



Professor Dr. Slobodan Marković
Senior counsel in Intellectual Property Law

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Present work:

Predmet:

- Professor Marković leads the Parivodić Advokati IP and IT team. After decades of focused work professor Marković is considered the leading lawyer IP and IT law in Serbia and well known in the EU member states.
- Slobodan advises in all matters related to intellectual property law in Serbia and countries of the Western Balkans. He advises on protection and exploitation of patents, trademarks, copyright and know-how. He has extensive experience advising on licensing, franchising and technology transfer as well as the IP and technology aspects of mergers, acquisitions, disposals, joint ventures. Advises international companies on strategic use of intellectual property. His advice is considered crucial when planning IP protection, investments, litigation, licensing and networking.
- His IT practice focuses on major outsourcing, development integration and technology licensing (including cloud) agreements, cyber security, and the technology and data issues arising in disruptive technology sectors. He assists clients with the technology, data and IP input to their emerging digital strategies. Drafts complex technology contracts, software licenses and technology services agreement.
- Slobodan advises in resolving (international) disputes before courts, arbitrations or alternative dispute resolution mechanisms.
- Full professor of Intellectual Property Law at the Law Faculty of the University of Belgrade

Recent work includes:

- Case 1: Advising a tobacco multinational in litigation against a party claiming copyright infringement and indemnification.
- Case 2: Advising a multinational brewery in several matters concerning trademarks.
- Case 3: Advising two organizations for collective management of copyright in cases concerning their operating license and litigations.
- Case 4: Counseling an international IT company on IP clauses in employment contracts.
- Case 5: Counseling a big international sports equipment company importing its products to Serbia in litigations concerning trademark infringement.

Languages English, German, Serbian

Professional experience:

- 1981 – present mic career in IP Law through all university titles and scientific degrees
- 1990 - present collaboration with industry except during periods of civil service
- 2010 - present

- 2007 - 2009 Leader of the European Union project “Capacity Building in Protection of IP Rights in Bosnia and Herzegovina”
- 2006 - 2008 Chairman of the Team of Specialists in IPR of the UN Economic Commission for Europe
- 2006 **Director General of the Intellectual Property Office of Serbia and Montenegro / Serbia**
- 1992 Principal counsel in patent matters at the Patent Office of Yugoslavia
- 2000 **Co-author of the Law on Copyright and Related Rights and Patent law**
- 1991 Research fellow / guest researcher at the Max-Planck Institute for Intellectual Property, Competition and Tax Law in Munich, Germany

Education / Qualifications:

- 1988 Doctor of Law - University of Kragujevac, Law Faculty
- 1985 Master of Law / University of Kragujevac, Law Faculty
- 1979 Bachelor of Law / University of Belgrade, Law Faculty

Publications:

- 2018 **Pravo intelektualne svojine i informaciono društvo (Intellectual Property Law and Information Society)** – publisher: Službeni glasnik, 2nd edition, Beograd 2018 (350 pages)
- 2018 **Pravo intelektualne svojine (Intellectual Property Law)** – co-author Dušan Popović, publisher: Pravni Fakultet Univerziteta u Beogradu, 6th edition, Beograd 2018, (370 pages)
- 1999 **Autorsko pravo i srodna prava (Copyright Law and Related Rights Law)** - publisher: Službeni glasnik, Beograd 1999 (485 pages)
- 1997 **Patentno pravo (Patent Law)** - publisher: Nomos, Beograd 1997 (450 pages)
- 1992 **Korisni model - uporednopravna analiza i jugoslovensko pravo de lege ferenda (Utility Model - Comparative Legal Analysis and Yugoslav Law de lege ferenda)** - publisher: Savezni zavod za patente, Jugoslovensko pronalazaštvo, Beograd 1992 (100 pages)
- 1989 **Zaštita računarskih programa patentom, autorskim pravom i pravom sui generis (Protection of Computer Programs by Patent, Copyright and Sui Generis Right)** - publisher: Centar za mednarodno sodelovanje in razvoj, Ljubljana 1989 (168 pages)
- 1981 - present More than sixty articles published in domestic and foreign journals and collections

Awards:

- 1999 Laureate of the prize of the Association of University Professors and Scientists of Serbia for achievements in scientific and educational work “Prof Dr. Vojislav K. Stojanović”