

Uslovi za procenu vrednosti intelektualne svojine – patenti i žigovi u Republici Srbiji

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Rezime: Da bismo procenili vrednost patenta u Republici Srbiji, primenom nemačkog standarda DIN 77100, maj 2011, ovaj standard precizno daje okvir za procenu vrednosti tržišno orijentisane procedure i njihove metode. Takođe da bismo procenili vrednost žiga-brenda u Republici Srbiji, primenom međunarodnog standarda ISO 10668:2010 (E), ovaj standard precizno određuje uslove za procedure i metode procenjivanja tržišne vrednosti. Ovi međunarodni standardi preciziraju i način izveštavanja o rezultatima takvih procena vrednosti nematerijalne imovine koja nije opipljive prirode. Dobijeni rezultat može biti pojedinačna vrednost i to novčana, ekonomska vrednost patenta ili brenda.

Ključne reči: patent, žig, procena, intelektualna svojina (IS).

Datum prijema rada: 10. novembar 2013.

Datum odobrenja rada: 19. novembar 2014.

Terms and Conditions for the Evaluation of Intellectual Property- Patents and Seals in the Republic of Serbia

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Abstract: In order to evaluate the value of the patent in the Republic of Serbia, with the use of german standard DIN 77100, May 2011, this standard precisely gives frame for the evaluation of value of the market-oriented procedure and their method. Also in order to evaluate the value of the seal- brand, in the Republic of Serbia, with the use of international standard ISO 10668: 2010 (E), this standard precisely determines conditions for procedures and methods for the estimation of market value. These international standards also specify the way of reporting about the results of such estimates of value of non-material property which is not tangible. Obtained result can be individual value such as monetary, economic value of patent or brand.

Keywords: patent, seal, estimation, intellectual property (IP)