on current challenges, opportunities, and trends in the intellectual property field.



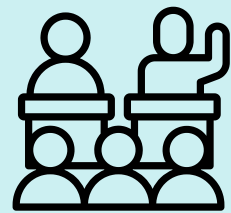
## **Aim:**

To deepen knowledge of intellectual property among the Ukrainian professional community in various areas, as well as outline current trends in the development of intellectual property, protection of intellectual and creative activity in every field.





# PRESENTATIONS AT EVENTS



## The experts:

- participated in the official opening ceremony and served as a jury member of the All-Ukrainian Information Technology Championship «Ecosoft–2026» and the national stage of the International Computer Projects Competition «INFOMATRIX–2026» (27.02.2025)
- delivered a speech on the topic «Personal Brand as an Asset: Name, Image, Voice, and Trademark» at the invitation of the NGO «Rotary in Ukraine» (23.03.2026)
- delivered a speech on the topic «Personal Rights vs Freedom of Creativity in the Digital Era: Updates to Ukrainian Legislation in the Context of European Integration» within IP WEEK 2026 – a round table dedicated to the presentation of proposals to the draft Law of Ukraine «On Amendments to Certain Legislative Acts of Ukraine in the Field of Copyright and Related Rights to Align Legal Regulation with EU Law» (24.04.2026)
- delivered a speech on the topic «Sport as a Space of Intersection Between Intellectual Property Rights and Other Intangible Rights: How to Respect Third-Party Rights» within the panel discussion «Lawyer in Sports Relations» at the International Forum of Lawyers Kharkiv-Unbreakable 2026 (14.05.2026)
- delivered a speech on the topic «5 Superpowers That Will Save the Ocean: How to Learn to Hear What Matters» at the X International Forum «Mediation and Law» (12.06.2026)



Participation in events and editions

# PUBLICATIONS IN THE MEDIA



Article for The Page website (10.04.2026)

on the project «Women Innovation and Startup Empowerment»

## Жінки в інноваціях: інтелектуальна власність як ключ до рівних можливостей



Ольга Кулініч

Начальниця департаменту «Академія інтелектуальної власності»  
ІР офісу

Сьогодні Україна одночасно живе в умовах повномасштабної війни та формує фундамент для післявоєнного відновлення. У таких реаліях інновації – це вже не абстрактна категорія «на перспективу», а необхідна запорука економічного зростання. І темпи цього розвитку залежать від того, наскільки повно ми використовуємо людський потенціал.

Українські жінки відіграють дедалі помітнішу роль у науці, технологіях і підприємстві. Вони впроваджують інновації, запускають стартапи, формують нові підходи до ведення бізнесу. Однак доступ до можливостей у цій сфері досі залишається нерівномірним. Саме тому питання забезпечення гендерної рівності сьогодні безпосередньо пов'язане з економічною ефективністю.

Проєкт «Розширення можливостей жінок у сфері інновацій та стартапів» покликаний відповісти на цей виклик. Його мета – надати можливість жінкам отримати необхідні знання, підтримку та інструменти для розвитку власних ідей. Яким чином? Розповідаю в цій колонці.

# CHAPTER 6

## **PROMOTIONAL MATERIALS**

6.1. A series of thematic cards dedicated to festive events and the intellectual property topic

6.2. IP Academy in social networks

# A SERIES OF THEMATIC CARDS

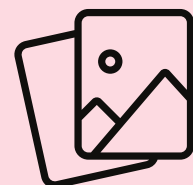


on intellectual property topics for the general public



## **Aim:**

To raise awareness among various target audiences about the importance of legal protection of intellectual property by creating a series of informational cards describing intellectual property related to calendar events and holidays.



