



# **BUILDING BUSINESS PROCESS REENGINEERING (BPR) CAPABILITY**

**MOVING TOWARD E-GOVERNMENT FOR SAKPATENTI AND  
OTHER GEORGIAN INSTITUTIONS**

**FINAL**

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FINAL

USAID ECONOMIC PROSPERITY INITIATIVE (EPI)

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DELOITTE CONSULTING LLP

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# ABSTRACT

Due to the accelerated review method of processing applications and increase in the number of major organizations conducting businesses in the area, this consultancy was requested to perform a BPR assessment to streamline future application efforts within Sakpatenti.

To implement an efficient e-filing and patent management processing system, this trip finalized processes for national and international processing for future processes for the following units — Inventions/Utility Models, Geographical Indications, and Finance. Current and future processes for Trademark, Design, External Application, Copyright, and Legal were conducted during the first trip.

In addition to this, a local requirement specialist (Eka Kathamadze) was hired to conduct a full-scale requirements analysis of all business processes that are currently underway. A quality review of those requirements has been necessary to make sure that the requirements gathered are in line with the future processes and the vision provided by Sakpatenti. In addition to the requirements gathering session involving various experts and specialists representing Sakpatenti, external applicant focus groups were initiated, which consisted of patent attorneys and trademark applicants from various pharmaceutical industries. These external applicants were brought in to glean ideas on what they would like to see established for the processing of future applications via the e-filing system.

After the analysis and design of future processes were complete, to implement the requirements analysis phase, it was determined that training needed to be provided to various departmental units within Sakpatenti.

In addition to the above training sessions, to enable BPR facilitation within Georgia, upon request from the Data Exchange Agency, supplementary training was provided to 20+ Georgian organizations to facilitate information sharing between Data Exchange Agency and the 20+ identified organizations within the public sector. This training was provided to help promote the transfer of information between agencies hence facilitating the advent of the e-government initiative within Georgia.

# ABBREVIATIONS

**EFS** — Electronic Filing System (e-filing system)

**BPR** — Business Process Reengineering

**SME** — Subject Matter Expert

**IDNB** —Inventions, Design, and New Breeds

**AmCham** — American Chamber of Commerce

**BPM** — Business Process Modeling

**EPI** — Economic Prosperity Initiative

**STTA** — Short-Term Technical Advisor

# CONTENTS

I.	EXECUTIVE SUMMARY .....	1
II.	APPENDICES .....	5
	A. BACKGROUND .....	6
	B. METHODOLOGY .....	8
	C. FINDINGS.....	10
	D. RECOMMENDATIONS .....	12
	E. ADDITIONAL INFORMATION.....	16

# I. EXECUTIVE SUMMARY

## BACKGROUND

Deloitte Consulting LLP (Deloitte) supported an initial study of each of the business functions within each of the four departmental units (Design, Legal, and Copyright and Trademark, and Finance). Deloitte also analyzed the external application process for all incoming applicants. For this phase of the effort, we researched activities pertaining to Finance, Geographical Indications, Inventions, and Utility Models. With the completion of this phase, we have successfully streamlined all the relevant organizational processes for both the external applicant, as well as the patent management system within Sakpatenti.

Activities included analysis of existing processes, benchmarking industry standards for practices in use by Sakpatenti, high-level design of future processes, preliminary organization design, analysis of the organization's business functions, and presentation of several options for improvement. Using facilitated process design sessions with the Sakpatenti team members and additional subject matter experts, this consultancy developed detailed specifications to reengineer future business processes, including process flows and policies, time estimates for each process, high-level staff roles and responsibilities, and functional requirements for the e-filing system training and migration considerations.

In addition to this, training was also provided to different departmental units of the Sakpatenti organization. Requirements analysis training sessions were provided to Chief Specialists from the Finance department, as well as experts from IDNB department, which houses Design, Invention, Utility Models, and New Breeds. Experts also attended from the Trademark department, which houses Trademark and Geographical Indication, as well as appeal specialists from the Copyright/Legal department. The trainings were provided to help the designated personnel understand the requirements analysis methodology to help deliver a holistic set of relevant requirements to the EPI requirements specialist.

In addition to this effort, the Data Exchange Agency had requested this consultancy for additional BPR training for approximately 40 government organizations. These agencies will use the BPR methodology to capture current processes for their respective organizations. Additional training was also provided to the EPI internal staff to grow their consulting capabilities within The United States Agency for International Development (USAID) effort. This was provided to boost morale and provide an avenue for cross collaboration across EPI components.

## FINDINGS/ACTIVITIES

Deloitte delivered a set of comprehensive deliverables, including a future process flow for each organizational unit of Sakpatenti, to assist in the rollout of redesigned and executed process workflows. We drafted the current and future processes for both international and national processing of applications. We also outlined a plan of action to assist the

departmental units in determining key players. This helped them understand the required next steps for organizational transformation within their organizational unit. We analyzed internal and external factors impacting the rollout of reengineered processes to outline the functional uses and execution of redesigned process work across Sakpatenti.

Per Data Exchange Agency's request, the initial BPR overview provided by this consultancy to the 20+ government organizations were welcomed by all participants. The focus was on BPR methodology and how they could potentially use it to benefit their individual organizations in the near future.

Several discussions were held with various counterparts (AmCham, National statistics office of Georgia, Revenue Services, and RS Customs) both within the government and the nongovernment sectors. Additional conversations pertaining to the setup of the Innovation Center was initiated with local entities. Ample interest was identified to introduce business process re-engineering and change management methods to local businesses to help increase competitiveness within the markets.

## RECOMMENDATIONS

This phase of the consultancy completes the analysis, as well as the creation of future process flows for the aforementioned departments within Sakpatenti. The requirements gathering phase, which is currently underway, will help the EFS team develop both business and technical requirements based on the defined processes, policies, and organization designs. The design phase should follow the business requirements collection undertaken in this stage of the consultancy. The design phase should be followed with system build support, end-to-end testing of all developed requirements, knowledge management and implementation of the e-filing center technical infrastructure.

The following recommendations are in line with next steps ahead for Sakpatenti.

