UDK 347.78:347.426.6
347.78:347.426.6]:340.13(497.11)

COMPENSATION FOR DAMAGES TO COPYRIGHT INFRINGEMENT

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Abstract
Author's work is an original spiritual creation that can arise in different areas of human creativity. In order to receive copyright protection, it is necessary that the work is original and expressed in an appropriate form. Substantive copyright law as an absolute unique right combines morally legal and property legal powers that enable the protection of the author's personality and work. Any unauthorized use of subjective copyright represents it's violation, which gives to the author the right to compensation. The author of the copyright is entitled to compensation for material and non-pecuniary damage. In order to justify the claim for damages, in addition to the damage (material or non-material), there is an unlawful act, the existence of liability of the pests, as well as the causal link between the pest action and the resulting damage. The development of technology and the widespread use of the Internet has facilitated the exchange of intellectual property, as well as the possibility of violating them. Therefore, it is necessary to harmonize the rules in this area with the relevant regulations concluded within the EU, WIPO and WHO.

Key words: *copyright work, moral rights, property rights, damages, property damage compensation, compensation for non-pecuniary damage.*

1. The concept of intellectual property right

Intellectual property refers to the creations of the mind owned by an individual or an organization and who accordingly can choose to use it freely, or to hand it over to another person, while controlling its further use. Convention establishing the World Intellectual

Property Organization (hereinafter: WIPO) [1] signed in 1967, stipulates that the concept of intellectual property includes:

- literary, artistic and scientific works
- interpretations of performers, phonograms, videograms and broadcasts
- inventions in all forms of human activity
- industrial samples and models
- manufactures, trade and service trademarks
- protection against unfair competition
- scientific discoveries, and
- all other rights related to intellectual activity in the industrial, scientific and literary field.

Since it is part of the United Nations, WIPO also exists as a forum for its member states where they can create and harmonize rules and practices for the protection of intellectual property rights. The majority of industrialized nations have protection systems that are centuries old. Many young and developing countries, however, are now creating their systems based on patents, trademark and copyright laws. With the rapid trade globalization in the last decade, WIPO plays a key role in helping these new systems to develop through trade negotiations, legal and technical assistance and training of various types, including the field of strengthening intellectual property rights.[2]

The objective of protecting intellectual property rights is the development of economics, culture, as well as securing, moral and material compensation to creators, the discovery of the creation of the mind in order to make it accessible to the public for experimental purposes and when the protection expires, for the purposes of production and technology transfer.[3]

The results of the research conducted by the European Patent Office and the Office for Harmonization of the Internal Market (OHIM), show that industries that use intellectual property rights created about 26% of job positions in the EU in the period from 2008 to 2010. These industries make almost 39% of the total economic activity of the EU.[4]

Intellectual property creates legal assumptions that creative people live from their work. The moral idea that intellectual work must be rewarded is the presumption of the economic and cultural development of every modern and civilized society.

Innovation and innovation activities are key drivers of long-term competitiveness, profitability and business success of the company, but also of national and global economies.[5] Intellectual property rights play a very important role in encouraging creativity and innovation.

Intellectual property is becoming increasingly important in economic development, given that countries tend to make the systems of intellectual property development their priority areas, mainly to promote and protect their own innovative and economic potentials.

Intellectual property rights are divided into industrial property rights on the one hand and copyright and related rights on the other. Despite the differences that exist between the stated branches of rights, they have a common subject and an economic function. The matter

[1] Konvencija o osnivanju Svetske organizacije za intelektualnu svojinu (WIPO-World Intellectual Property Organization), "Sl. list SFRJ-Međunarodni ugovori i drugi sporazumi", 31/72 i"Sl. list SFRJ-Međunarodni ugovori" br. 4/86.

[2] "Šta je intelektualna svojina?" – WIPO, www.zis.gov.rs, jul 23, 2015.

[3] Trifkovic, S., *Intelektualna svojina*, Begrad, 2007, p. 7.

[4] Milovanovic, N., „*Značaj nastave o inteletualnoj svojini na fakultetima*" EIC Bilten, br. 19, oktobar 2014, p. 3.

[5] Stosic, B., „*Inovacije i konkurentnost*", EIC Bilten, br. 2, maj 2010, p. 7.

of intellectual property rights consists of social relations that arise in the creation and use of intellectual property, which is usually the result of human intellectual creativity (invention and work of authorship), but there may also be some phenomena of an intangible nature (indication of the origin of the product).