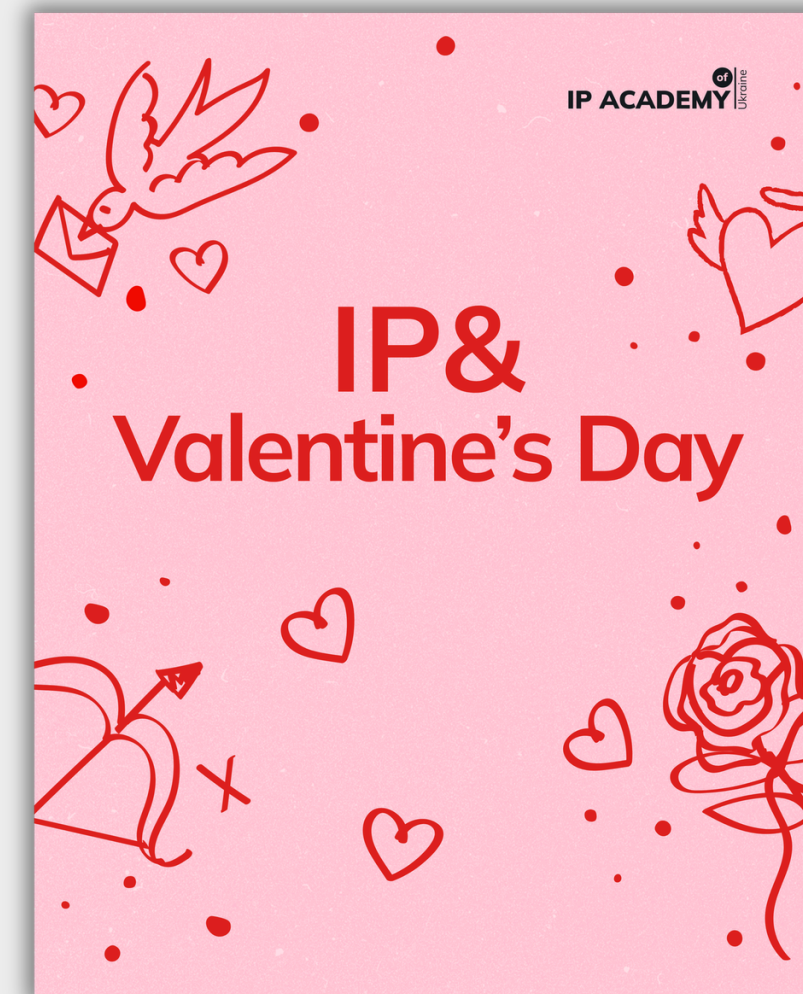
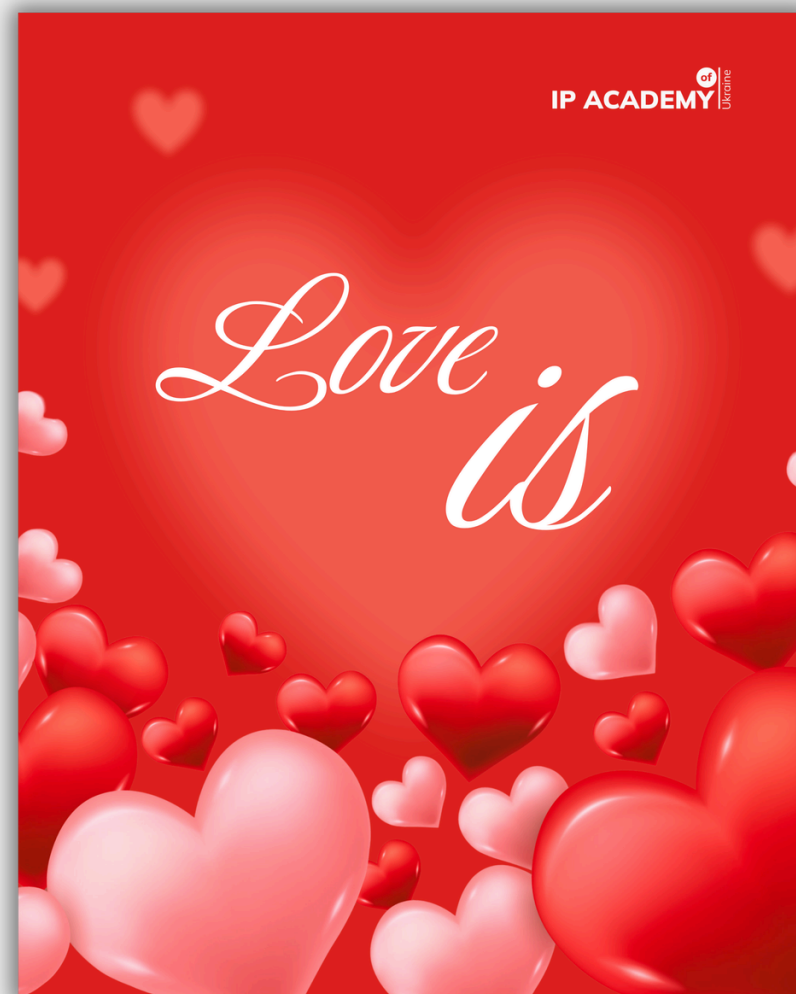
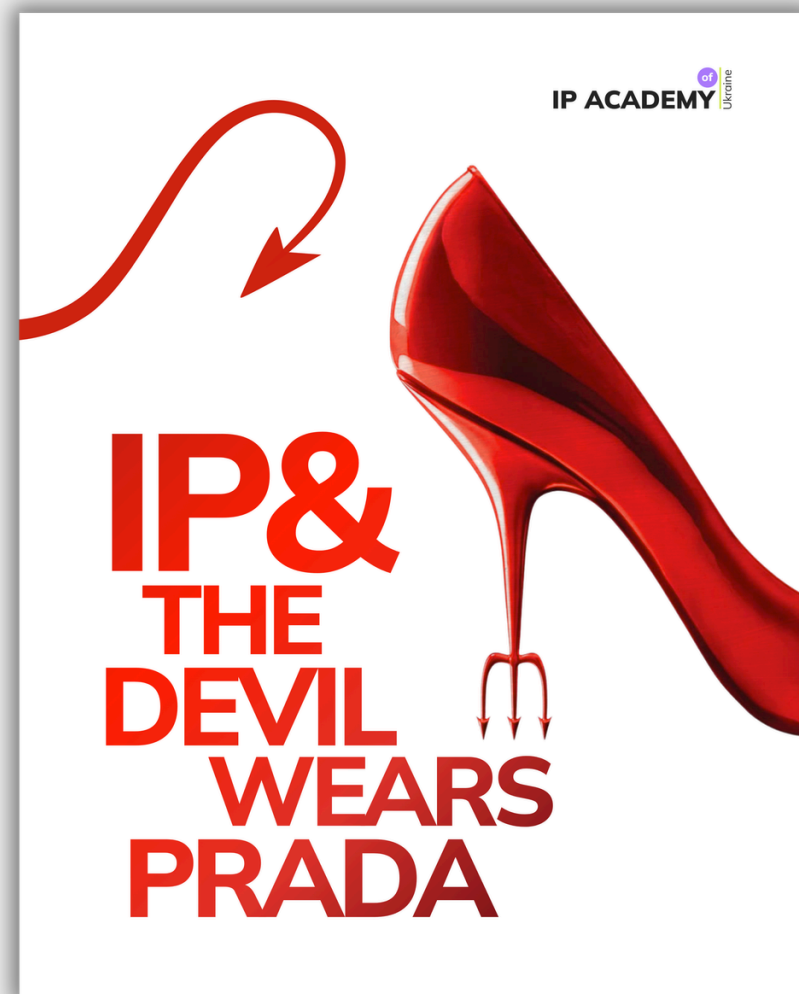
## **Topics covered in the information cards:**

- Information cards dedicated to International Children's Inventors Day: «A Selection of Interesting Children's Inventions» (16.01.2026)
- Information cards «IP & Valentine's Day» dedicated to descriptions of intellectual property objects related to Valentine's Day themes (14.02.2026)
- Information cards «Love is...» dedicated to quotes on respect for intellectual property (14.02.2026)
- Information cards «IP & The Devil Wears Prada» dedicated to intellectual property in the world of fashion, film, and pop culture (08.05.2026)

# A SERIES OF THEMATIC CARDS



on intellectual property topics for the general public



# IP ACADEMY

## IN SOCIAL NETWORKS

### Facebook

#### KEY INDICATORS FOR 2026:

- The total number of followers: 3 302
- The total number of page visits: 4 952
- The total number of views (content): 472 300

### Instagram

#### KEY INDICATORS FOR 2026:

- The total number of followers: 578
- Reach: 34 266
- The total number of views (content): 70 000

### LinkedIn

#### KEY INDICATORS FOR 2026:

- The total number of followers: 164
- The total number of views (content): 5 107

#### СЛІДКУЙТЕ ЗА НАМИ ТУТ:



# Our team:



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