- **System Design and Build:** This phase is necessary to design and build the actual e-filing application. This consists of using the requirements gathered to build stylized charts to depict detailed levels of the system. These charts can be depicted via Activity Diagrams, Use Cases, etc., to enable flowcharting standards, reports, screen layouts, and data conversion procedures. The future state translates to the design of the application system to improve the quality of the current system and help reduce maintenance costs and increase application user service.
- **Change Management:** Sakpatenti should conduct an organization-wide change management effort associated with the implementation of the e-filing system. Activities should include pre- and post-migration activities to change the associated primary roles and responsibilities from the current application to the future system. Other change management activities include communications activities, training and building performance measures to evaluate the work conducted on the future of the e-filing system. This will help the organization adapt to the necessary changes and help optimize results throughout the organization.

It is understood that rolling out of transition activities at an enterprise level for Sakpatenti may induce risk on already challenged programs. To offset this, it is advised that Sakpatenti bring on local change management/transition advisors with in-depth experience in setting up and implementing large-scale e-filing application activities.

- **Mapping of Roles and Responsibilities:** Sakpatenti will need to determine the headcount, staff mix, job design, as well as migration schedule for selecting staff to enable a successful implementation of the e-filing system. Based on the reengineered processes and requirements gathered, Sakpatenti should further define and implement a goal-oriented organization focusing on both future applicant and staff needs. This remapping of roles and responsibilities should focus on providing a decentralized service agency. These functions will help with the processing of applications, customer service roles, and other service areas.
- **Communication and Training:** After having defined the organization design, the EFS project team practice should focus on a communication planning/delivery strategy to ensure that the messaging is being encoded as originally intended. Mechanisms for two-way communication, feedback, and measuring employee understanding of the change should be built into the transition process. Training is a crucial component to the success of any technology implementation. Training services will provide an overview of the e-filing application for end users, project team members, and as necessary for application developers. The goal of these training programs is to help Sakpatenti's team achieve maximum benefits and success from their implementation of the electronic filing system.
- **Performance Management:** Activities should be set in place to identify opportunities for continuous improvement for the external applicant. These activities may include feedback sessions, monitoring employee engagement, tech adoption, and continued reinforcement of "change-aligned" behaviors. Best practices dictate that the project teams define quantifiable and measurable performance success metrics/scorecards at the beginning of the project/change effort and measure against those throughout the lifecycle of the project and beyond. Key metrics for the e-filing application include productivity measures, speed of adoption, employee retention, employee engagement, etc.

Sakpatenti should take into consideration not only those who are being impacted by the change, but also those responsible for designing and delivering it. This core group of experts and chief specialists within the organization should be regularly evaluated as part of any change management approach for project team morale, team retention, burnout, etc. In addition, all project team members and Sakpatenti leadership should take ownership of the change management methodology, as they will often serve as "ambassadors of change" or "change agents."

As observed in this phase of the effort, there seemed to be a high demand for the use of BPR capability, both within the public and the private sectors of Georgia. To improve competitiveness within the private industry, local organizations need to better understand the wants and needs of their clients and optimize their business processes to improve their effectiveness and efficiency in delivering goods and services. Local BPR experts can help identify and document existing business processes (the "as-is" state) and design reengineered future-state ("to-be") processes. Additional BPR training provided by BPR SMEs will provide local experts the ability to provide a repeatable methodology to gather, document, and validate business processes using the BPM Notation and other BPM standards. Business process modeling communicates the business needs to assist organizations with their investment decision process and identify problem areas and inefficiencies.

In order to enable in-country consultants to conduct the necessary mapping of both current and future processes and understand the BPR methodology, it is advisable that training sessions be conducted by BPR SMEs to grow the business process consulting capability within the region. In order to accomplish the above, the following steps should be taken to build out the necessary capabilities:

- Project Planning and Mobilization
- Development of a Comprehensive Course Structure
- Delivery of BPR Training
- Assessment of Coursework

In addition to this, to build and develop local staff capacity through training, we provided training for the USAID-funded EPI program. To build internal capacity, Consulting 101 training was provided to local EPI staff. Future training modules focusing on staff development will be constructed based on current project needs. This will help achieve EPI's objectives and increase staff morale and consulting skill sets.

## **II. APPENDICES**

- A. BACKGROUND**
- B. METHODOLOGY**
- C. FINDINGS**
- D. RECOMMENDATIONS**
- E. ADDITIONAL INFORMATION**

# A. BACKGROUND

Cost, quality, and customer satisfaction are closely tied to the effectiveness of an organization's business processes. Business process design focuses on the design and implementation of processes that give the relevant stakeholders the flexibility and capability to respond to their customers' needs.

Increasingly, organizations are realizing that a major element to optimize their efficiencies is to define and design their operational processes. Both the private and the public sector within Georgia are ready for the advent of optimized efficiencies to be able to deliver sustainable customer requirements to help support and maintain organizational development and growth. Operational process design will drive the business change ensuring that the organization's processes are designed to reflect the needs of their products and services. As a result the relevant institution can improve efficiency and deliver greater productivity while meeting their customers' expectations.

Business process plans and strategies vary by industry, company size and other factors. While a company's needs are unique, the goal is to ensure that a proven process plan exists to deal with whatever challenges arise. Training local personnel in BPR can help both public and private companies overcome challenges by providing BPR training to build successful business units. Training simulations will provide the following key skills to local experts:

- Profiling the customer
- Determining anomalies in worker roles and responsibilities
- Mapping essential business processes
- Incorporating business patterns for knowledge reuse
- Identifying symptoms of process dysfunction
- Streamlining the organization
- Establishing the process boundary
- Describing workflow
- Achieving cost reduction and revenue generation goals
- Eliminating process redundancy

The above items were addressed for Sakpatenti when reengineering its organizational processes. As found in the previous analysis, within Sakpatenti's current operating environment, issuing a patent, trademark, or copyright is a cumbersome, lengthy process. Employees do have access to a database tool to process incoming applications; however, with the vast innovations in technology that have occurred over the past ten years, the tool that is currently in place has become obsolete.