The economic function of these rights reflects in the provision of a certain number of persons with an exclusive right to commercial exploitation of intellectual property backed by the legislation.[6] Copyright is created at the moment of creation of the author's work and is assigned to the author of literary, scientific or artistic work, while industrial property rights arise in the administrative procedure before the competent authority, based on the adopted decision.

The legal owner of the intellectual property right enjoys moral and pecuniary rights. These legal rights include the power for the legal owner to use this right but also to prohibit unauthorized use by others. Moral and pecuniary rights also include the possibility of transferring rights by contracts (license agreement, cession and franchising). Thus, for example, a patent allows the legal owner to prevent other persons from producing, using, offering for sale, or importing the invention without his consent. Hence, the law provides the legal owner with an exclusive right, but for a limited time.

Intellectual property rights are like any other proprietary rights - they allow the creator, or patent owner, trademark or copyright, to benefit from his work or investment. These rights are stated in Article 27 of the Universal Declaration of Human Rights, which emphasizes that everyone has the right to the protection of the *moral and material interests* resulting from any scientific, literary or artistic production.

2. Content of the copyright

The author of the new intellectual creation enjoys a whole range of moral and pecuniary rights. While pecuniary rights are a manifestation of the author's legitimate interest in placing his work on the market and collecting fruits of his labour, moral rights represent the unique and lasting intellectual bond between the author and his work.

According to the current Law on Copyright and Related Rights[7], the author has the following moral rights: right of authorship, right to be named, right of protection of the work's integrity, right to oppose unbecoming exploitation of the work.[8]

The right of disclosure is also one of the author's moral rights, which also contain elements of pecuniary rights. The disclosure of the work should include works published with the consent of its authors, regardless of the way their copies are produced.[9]

The division on moral and pecuniary rights does not violate the unity of copyright law, but they jointly serve to protect the moral and pecuniary interests of the author.

The subject of pecuniary rights is the right to commercially exploit the author's work. Only the author is authorized to exploit his work, while other persons, who are not authors, can use the work only with the permission of the author.

[6] Besarovic, V., *Intelektualna svojina, industrijska svojina i autorsko pravo*, Beograd, 2005, p. 24.

[7] Law on Copyright and Related Rights, "Official gazette of RS", no. 104/2009, 99/2011, 119/2012, 29/2016-decision of the Constitutional court.

[8] Dudas, A., "*Naknada štete zbog povrede ličnih prava autora*", Zbornik radova Pravnog fakulteta u Novom Sadu, Novi Sad, 2006, p. 263.

[9] Milic, D., „*Predmet zaštite autroskih prava*", Pravni život, br. 11/2006, p. 831.

Giving an agreement for the exploitation of the work is an inalienable right of the author and he has the right to decide on any form of exploitation of the work.[10] Traditionally, pecuniary authorizations can be divided into authorizations for the use of work in physical (tangible) form and the authorizations to use the intangible property.

The purpose of this division is that, in the first case, the use of the author's work is reduced to the production and circulation of copies of the work, while in the second case the use of the work is reduced to simultaneous public communication of the work. More recently, however, this division is relativised with regard to new technical forms of recording and communicating (digital recording of works, communication over the Internet), which in international and comparative copyright law have led to the expansion of the term "reproduction" of the work, so that now it includes both physical (tangible) and (presumably) intangible property of the author's work, stored in computer memory.[11]

3. Infringement of the author's rights

Unauthorized use or reproduction of intellectual property work is considered a violation of the right. Institutions and means of the legal system protect the right of every legal owner to use, dispose of and gain benefits from it. Any unauthorized use of the copyrighted work must be sanctioned by a competent authority. The application of intellectual property rights implies the implementation of effective administrative and civil measures, as well as penalties, against those involved in the unauthorized use of intellectual property rights.

Provisions of the Criminal Code[12] provide adequate *criminal protection*, which introduced piracy prosecution by official duty, strengthened the position of the legal owner and through provisions on physical destruction and confiscation of illegally produced goods and facilities for their production. The current Criminal Code stipulates a group of criminal offences against intellectual property, and at the same time protects intellectual property as a subjective right, by incriminating violations of certain subjective rights that are part of the intellectual property.

