



# DANIELA ZLATIĆ ŠUTIĆ

ACTING ASSISTANT DIRECTOR

INTELLECTUAL PROPERTY OFFICE OF SERBIA

## SPEAKER BIOGRAPHY

Daniela Zlatić Šutić has been working at the Intellectual Property Office of the Republic of Serbia since 2002. Since the beginning of her career at the Office, she was involved in consulting different groups of users on how to recognize, protect and manage relevant intellectual property rights. In 2011, she was appointed as the Head of the Education and Information Center of the Office, an organisational unit founded in 2010 within the EU project. At that position, until 2021, she created and delivered numerous pieces of training on intellectual property in the form of courses and lectures for SMEs, institutes and faculties, SMEs support organizations and established the unit's service portfolio recognized by its activities among different stakeholders. Within two of EU IPA Twinning Projects in Serbia, "Enforcement of Intellectual Property Rights" of the Ministry of Trade, Tourism and Telecommunication, that took place in period 2014-2021 she was involved in different activities as one of the representatives from IP Office of Serbia, which was one of the project's beneficiaries out of the Ministry. Within the Coordination body for efficient enforcement of IP rights, in 2015 and 2016 was the president of the Working Group 3, dedicated to the raising awareness on counterfeiting and piracy. She coordinated and implemented other various projects in the Office. In December 2021, appointed to the position of Acting Assistant Director of the IP Office, for Sector for International Cooperation, Education and Information and IT.

Professional formal education: MSc Degree, Faculty of Technology and Metallurgy, Belgrade University



**Market surveillance  
role in combatting  
counterfeit products**

Webinar  
21 February 2023,  
14:00-16:30 (Geneva-time)