

Resolution

In view of the close correlation between the effectiveness of IPR enforcement and a country's economic performance it is necessary to have a strong IPR protection and enforcement regime in place in Ukraine.

The Strategy for Sustainable Development "Ukraine –2020" approved by the Decree of the President of Ukraine No. 5/2015 of January 12, 2015 includes the reform of the intellectual property protection system among the top priorities in the security direction. Currently there is a large number of separate draft laws pertaining to improvement of IPR protection regimes which are not consolidated by a common strategy.

That is why there is an urgent need to develop the national strategy in the field of IP. This strategy should clearly define the necessary legal and political reforms allowing to consolidate all legislative initiatives under the common goal – implementation of strong IPR protection and enforcement regimes that will help Ukraine effectively unleash its economic potential and boost investment attractiveness.

In this context, fighting counterfeiting and piracy should take an appropriate place in the state policy so that businessmen and consumers acting in a lawful manner could make sure that our government is taking IPR protection seriously.

The national IP strategy should reflect three main components of combating counterfeiting and piracy: joining the efforts of government structures and private sector; raising public awareness as to the importance of intellectual property, economic and social impact of consuming counterfeit and pirated goods; attracting investments into the development of the country's economy.

The public awareness in respect of the intellectual property rights and the role of intellectual property in the country's economic development require constant and continuous efforts on the part of representatives of various knowledge areas, industries, and thus are impossible without an appropriate IP education. Therefore, it is necessary to include "Intellectual Property" as an obligatory discipline in the academic programs of secondary schools, vocational training colleges and higher educational institutions of Ukraine.