Recognizing that it does not have the internal resources to lead a large-scale business process analysis and reengineering effort, Sakpatenti turned to a BPR expert to conduct the necessary analysis. A high-level analysis found the current structure within Sakpatenti to be massively fragmented. The flow of information goes through redundant process channels, which raises the cost of information management.

In addition to this, it was seen that it would be advantageous to EPI to build some of the internal capacity through training provided to local consultants. Hence various training sessions were provided to local staff by this consultancy. It is recommended that future sessions be crafted and customized to fit local staff's needs and delivered to individuals as necessary.

## B. METHODOLOGY

Local BPR experts can design a future process, create an action plan, and develop metrics that support efficient implementation and future viability of an organization's business technology and workflow. The process models created can provide a way for organizations to assign accountability and ownership of their business functions and for technical teams to have a clearer understanding of the organization's business needs. Having the processes clearly documented using BPM standards provides a format for both business and technical staff to easily discuss and come to agreement on needed improvements.

To meet Sakpatenti's objectives, we assessed the organization's current "as-is" processes, and designed the "to-be" model, developed transition plans for bridging the gap between the current and desired states, and advised Sakpatenti of recommended initiatives of next steps ahead.

To develop the "as-is" assessment, we first reviewed Sakpatenti's current structure to identify processes that could be revised to create improved efficiency. We facilitated focus groups with key stakeholders to discuss the current processes in greater detail, and then documented descriptions of the current state of the Sakpatenti's general workflow, inputs and outputs, and issues relating to the process.

Once the current-state assessment was complete, we moved forward in describing the Sakpatenti's desired future state. We facilitated work sessions with Sakpatenti representatives to identify and gain consensus on the benefits and risks associated with numerous change ideas and alternatives for certification of trademarks, patents, and copyrights. We then performed an industry-wide study to identify best practices that could be incorporated into the Sakpatenti's operations. We held discussion forums with Sakpatenti leadership and staff to discuss our findings. Based upon the information uncovered throughout these processes, we outlined a series of recommendations for improving the organization's business processes, organizational dynamics, technology infrastructure, and data model to increase efficiency. We presented our recommendations to the Sakpatenti in a detailed "to-be" Process Model Report (Please refer to Appendix C).

To facilitate the gathering of the necessary requirements from Sakpatenti staff, we created learning modules that provided an overview of the requirements gathering approach. The modules concentrated on explaining the benefits of organizational transformation. The sessions were to effectively describe the value add of change management and business process re-engineering principles. The sessions also provided an in-depth overview of the requirements gathering methodology and how to effectively participate and provide a holistic set of requirements to the EPI requirements specialist.

After receiving the initial set of requirements from the specialist, an in-depth quality analysis is currently being performed to check the legitimacy of the requirements. The requirements specialist has been working closely with a Sakpatenti appointed personnel to socialize the requirements, as well as understand Sakpatenti's business and technical structure.

In addition to this, trainings were provided to 20+ identified government organizations that had requested to be trained in BPR capability. The session provided an in-depth overview of

BPR terminology, business process modeling notation, how to build processes as well as in-depth overview of change management and requirements gathering methodologies.

Consulting 101 was also provided to local EPI staff to hone their consulting skill set. The objectives were to achieve the following:

- Know how to effectively set and manage expectations
- Get an overview of project work and management
- Understand the consulting proficiency level expected when working on the EPI effort
- Learn different techniques to improve their consulting skills

The aim was to deliver messages on how to effectively share information across components, take individual initiative to achieve project success, and to assess and manage recommendations provided by local STTAs. A methodology was outlined to implement recommendations that were provided by local EPI staff.

## C. FINDINGS

### TOTAL ATTENDEES: 70

#### **Requirements Gathering Methodology (Sessions: 4)**

Sakpatenti: 23

#### **Business Process Re-engineering Methodology (Sessions: 2)**

Attendees: 47

- Ministry of Finance of Georgia, State Revenue Service/Customs or new economic zones
- Ministry of Agriculture — State Agency for Food Safety, Veterinary and Plant Protection
- Ministry of Defense of Georgia
- Ministry of Internal Affairs/LEPL. Service Agency
- Ministry of Environment Protection
- National Parliamentary Library of Georgia
- Ministry of Economy and Sustainable Development
- Ministry of Labor, Health and Social Affairs of Georgia
- Ministry of Culture and Monument protection of Georgia
- Georgian Railway LLC
- Sakpatenti — National Intellectual Property Center
- Data Exchange Agency
- Tbilisi City Hall
- Central Election Commission
- National Statistics Office of Georgia
- National Bureau of Enforcement
- National Educational Center
- Ministry of Internally Displaced Persons from the Occupied Territories, Accommodation and Refugees of Georgia

- Ministry of Justice of Georgia
- Civil Registry
- National Agency of Public Registry
- National Center for Teachers Professional Development
- Ministry of Sport and Youth Affairs of Georgia

These were the following individuals that this consultancy engaged to derive the necessary processes.

George Kurdiani, Head, Department of trademarks and Geographical Indication

Tamar Kavtaradze, Chief specialist

Zviad Matiashvili, Head Department of inventions, Design and New Varieties and Breeds

Ioseb Jinjolava, Chief specialist

Dimitri Iobashvili, Chief specialist

Elene kemashvili, Head of the Legal and Copyright Law Department

Tamta Sharashenidze, Lawyer

Qeti Kiladze, Lawyer

Lado Sixarulidze, Head of the Financial Department

Maia Jincharadze, Chief Specialist

Nino Kachkachuri, Chief Specialist

Process Charts (Please See Attachment)

## D. RECOMMENDATIONS

The following recommendations are in line with next steps ahead for Sakpatenti in establishing the e-filing system.

