

Mladen Vukmir

Standing Committee on Expertise Member at ICC International Chamber of Commerce

mladen.vukmir@vukmir.net

Summary

After completing the law education at Zagreb University Law School, Mladen Vukmir obtained Master of Intellectual Property degree at Franklin Pierce Law Center in Concord, NH, USA. He spent two years as a trainee and one year as an associate at Hanzekovic & Partners law firm in Zagreb. He was a visiting lawyer at: Fenwick & West in Palo Alto, CA, USA; Monahan Duhot in Paris, France and Pavia e Ansaldo in Milan, Italy. In 1991 he founded VUKMIR & ASSOCIATES. In 1992 he acted as an expert adviser to the Croatian State Intellectual Property Office Zagreb, at the time of its founding. Subsequently he was appointed a patent and trademark agent, admitted to practice before the CSIPO and European Patent Office. During the Croatian EU accession negotiations he participated as an expert on enforcement in the IP Chapter Working Group. He has been appointed by the Government of the Republic of Croatia to serve as a member of the Board of Appeals for Patents and Topographies. He advised on preparations for the Manual on Technology Transfer at UNIDO. Mladen is a member AIPPI, IBA, ITechLaw, GALA, INTA, LES, UIA.

Mladen wrote numerous articles and lectured on various topics on intellectual property, including regular teaching as an adjunct lecturer at the University of Zagreb Faculty of Law graduate and postgraduate courses. He is an arbitrator on the Panel of domestic disputes at the Permanent Arbitration Court at the Croatian Chamber of Commerce, panelist on the UDRP Domain Name Panel at WIPO AMC, a distinguished neutral on the CPR Panels of Neutrals and at the INTA PON and is an IMI certified mediator.

Mladen also served as a consultant to various domestic and international organizations such as the Croatian Ministry of Science and Technology, World Intellectual Property Organization (WIPO), the World Bank and the European Commission (CARDS 2002 and IPA 2009) and GLG Council.

He is Royal Danish Consul General (Hon.) in Zagreb (decorated, Knight of the Order of Dannebrog).

Specialties

Intellectual property (copyright, trademark, design, business secrets, patent, geographical indications, unfair competition), IT, media and advertising, branding and identity strategies, ADR and mediation

Experience

Standing Committee on Expertise at ICC International Chamber of Commerce

2011 - Present (2 years)

As per Expertise Rules the Standing Committee assists in selecting the appropriate experts for the purpose of the ADR and Arbitration proceedings

President at AIPPI Croatian National Group

December 2010 - Present (2 years 6 months)

Representing AIPPI Croatia at AIPPI International and fostering its activities locally

Member, Board of Directors at International Trademark Association

2010 - Present (3 years)

One of the 30 INTA Board of Directors

Supervisory Board, Chair at Croatian Patent and Trademark Agents Bar

June 2009 - Present (4 years)

Elected member and Chair of the Supervisory Board of the Croatian Patent and Trademark Agents Bar. This function entails steering the Bar strategy. In addition elected to serve on the Senate of the Croatian Patent and Trademark Agents Bar. Senate is the appellate instance of the disciplinary board of the Bar.

Member of the Patent and Topographies Board of the Appeals at Appeals Board CSIPO

2008 - Present (5 years)

Mladen Vukmir has been appointed by the Government of the Republic of Croatia to serve as a member of the Board of Appeals for Patents and Topographies. Board of Appeals of the Croatian State Intellectual Property Office is an intramural appeals body that decides the appeals of the first instance decisions of the CSIPO.

Partner at Rudine d.o.o.

2007 - Present (6 years)

Rudine is a wine-growing and wine-making project aiming to produce world class wines in Central Slavonia (Eastern Pozega Valley - Vallis Aurea) in Croatia. It is a long term project which is positioning itself by looking forward and creating new standards while deeply rooted in the local traditions.

