

**AIPPI CONGRESS RIO DE JANEIRO**  
**October 10 - 14, 2015**

**Panel Session XI**

**Mediation in IP cases: expedient or coercive?**

**Wednesday, October 14, 2015**  
**10.30 - 12.00**

**Speakers:**

Mladen Vukmir

(Croatia)

**Curriculum Vitae**

**Mladen Vukmir**



Mladen Vukmir, founded VUKMIR & ASSOCIATES in 1991. He is practicing intellectual property law and was retained as an expert advisor by the Croatian IP Office during its founding before he was appointed a patent and trademark agent before the CSIPO where was appointed as a Member of the Patent and Topographies board of Appeals in its previous term. His work includes specialization in intellectual property, licensing, commercial law, litigation and ADR. He serves as a consultant to various domestic and international organisations such as the Croatian Government, the World Bank, the European Commission and World Intellectual Property Organization (WIPO). Mladen Vukmir is the Royal Danish Consul General (Hon.) in Zagreb. Recently he focuses primarily on the strategic advising of the expanding central European businesses, which involve intangible

asset management, IP rights portfolio building and management and complex branding and advertising issues.

His work in ADR involves various aspects, whereas he serves as an arbitrator and a mediator at the Permanent Arbitration Court of the Croatian Chamber of Commerce, a Distinguished Neutral at the International Institute for Conflict Prevention and Resolution (CPR), as a neutral on the International Trademark Association (INTA) Panel of Neutrals and as a panelist WIPO Domain Name Administrative Panel (UDRP). Mladen is an International Mediation Institute (IMI) accredited mediator, and served as the INTA ADR Committee Chair.

Mladen Vukmir obtained his law degree from the University of Zagreb in 1985 and his Masters degree in IP from Franklin Pierce Law Center in the U.S in 1989. Among other stints, he worked for a California-based law firm Fenwick & West, Italian law firm Pavia e Ansaldo and for the United Nations Industrial Development Organization prior to founding VUKMIR & ASSOCIATES. Currently served as a Member of the Board of INTA (International Trademark Association), is a Member of the ECTA (European Communities Trademark Association) Council and is President of the AIPPI (Association pour la Protection de la Propriete Intellectuelle) Croatian Group.

Mladen was recently teaching Negotiations and conflict management as an adjunct professor at the American College of Management and Technology (ACMT) in Dubrovnik. ACMT is a Rochester Institute of Technology (RIT) college in Croatia.

He is regularly teaching at University of Zagreb Law School within the course Legal Informatics various subjects of information technology (IT) and IP Law. On various occasions Mladen was teaching IP Overview at the postgraduate course on Civil and Family law and Industrial Property law at the postgraduate course on Corporate and Commercial Law, both at Zagreb University Law School.

Mladen held lectures in the US, at his alma mater Franklin Pierce Law Center, UNH, USA at the regular graduate (J.D.) the trademark course. He is often invited speakers on topics on influence of technology on legal systems and has thought on IT and law relations in San Francisco, Prague, Brno, Washington DC, Mumbai and other locations.

Mladen is a frequent speaker at various IP events, judicial and IP enforcement trainings in different countries (BA, HR, HU, ME). He is conducting trainings at the in-house corporate management academies for various corporations.

In addition, Mladen completed various train-the-trainer courses and is a CEDR certified ADR and mediation trainer and is a regular trainer at the Croatian Ministry of Justice mediator certification courses.