- **System Design and Build:** This phase is necessary to design and build the actual e-filing application. This consists of using the requirements gathered to build stylized charts to depict detailed levels of the system. These charts can be depicted via Activity Diagrams, Use Cases, etc., to enable flowcharting standards, reports, screen layouts, and data conversion procedures. The future state translates to the design of the application system to improve the quality of the current system and help reduce maintenance costs and increase application user service.
- **Change Management:** Sakpatenti should conduct an organization-wide change management effort associated with the implementation of the e-filing system. Activities should include pre- and post-migration activities to change the associated primary roles and responsibilities from the current application to the future system. Other change management activities include communications activities, training and building performance measures to evaluate the work conducted on the future of the e-filing system. This will help the organization adapt to the necessary changes and help optimize results throughout the organization.

It is understood that rolling out of transition activities at an enterprise level for Sakpatenti may induce risk on already challenged programs. To offset this, it is advised that Sakpatenti bring on local change management/transition advisors with in-depth experience in setting up and implementing large-scale e-filing application activities.

- **Mapping of Roles and Responsibilities:** Based on the reengineered processes and requirements gathered, we should further define and implement a goal-oriented organization focusing on both future applicant and staff needs. This remapping of roles and responsibilities should focus on providing a decentralized service agency with the corresponding strategy and policy management functions. These functions will help with the processing of applications, customer service roles, and other service areas. Sakpatenti will then need to determine the headcount, staff mix, job design, as well as migration schedule for selecting staff to enable a successful implementation of the e-filing system.
- **Communication and Training:** After having defined the organization design, the EFS project team practice should focus on a communication planning/delivery strategy to ensure that the messaging is being encoded as originally intended. Mechanisms for two-way communication, feedback, and measuring employee understanding of the change should be built into the transition process. The training aspect is a crucial component to the success of any technology implementation. The training services will cover the e-filing

application-level training for end users, project team members, and if necessary, application developers. The goal of these training programs is to help Sakpatenti's team achieve maximum benefits and success from their implementation of the electronic filing system.

- **Performance Management:** Activities should be set in place to identify opportunities for continuous improvement for the external applicant via feedback sessions, monitoring employee engagement, and adoption and continued reinforcement of “change-aligned” behaviors. Best practices dictate that the project team define quantifiable and measurable performance success metrics/scorecards at the beginning of the project/change effort and measure against those throughout the lifecycle of the project and beyond. Key metrics for the e-filing application include productivity measures, speed of adoption, employee retention, employee engagement, etc.

Sakpatenti should take into consideration not only those who are being impacted by the change, but also those responsible for designing and delivering it. This core group of experts and chief specialists within the organization should be regularly evaluated as part of any change management approach for project team morale, team retention, burnout, etc. In addition, all project team members and Sakpatenti leadership should own the change management methodology, as they will often serve a role of “ambassadors of change” or “change agents.”

It is advised that that a SME be engaged to conduct quality assurance of requirements gathered for the e-filing effort. A BPR subject matter expert has been, and should continue to be, engaged to conduct the following work activities;

- a. Roadmap strategy for the business requirements gathering approach
- b. Conduct quality assurance checks, over multiple trips, for business processes; change management endeavors and requirements gathered by the local EPI expert

In addition to the above effort, additional training modules focusing on business process re-engineering best practices, change management methodology, and requirements gathering methods should be created for both the public and the private sectors within Georgia. These training modules will focus on in-depth step-by-step workflow elements that specify how to create process flows. The training modules should also detail what types of sustainable change management practices should be incorporated in a developing economy such as Georgia. These change management practices will go hand in hand with business process re-engineering methods for organizations that are looking to implement these practices in their respective institutions.

As observed in this phase of the effort, there seemed to be a high demand for the use of BPR capability within both the public and the private sectors of Georgia. To improve competitiveness within the private industry, local organizations need to better understand the

wants and needs of their clients and optimize their business processes to improve their effectiveness and efficiency in delivering goods and services.

Local BPR experts can help identify and document existing business processes (the "as-is" state) and design re-engineered future-state ("to-be") processes. BPR training will provide local experts the ability to provide a repeatable methodology to gather, document, and validate business processes using the Business Process Modeling Notation and other BPM standards. The BPMs communicate the business needs to assist organizations with their investment decision process and identify problem areas and inefficiencies. The aim for the BPR project will be to develop a new process model tailored to the specific needs of the future Georgian organization with recommendations on the organizational structure, HR, and Information Technology.

**Value delivered:**

- All relevant client processes are optimized and ready for implementation
- All future automated conditions are mapped
- All organizational conditions are addressed

In addition to the above, the training modules being created may very well become part of the Innovation Center that is being created as one of the initiatives of the EPI effort. The training modules can be provided to the local business community for a fee. This fee then can help with the sustainability of the Innovation Center in the long run.

The Business Process Re-engineering will help achieve the following objectives within the organization:

- **Governance:** The implementation of efficient and adequate policy and governance. This governance includes building optimized management and communication processes in relation to the policies formulated by executive leadership.
- **Project management:** Introduction of working in a project focused way allowing for a transversal approach, necessary for generalizing and optimizing the good functioning of organizations.
- **Organization Change:** Generating understanding and agreement among employees and selected external stakeholders to take collective action in support of the modernization and optimization of processes. Applying a strong analytical focus to determine workforce impacts, job design, training requirements, and other HR issues

The training modules should be designed in a phased approach to ensure training continuity. Further, the approach should set a collaborative style with the BPR SME acting as a coach to transfer outstanding knowledge and experience to the public organizations. Once an organization has been identified the following phases will go into effect.