Law on Copyright and Related Rights contains a separate chapter that regulates the protection of copyright and related rights.[13] These provisions mostly regulate the forms of protection, in particular, the rule on the compensation of material loss due to a violation of the author's material rights in the amount of a maximum threefold amount of the usual fee for the exploitation of the given type of copyright, the enumeration of forms of infringement of copyrights and procedural aspects of copyright protection and the prevention of infringement of right, such as the question of the actual legitimacy of the prosecutor, the exclusion of material rights of the author from the judicial enforcement procedure, the possibility of pronouncing temporary injunctions and securing of measures to prevent copyright infringement.[14] The author who believes that any of his material or personal rights have been violated may file a complaint to the court to demand compensation. The current Law on Copyright and Related Rights explicitly provides the possibility of filing a claim for damages incurred as a result of a violation of the author's moral rights.

[10] Besarovic, V., *op. cit*., p. 296.
[11] Markovic, M. S., Popovic V. D., *Pravo intelektualne svojine*, Beograd, 2015, p. 60.
[12] "Official gazette of RS", no.111/2009.
[13] Art. 205. Law on Copyright and Related Rights.
[14] Dudas, A., *op. cit*., p. 273.

4. Concept of damage and terms of responsibility for damages

Most legislation does not provide a clear and comprehensive definition of damage but lists various types of damages. In the legislation of the Republic of Serbia, the question of damage is regulated by the Law of Contracts and Torts, which defines the injury or loss as a diminution of someone's property (simple loss) and preventing its increase (profit lost), as well as inflicting on another physical or psychological pain or causing fear (non-material damage, or mental anguish).[15] If seen as a loss or deterioration on a material good, it is considered to be *economic damage*. In a *legal sense*, which has a narrow meaning, the damage does not include every kind of damage that a person experiences, but only that which is worthy of legal protection.

Various forms of damage, the large number of dividing criteria and their different legal treatment have led to the occurrence of several types of damage. One of the important if not the most important is a division into *material* and *non-material damage*. The basis of this division is the legal commodity that is affected by the damage. If the damage is caused to a material commodity, which implies a commodity whose value can be expressed in money, or commodity that have a market value, it is an element of *material* damage. Damage resulting from a non-material or personal commodity of a person irreplaceable to any other property or money, inseparable from the person to whom it belongs and as such have individual value for the one who holds them, constitutes *non-material damage*.

Different views on the reliability of non-material damage caused the emerging of *positive* and *negative* theories. For supporters of the negative theory,[16] the financial compensation of non-material damage is the basis for unjust enrichment on the damaged party. The supporters of this theory consider that pain is a subjective category, the inner experience of man and that his financial determination is impossible. Supporters of this theory consider the compensation of non-material damage immoral and denote it as a degradation of man's personal commodity.[17] The financial compensation of non-material damage in their opinion would lead to the commercialisation of a person's personality and speculation with the personal commodity.[18]

The fact that the damage sustaining person suffers pain and his psychological balance has been disturbed, for the supporters of the *positive theory*[19] is sufficient ground for compensation for the suffered damage. Since it is not voluntary but has suffered damage against his will, the damage sustaining person has the right to claim compensation. *This right must raise the issue of finding the funds by which it will remove, or, as far as possible, decrease the imbalance which was brought in the life of the person by the suffering of psychological or physical pain*.[20] The function of compensation for non-material damage, for the supporters of this theory, is not immoral, but it is a contribution to the protection and development of the personality. The supporters of this theory do not see the compensation of non-material damage as a "cost" for physical and mental pain, but they feel that the compensation for the damage

[15] Art. 155. Law of Contract and torts, "Official gazette of SFRY", no. 29/78, 39/85, 45/89, "Official gazette of SRY", br. 31/93, and "Official gazette of SCG", no. 1/2003 – The Constitutional Charter.
[16] Petrović, Z., Mrvić-Petrović, N., *Naknada nematerijalne štete*, Službeni glasnik, 2012, p. 35.
[17] *Ibid.*, p. 36.
[18] Stanković, O., Vodinelić, V., *Uvod u građansko pravo*, Nomos, 2004, p. 219.
[19] Petrović, Z., Mrvić-Petrović, N., *op. cit.*, p. 36.
[20] Stanković, O., *Naknada štete*, Nomos, Beograd, 1998, p. 43.

sustaining person enables him to gain some satisfaction, which will allow him to forget the suffering caused. Non-material damage is not an aim, but a mean by which the person by the satisfaction of needs that he would otherwise not be able to pay, eases his life and alleviates the mental pain he suffers.

The realisation of the right to compensation of damage presumes the existence of damage, the unlawfulness of the act which is actually the cause of the damage, the causal link and the guilt of the tortfeasor for its occurrence. In regard to the theory, the sides are chosen, according to which the unlawfulness of the act is enough to violate the legal norm, as well as attitudes that insist that the tortfeasor's act must be concealed. Unlawfulness is considered as a violation of obligations that are established by law, contract or morality, and guilt is manifested through unlawful action *so that unlawful action is an indication of guilt, its external manifestation*.[21]

Legal theory and case-law have set out the theories of causation that seek to establish and explain the connection between harmful actions and the consequences that arise from them.