1 recommendation available upon request

Distinguished Neutral (Mediator) at International Institute for Conflict Prevention and Resolution

2006 - Present (7 years)

Distinguished Neutral at CPR trademark, domain names, IP and IT lists.

Consul General (Hon.) at DANISH ROYAL CONSULATE GENERAL

1999 - Present (14 years)

Royal Honorary Consul General in Zagreb. This Consulate General opened in 1920.

Partner at VUKMIR & ASSOCIATES

1991 - Present (22 years)

VUKMIR & ASSOCIATES is a team of around thirty dedicated professionals inhouse, including eighteen lawyers (attorneys, associates, counsel). Additional ten professionals collaborate closely on translations, computer support and other tasks. Mladen Vukmir is partially responsible for managing the firm, in addition to his legal practice and mediation activities.

12 recommendations available upon request

Adjunct Professor at American College of Management and Technology (RIT)

November 2011 - March 2012 (5 months)

Teaching Conflict Management and Negotiations course

ADR Committee Chair at International Trademark Association

2009 - 2011 (2 years)

Appointed to a Chair position in 2010-2011 term. Immediate past Vice-Chair position in the 2008-2009 term. Has served as a Chair of the External Partnering Subcommittee in the 2006-2007 term and as the Chair of the Law Firm Outreach Subcommittee in the 2004-2005 term.

Expert advisor at UNIDO

1992 - 1993 (1 year)

Mladen Vukmir was retained as an expert in technology transfer and has worked as a liaison to the Licensing Executives Society whose experts prepared the Manual on Technology Transfer.

Visiting Lawyer at PAVIA e ANSALDO

1991 - 1992 (1 year)

Mladen Vukmir worked on various, predominantly contractual IP and commercial matters for international clients doing business in Italy.

Visiting Lawyer at MONAHAN et DUHOT

1991 - 1991 (less than a year)

Mladen Vukmir worked on various, predominantly copyright related matters for international clients doing business in France.

Visiting Lawyer at FENWICK & WEST

1990 - 1991 (1 year)

Mladen Vukmir worked on software related research of legal systems in Eastern Europe, licensing agreements issues and IP litigation related research.

Associate at HANZEKOVIC & RADAKOVIC

1986 - 1990 (4 years)

Mladen Vukmir worked on various matter for a wider range of clients, acquired significant litigation experience and contract drafting and negotiating in different industries.

Editor, Music at Polet Newspaper

1979 - 1985 (6 years)

Editing musical section of the newspaper. Promoted second-wave new bands such as Boa, Dorian Gray, Patrola, U škripcu, SeXa etc.

Projects

BICRO FIDES EU IP ASSISTANCE TO STARTUPS

November 2012 to Present

Members: Mladen Vukmir

It is an immaterial assets and intellectual property assistance program where we are delivering legal, patent/trademark agents and business consultants advice to 22 pre-selected users. It is lot of fun to work with the users and we hope to deliver value to their businesses.

EU CARDS Regional 2002

October 2003 to May 2004

Members: Mladen Vukmir

Mladen vukmir participated as Assor 3 on the Project. One of the key tasks in the assessments was to find out and recommend fields, which specifically would benefit from regional cooperation and where it would be economically sensible to co-operate between more countries. The assessments take account of relevant existing, committed or planned national technical assistance projects (both EU and other donors) and identify areas of interaction between them.