Phase 1: Mobilization and Planning

The assignment workplan will:

- Establish a schedule for communication and updates with the relevant organization
- Establish dates and location for the training sessions
- Identify the relevant stakeholders and BPR champions to be trained
- Identify assignment milestones
- Establish delivery deadlines

Phase 2: Development of a Comprehensive Course Structure

Training curriculum will be developed for each major topic and will cover the following areas:

- Course objectives
- BPR training methodology
- Training methodology
- Course/training evaluation tools
- Participants' handouts

Phase 3: Delivery of BPR Training

Techniques to be used in delivering the course content will include:

- Structured class room learning
- Group work and discussions
- Case Studies/ Practical exercises
- Participant pack

## **E. ADDITIONAL INFORMATION**

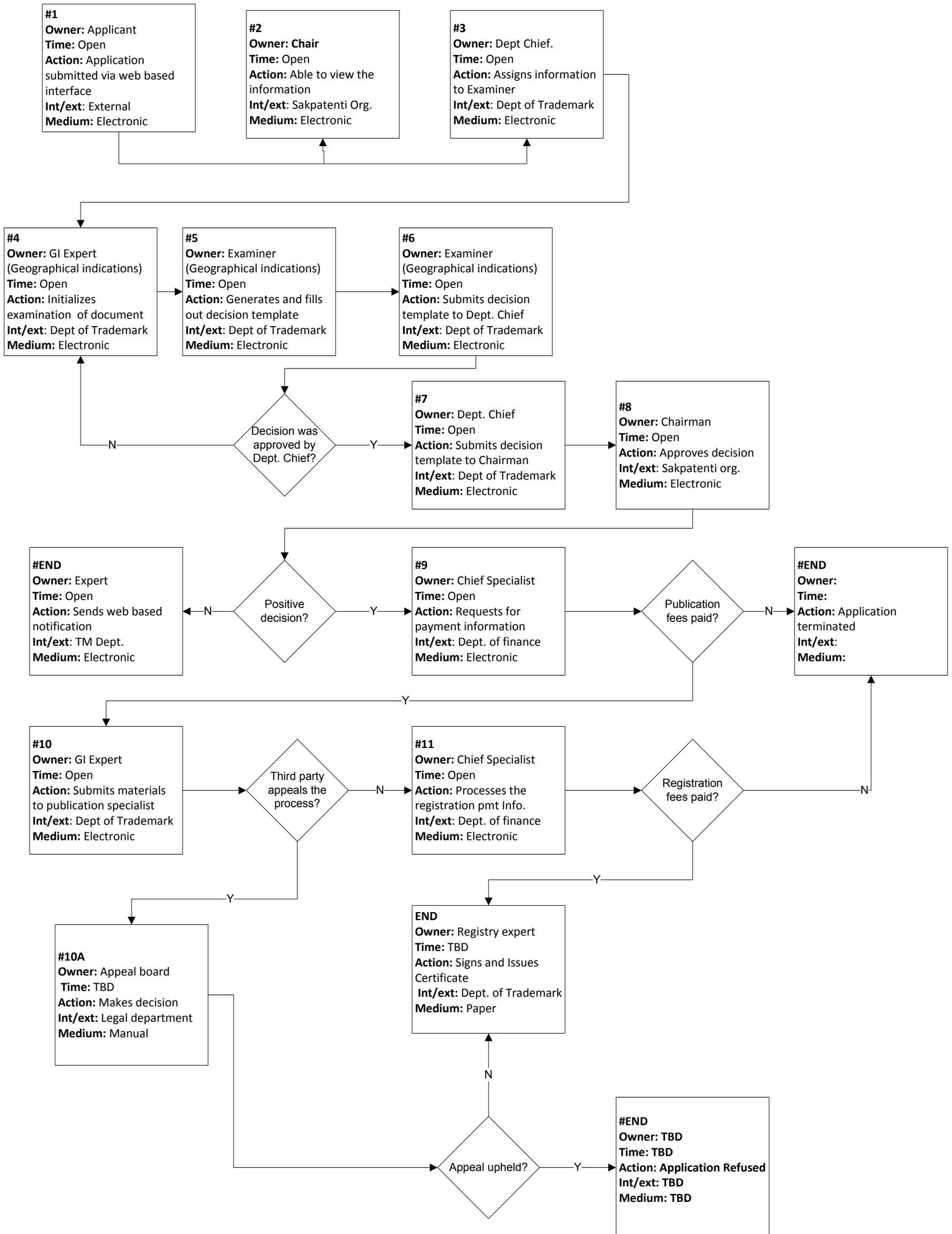
Inventions – National & International Processing – Future Structure

Utility Model – National & International Processing – Future Structure

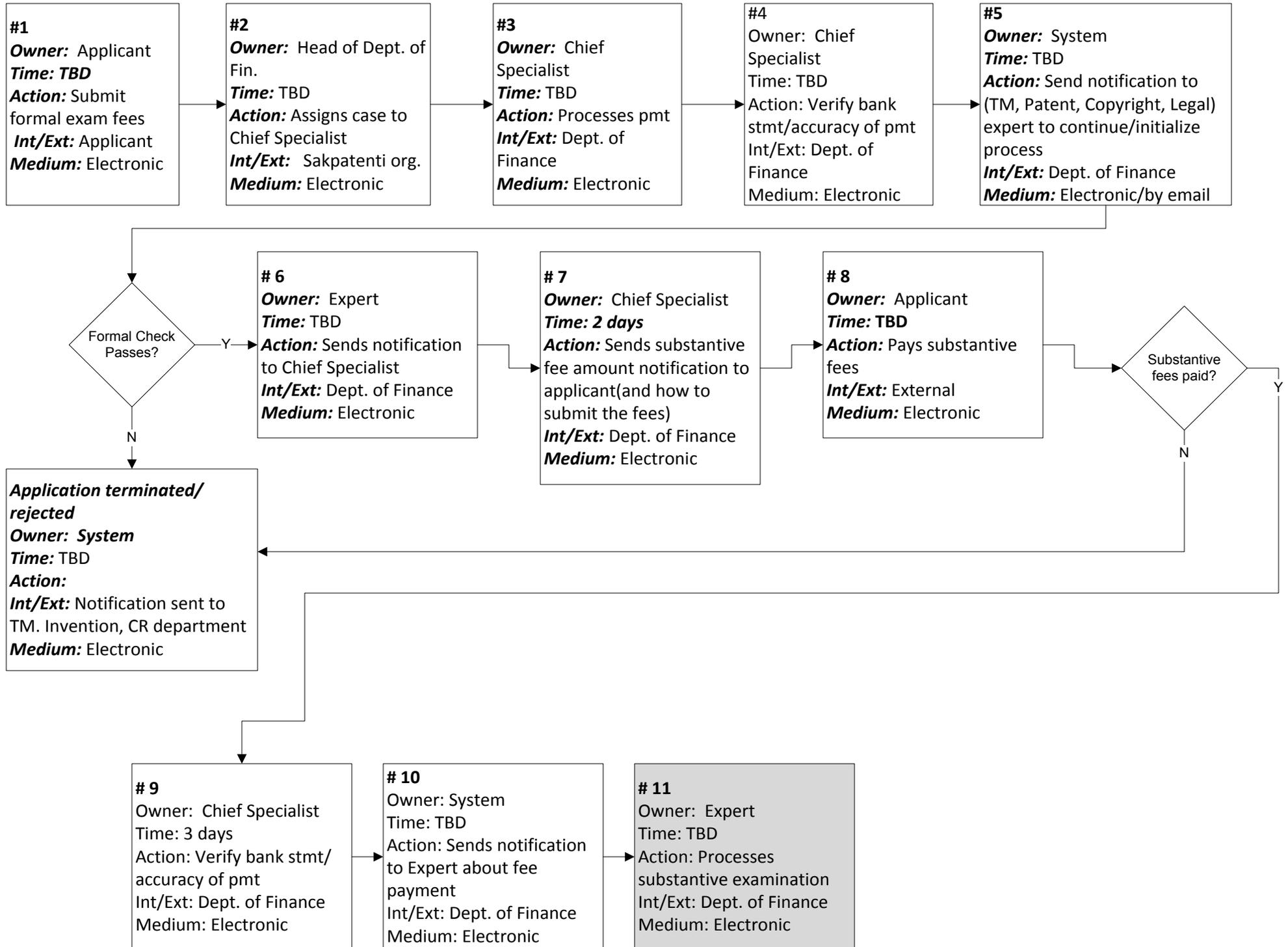
Department of Finance – Future Structure