The but-for-test theory suggests that different behaviours can lead to damage, but it is necessary to get back to the cause that is a sine qua non of the damage. The basic question of the conditional theory of causality is whether the damage would have occurred if the tortfeasor acted differently. Although it seems logical and easy to get back to the real cause of the damage, in practice there are illogical results, which led to less use and even abandonment of this theory.[22]

A widely accepted theory according to which legally relevant causes are considered to be causes that are appropriate or coincident with a harmful effect is the theory of an *adequate causality*. This theory highlights an adequate cause, which in the normal course of things, and on the basis of practical experience, produces the given effect.[23]

Continental law distinguishes indirect from the immediate cause, which means that from a large number of events that preceded the damage, the ones closest to this event should be identified. The Common law distinguishes the *cause-in-fact*, in which is applied test: if there is no action A, would the event B occur? and the *proximate cause*, by which the defendant's action must be the most affecting cause of the plaintiff's damage.[24]

In addition to those theories mentioned in the legal theory, there is also a theory of *ratio legis* causality, according to which the law takes into account those causes which at the same time represent a violation of the legal norm.

The prevalent condition theory and the Necessary Element of a Sufficient Set (NESS) test indicate that among the many causes that could have led to damage, there is one who had a crucial role in the occurrence of the damage. According to this theory based on the plurality of causes, each occurrence can have several causes, but it is up to the court to assess whether the procedure was necessary in a set of sufficient conditions that in the particular case led to the damage.[25]

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[21] Radišić, J., "*Protivpravnost kao poseban uslov građanske odgovornosti*" Anali Pravnog fakulteta u Beogradu, br. 1-4/2001, pp. 539-553.

[22] Karanikić-Mirić, M., *Krivica kao osnov deliktne odgovornosti u građanskom pravu*, Pravni fakultet Univerziteta u Beogradu, 2009, p. 230.

[23] Antić, O., *Obligaciono pravo*, Pravni fakultet Univerziteta u Beogradu, 2012, p. 479.

[24] Cooter, R., Ulen, T., *Law and Economics*, 6th edition, Addison Wesley Pearson, 2016, p. 193.

[25] Karanikić-Mirić, M., *op. cit*., p. 235.

A person who sustained damage can achieve the right to compensation if the act that caused the damage can be attributed to the perpetrator as a *fault*.[26] Karanikic points to the complexity of fault and the severity of its definition, perceiving it as an *act that is wrong from a standpoint of established social expectations or as a mental state that deserves a moral or social contempt.*[27]

The fault arises when a person does not behave in the same way that a reasonable man behaves and a man acts in a certain situation. The Law Of Contract And Torts stipulates that the fault exists when the tortfeasor has caused the damage intentionally or out of negligence. If the action is caused deliberately, and the perpetrator aware of the consequences that will arise out of it, and agrees to its outcome wilfully, in that case, there is *premeditation*, which may occur as a *direct* and *eventual* one. Inattention or negligence is a form of fault that compares the conduct of a perpetrator to the behaviour of other people, in order to determine if the demand of his attention is in line with the demand of due attention that is regular and common in contact with other people. Neglect can be ordinary (*levis culpa*) and gross fault or neglect (*lata culpa*).

5. Indemnity for non-material damage

Indemnity for damages implies the elimination of harmful consequences (for which claim for rights is necessary) to the damaged party by the tortfeasor. In case of indemnity, the tortfeasor bears the consequences of his behaviour, while the damage sustaining person, since he did not wilfully enter into the obligatory relationship with the tortfeasor, expects compensation from him.

The subjective nature of copyright makes it difficult to determine the adequate indemnity. When the damage is material, the compensation of damage implies a return to the previous state, ie restitution, which can be regarded as natural and monetary.[28] The elimination of the consequences of non-material damage is achieved through moral (non-material) and financial (material) satisfaction. A moral satisfaction can be made by announcing a judgment or correction, withdrawing an insult, or by any other means by which the consequence of the damage can be eliminated. Financial satisfaction is the amount of money that the damaged party can provide for personal satisfaction and that will restore the psychological balance disrupted by the harmful event.