Courses

MIP (LL.M), Intellectual Property

Franklin Pierce Law Center

Patents

Independent Coursework

CEDR Train the Trainer Master Course in Mediation

INTA Intercultural Mediation Course

Publications

Abundance of Sources - The True Meaning of the Terms Copy and Original; Semantic Changes in Art and Copyright Terminology in Digital Environment and Change of the Role of Law in Digital Societies
Zbornik hrvatskog društva za autorsko pravo, 2011, vol. 11-12, pp. 71-152, ISSN 1333-4328 November 25, 2011

Authors: Mladen Vukmir

In modern societies the role of law is changing upon accelerated modifications of quantum, knowledge structure and information processing possibilities. The functions of copyright law and industrial property law are also experiencing historical changes, especially due to digitalization and global networking. The objective of this work is to delineate the constants and discontinuities in the legal protection of creativity through semiotic analysis of language, principally the one used throughout the past to designate different types of copies and originals and comparison between art history and legal language. Analysis of historical aspects leads also to conclusions on possible trends in copyright law and its role in digitalized societies. In short, these conclusions suggest an uninterrupted but shifted position of the role of copyright law and, at the same time, the appearance of a variety of parallel and simultaneous forms of copyright protection and increased role of automatized technology based protection of usage monitoring and royalties collection.

Practical Problems and Solutions in Mediation Proceedings

CAY Croatian Arbitration Yearbook, vol. 19 (2012) pp 297-316, ISSN 1330-6219 December 6, 2012

Authors: Mladen Vukmir

This paper examines some of the practical issues arising in the field of mediation, with the introduction focused on the recent developments in Croatia. Some of the most common issues and obstacles professional mediators encounter within their work are enumerated and briefly addressed. Some problems are noted in relation to the fact that mediators often appear in dual roles, as lawyers, or judges while mediating. That leads to another issue that is fundamental for the mediation process, which is the question of impartiality and independence of a mediator. It is demonstrated in the article that impartiality and independence need to be analysed in mediation somewhat different from the arbitration context, and especially that the different role of independence in mediation neatly demonstrates the difference between these two ADR methods. Additional issues arise when evaluative approach is used and this and other variances are analysed. Moreover, the paper deals with problems such as conflict of interest and ethical discrepancies related to the mediation profession when performed by the members of the Bar or the Bench, and possible solutions to overcome those risks are considered, especially in light of the invoicing procedures for mediation. Possible difficulties, such as unfavourable taxation can affect especially mediators who do not perform their activities exclusively. The author emphasizes the open issues discussed in the paper and indicates the areas likely to face further developments. This paper invites the members of mediation and legal professions to an open discussion in hope that it will serve to the benefit of both, the mediation community and mediation users

International Encyclopaedia of Laws for Intellectual Property - Croatia

Wolters Kluwer ISBN: 9789065448873 ID: IPRO20090129 2006

Authors: Mladen Vukmir, Prof. Dr. Hrvoje Sikiri#, Prof. Dr. Igor Gliha

Written by national experts in their field, Intellectual Property provides an overview of all the pertinent

information on intellectual property needed to gain a clear comprehension of the legislation and policy on the subject in different countries. This is the only publication in its field which analyses and describes theory and practice in a large number of countries. Information is also provided on all major and important international conventions and on international bodies like the EU and WIPO/OMPI. It follows the same comprehensive formula as the other volumes and subsets in the International Encyclopaedia of Laws and as such allows easy comparison between various countries. The monographs are regularly updated and provide effective insights into national and international systems. Legal practitioners, academics, students, government officials and business people will find here all the information and insight they need to confidently resolve issues related to law and policy in any branch of intellectual property.

The Roots of Anglo-American Intellectual Property Law in Roman Law

IDEA, The Journal of Law and Technology, 1992, Vol 32, No 2, pp. 123-154 1992

Authors: Mladen Vukmir

An article exploring the underlying conditions for comparison of the intellectual property and traditional property doctrines and legal concepts.