Geographic Indications – National Processing – Future Structure

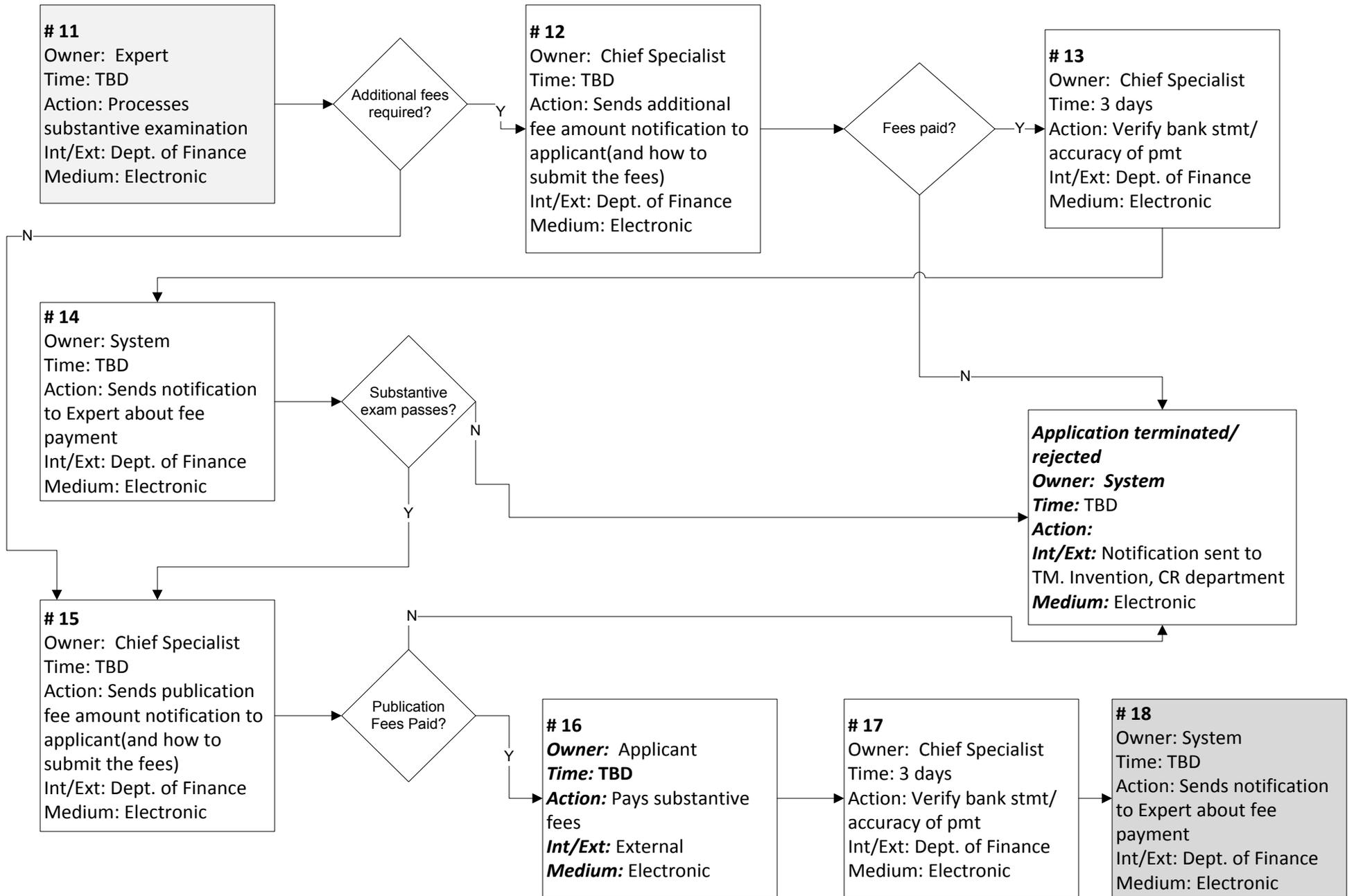
## Geographical Indications – National Processing – Future Structure