The right to monetary compensation of non-material damage does not result from any violation of moral rights. For the realisation of the author's right to compensation for damage due to violation of moral rights, it is necessary to meet the conditions referred to in Article 200 of the Law Of Contract And Torts, according to which the basis of compensation is the intensity and duration of the pain and suffering by the author. In circumstances where the protection of violated author’s rights can be achieved by announcing the correction, there are no grounds for deciding on monetary compensation for non-material damage. This does not mean that the deciding of monetary compensation of non-material damage excludes the possibility of other forms of compensation (apology to the author, etc.). On the contrary,

[26] Art. 154. Law of Contract and torts.
[27] Karanikić-Mirić, M., *Objektivna odgovornost za štetu*, Pravni fakultet Univerziteta u Beogradu, 2013, p. 7.
[28] Antić, O., *op. cit*., p. 515.

compensation may accumulate the right to announce a judgment or correction, as well as the right to monetary compensation. The amount awarded as a monetary compensation of non-material damage does not represent an estimate of the value of the author's work, nor the artistic value of the work, but rather the amount that can eliminate the consequences of the violation of the author's rights, that is, it provides satisfaction for the psychological pain the author suffers.[29]

Having in mind that there are no simple objective criteria that would "measure" the non-material damage, that is, the physical and mental pain suffered by the damage sustaining person due to a violation of his rights, it is difficult to determine the amount of the non-material damage and the assessment of the monetary amount that is awarded in the name of indemnity. To determine the amount of compensation for non-material damage, we can use an *objective* method that relies on the average, recurrence of similar cases and a *subjective* method that determines all the circumstances of a particular case.[30] While assessing the amount of financial compensation for non-material damage, it is necessary, beside the objective criteria, to take into account the individual characteristics of the damaged party, and the perpetrator of the damage,[31] as well as the facts specific to each individual case, in order not to develop false criteria on which basis would the amount of non-material damage be determined.

Authors can exercise their right to compensation for non-material damage in litigation proceedings or through alternative dispute resolution methods. Litigation is a procedure with an uncertain outcome which absorbs significant resources. This affects the determination of the parties to settle the dispute by settlement. The litigation expenses, which are often higher than the compensation that is being made, the expectations (often unrealistic) of achieving success in litigation procedure, the information asymmetry, the rules on allocation of litigation costs, and other, significantly affect the decision on the course in which the dispute is to be resolved. Authors as rational individuals, decide to initiate a claim for compensation for non-material damages for copyright infringement only if the benefit of the compensation effected is higher than the expenses that the compensation procedure requires.

The rules of compensation law determine the conditions that allow compensation of damages if the claim for compensation is based on tort liability. The aim of the compensation law is to compensate the person sustaining damage and to prevent potential damage of a perpetrator. Legal rules create incentives to take measures of attention, resulting in a small number of harmful events, and thus the number of damage compensation proceedings. Compensation, which lawyers are insisting on, is an ex-post approach where the accent is on compensation for damages after they have occurred, while prevention, in the opinion of economists, is an ex-ante approach, which insists on the preventative actions which they have in terms of liability for damage.[32]

Successful litigation and a fair solution for a large number of damaged parties are more satisfactory than the money, which was obtained in compensation.

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[29] Petrović, Z., Mrvić-Petrović, N., *op. cit*., p. 176-177.

[30] Bukovac-Puvača, M.,"*Deset godina nove koncepcije neimovinske štete*", Zbornik Pravnog fakulteta Sveučilišta u Rijeci, 2015, vol. 36, br. 1, p. 166.

[31] Trifunović P., "*Naknada neimovinske štete zbog smrti bliskog lica*", Pravni život, 1998, br. 10, Tom II, p. 898.

[32] Mojašević A., "*Pravni i ekonomski aspekti odštetnog prava u Americi i Francuskoj*", Strani pravni život, 1/2009, str. 151.

Conclusion

Our country has done a lot of work on strengthening the protection of intellectual property rights, and in the last decade, a number of effective intellectual property laws have been adopted. By applying the Law on Copyright and Related Rights and the Law of Contract and Torts, copyright is provided with adequate civil protection. Intellectual property right in Serbia is fully harmonised with the similar regulations adopted within the EU, also with The Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). This is a necessary requirement for renewing membership in the WTO since no country can become a member of the WTO without being a member of the TRIPS. Because the membership in the WTO is of enormous economical and political importance, the approach to TRIPS was not a dilemma, while the failure to apply obligations from TRIPS brings economic sanctions from the WTO.

Improving the protection system is not only important for the process of Serbia's EU integration, but it will also benefit the economy, citizens and the business.

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