Skills & Expertise

Intellectual Property Strategy Consulting	(Expert, 20+ years experience)
Intellectual Property Portfolio Management Consulting	(Expert, 20+ years experience)
Mediation and other Dispute Resolution Techniques	(Expert, 12 years experience)
Wine Collecting and Wine Related activities	(Advanced, 20+ years experience)
Skiing	(Expert, 20+ years experience)
Rock & Roll	
Intellectual Property Dispute Resolution Mediation Related Activities	
Ski Consulting	
Wine Trademarks	
Anti-counterfeiting	
Anti-piracy	
Copyright Law	
Patent Litigation	
Mediation Training	
Design Protection	
Patents	
Unfair Competition	
Licensing	
Litigation	
Strategy	
Commercial Litigation	

Alternative Dispute Resolution

IT law

Trade Secrets

Trademark Infringement

Domain Names

Copyright Infringement

Technology Transfer

Legal Assistance

Competition Law

International Law

Courts

Legal Advice

Prosecution

Patent Prosecution

Legal Writing

Due Diligence

Legal Research

Joint Ventures

Corporate Law

Languages

Croatian

(Native or bilingual proficiency)

English

(Full professional proficiency)

Italian

(Professional working proficiency)

Spanish

(Limited working proficiency)

German

(Elementary proficiency)

French

(Elementary proficiency)

Slovene

(Elementary proficiency)

Serbian

(Full professional proficiency)

Bosnian

(Full professional proficiency)

Certifications

IMI Certified Mediator

International Mediation Institute, The Hague, The Netherlands January 2010

Government Certified Mediator

Croatian Ministry of Justice January 2012 to January 2013

Education

Franklin Pierce Law Center

MIP (LL.M), Intellectual Property, 1989 - 1990

Activities and Societies: (now University of New Hampshire School of Law)

Sveučilište u Zagrebu / University of Zagreb

dipl. iur., Law, 1979 - 1984

Klasicna Gimnazija Zagreb

Matura, General secondary education, 1975 - 1979

Honors and Awards

Nominated as Croatia's leading lawyer for trademark expertise 2005 to 2010, by WHO'S WHO LEGAL;

Honorary Consul General of the Kingdom of Denmark in Zagreb, Croatia since 1999;

Decorated by the Queen of Denmark, H.R.M. Margarethe II, by the Order of Dannebrog; 2006;

Interests

I have recently published a book on Kindle store at: <http://www.amazon.com/dp/B003KN3I94>. It is related to my post-graduate thesis from 1990 and I have been prompted into making it available by the connection to the recent research by the Oxford physics prof. Vlatko Vedral in his book Decoding Reality: Universe as Quantum Information. See chapter 3 of my book Integral Protection of Intellectual Property.

Mladen has interest in nature, skiing, sailing, hiking, biking, snorkeling. Mladen used to be a rock critic and loves music and collects recordings. Food and wine, wine collecting are his great passions. Mladen founded Slow Food Croatia in 1995 and is wine collector since. He contributed to Hugh Johnson's and Jancis Robinson's Atlas of Wine 5th Edition. Technology and space exploration is of great interest as well.

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13 people have recommended Mladen

"Mladen is one of those rare beings that has big vision and deep understanding. He can see, taste, digest and comment intelligently about most situations, not excluding the culinary. It is little known that he was a pioneer in the Slow Food Movement. We worked together early on when I was starting the first convivium in the US in Boulder, Colorado. He is a global force that has far reaching influence."

— **Peggy Markel**, *Owner, Peggy Markel's Culinary Adventures*, worked directly with Mladen at Slow Food Croatia

"I have worked with Mladen Vukmir in my position as the former Chair of the European Local Representative Committee of ITechLaw Association esp. also regarding legal comparisons in European IT law matters. Excellent cooperation. Good results. Very reliable. A colleague good to work with. This is also the result of common work for clients. I can recommend Mladen Vukmir as an IT lawyer in his country. Oliver Habel, tecLEGAL Habel Rechtsanwalte, Munich, Germany"

— **Oliver M. Habel**, *Owner, teclegal Habel Rechtsanwälte Partnerschaft*, was with another company when working with Mladen at VUKMIR & ASSOCIATES