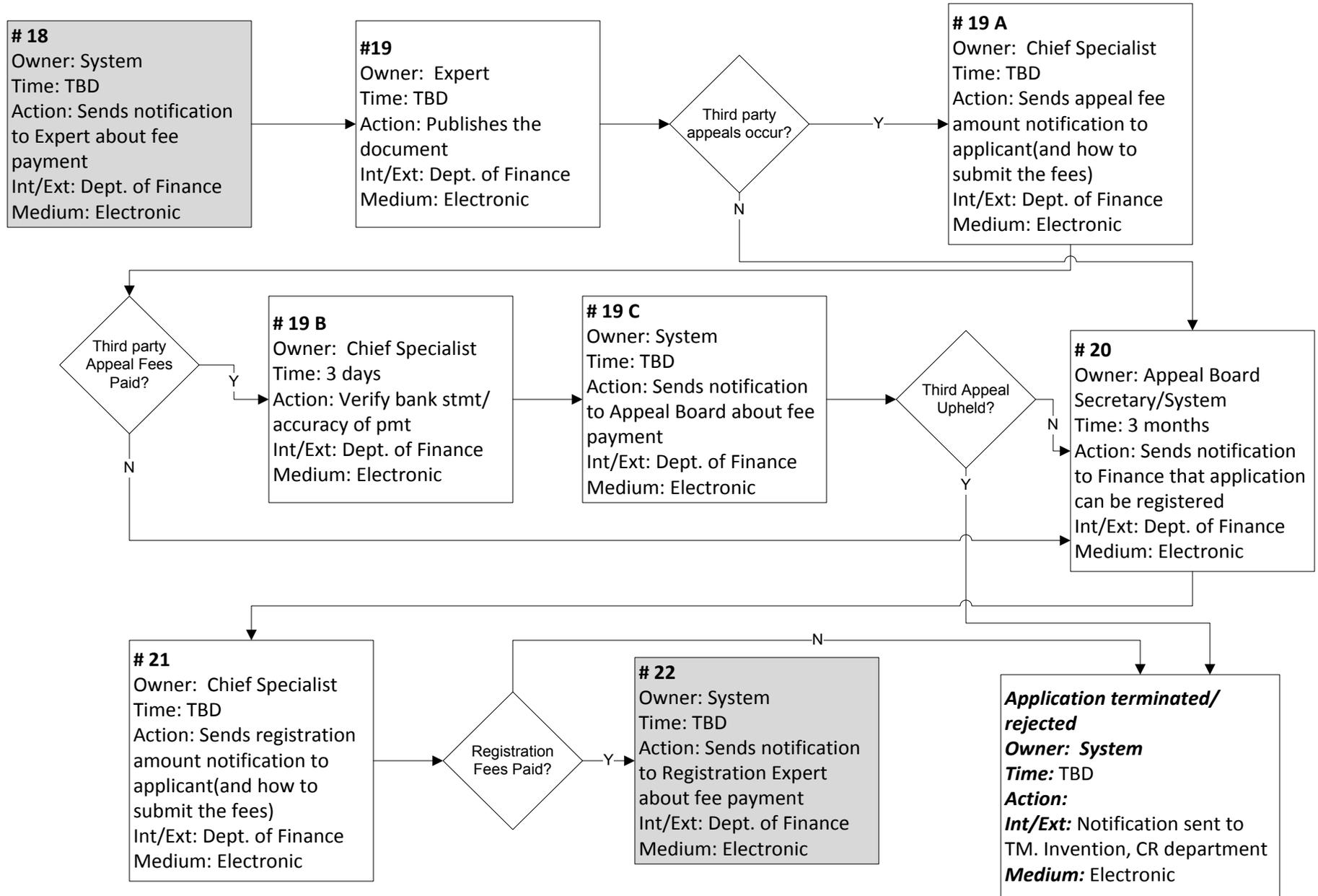
## Department of Finance – Future Structure