"Mladem Vukmir is a legal visionary and pioneer, outstanding intellectual property lawyer and dedicated contributor to furthering the development and interest of intellectual property and the positive growth of society worldwide. While I was international trademark counsel for Coca-Cola for many countries, Mladem handled Coca-Cola's trademark issues in Croatia. Without exception, Mladem provided creative, timely and cutting-edge advice leading to exceptional results for trademark, copyright, infringement and anti-counterfeit matters. In addition, Mladem has used his extraordinary legal skills and creative abilities to assist Croatia in shaping its excellent intellectual property laws and practices. Finally, Mladem's contributions to the intellectual property community are global as he is a tireless proponent of furthering intellectual property analysis and practices to further positive development of intellectual property and society around the world. Mladem Vukmir comes with my highest recommendation."

— **Daniel Greif**, was Mladen's client

"I have worked with Mladen on numerous occasions during my years as Head of IP Dept at Podravka d.d. Since IP is the greatest value of Podravka, we needed the number one expert in the field to help us protect and manage it wisely - so no doubt there - it had to be Mladen! Mladen's expertise and far more, his thinking out-of-the-box proved to be an irreplaceable tool for us. His amazing energy and willingness to share the

knowledge makes working with him outstandingly pleasant."

— **Katarina Kompari**, was Mladen's client

"Mladen is simply a delightful person. Not only he is an excellent professional with broad experience on IP issues, but also he is a reliable person. I can say I am honored to have him as a friend. Therefore, I am in a position to guarantee his professional solvency and to recommend Mladen as an expert in IP and related matters."

— **Renzo Scavia**, was Mladen's client

"Mladen is not only one of the best IP attorneys in Croatia, he is also well aware of how new technologies change the world of his clients as well as of IP attorneys, and is able to implement his often visionary ideas into practice."

— **Gregor Macek**, was Mladen's client

"Mladen with his team significantly contributed to a specified legal structuring I needed to finalize a complex advisory project; I would rarely choose any other legal boutique in Croatia."

— **Drazen Kucan**, was Mladen's client

"Mladen Vukmir is a highly reliable and competent attorney, fully devoted to deliver results and solve Clients' problems in a consistent business oriented manner."

— **Francesco Adami**, was Mladen's client

"Mladen is well experienced in doing business on an international level and has been assisting foreign companies for years."

— **Felix Hofer**, *Founding and naming partner, Studio Legale Hofer - Loesch - Torricelli, Firenze, Italy*, worked with Mladen at VUKMIR & ASSOCIATES

"Mladen is an outstanding lawyer and leader in the field of intellectual property and ADR. His source of ideas and solutions to problems is striking and his dedication to anything he started until it finishes successful is adorable. Besides his huge international network with which he has tightened personal bonds, he has an excellent knowledge of international matters, both within his region and around the world."

— **F. Peter Müller**, *Owner, Müller Schupfner & Partner*, was with another company when working with Mladen at VUKMIR & ASSOCIATES

"I have always been impressed by Mladen's in-depth knowledge of IP law, but the sphere of his interests is broader than that as he also appears to be savvy in all aspects of business law in Croatia. It is a pleasure to work with Mladen as a highly intelligent and pleasant to deal with counterpart."

— **Eugene Arieovich**, *Principal, Baker & McKenzie*, was with another company when working with Mladen

at VUKMIR & ASSOCIATES

"Mladen has been very helpful to me. He has given me insightful and precise business and legal advice oftentimes articulating how one might impact the other. Mladen is also thorough and to the point, which means that he quickly identifies the heart of the matter thus saving valuable time. Finally, I have come to know Mladen for his general culture. He speaks fluently several languages and can intelligently converse about pretty much any topic. Signed, Wahyd Vannoni"

— **Wahyd Vannoni**, *Consultant Corporate Communications and Media Training, Mediacodex*, was with another company when working with Mladen at VUKMIR & ASSOCIATES

"Mladen is an engaging, articulate and challenging professional who is a delight to work with."

— **Peter Rouse**, was Mladen's client

[Contact Mladen on LinkedIn](#)