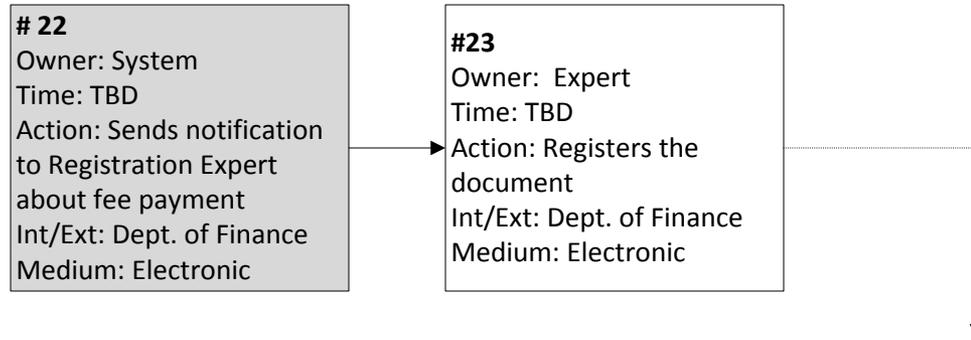
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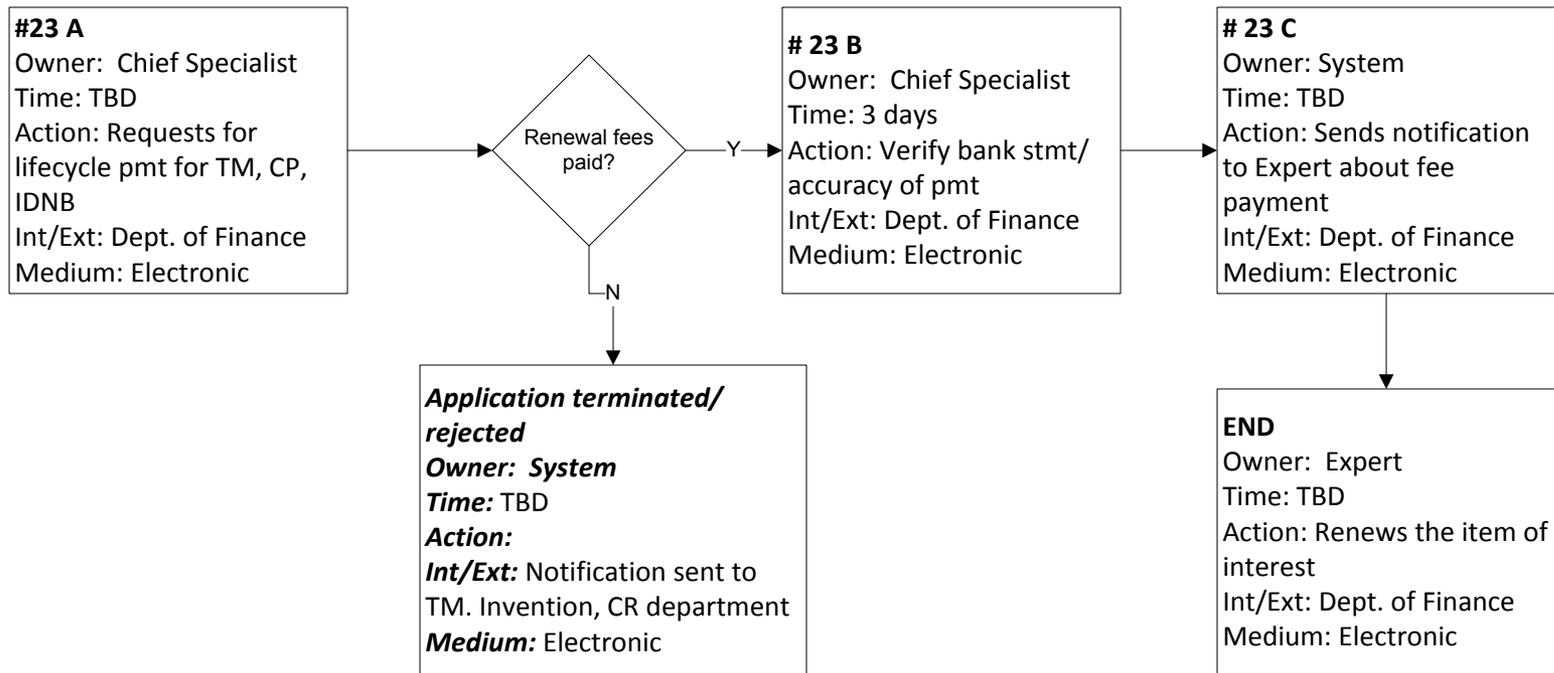
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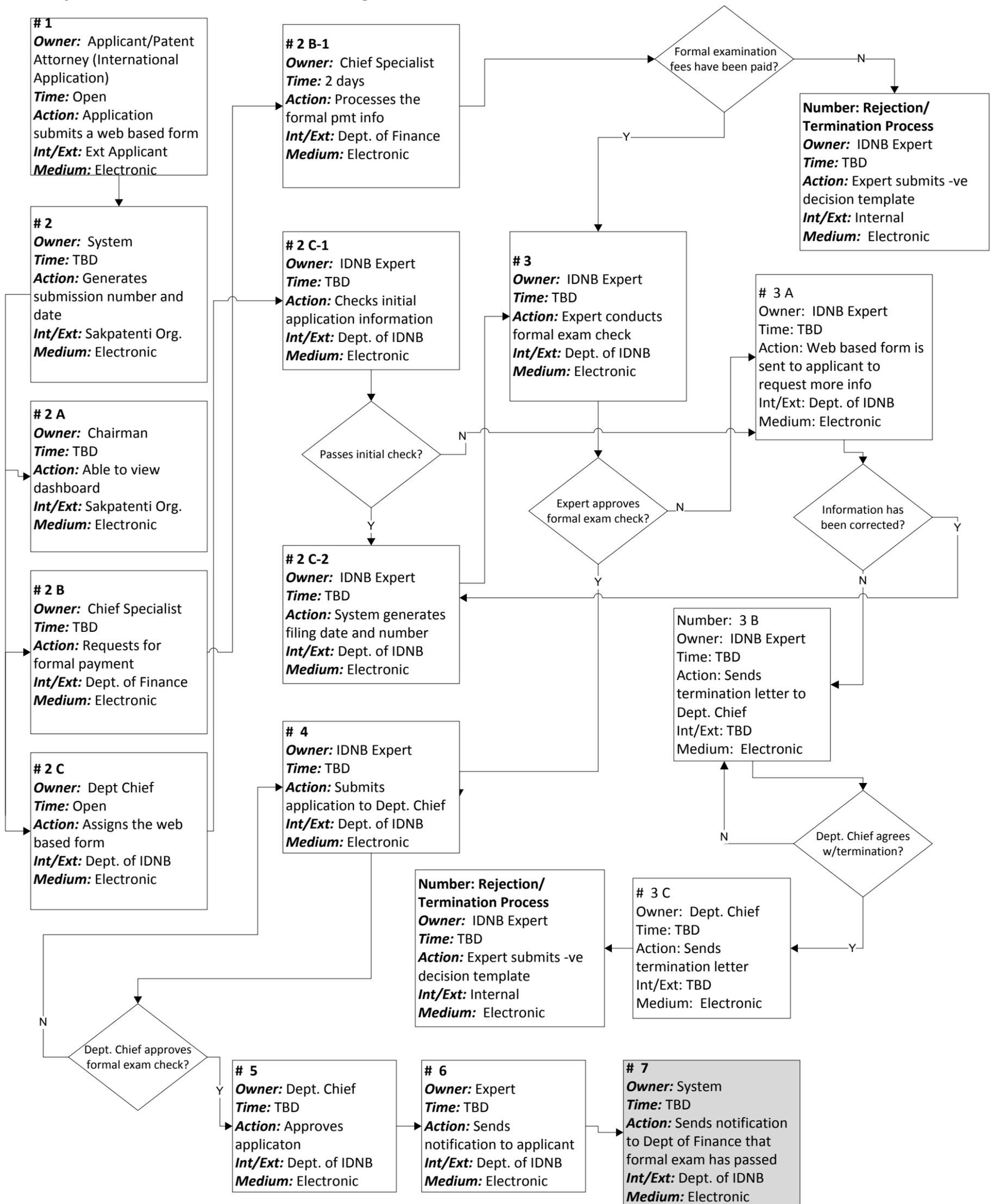
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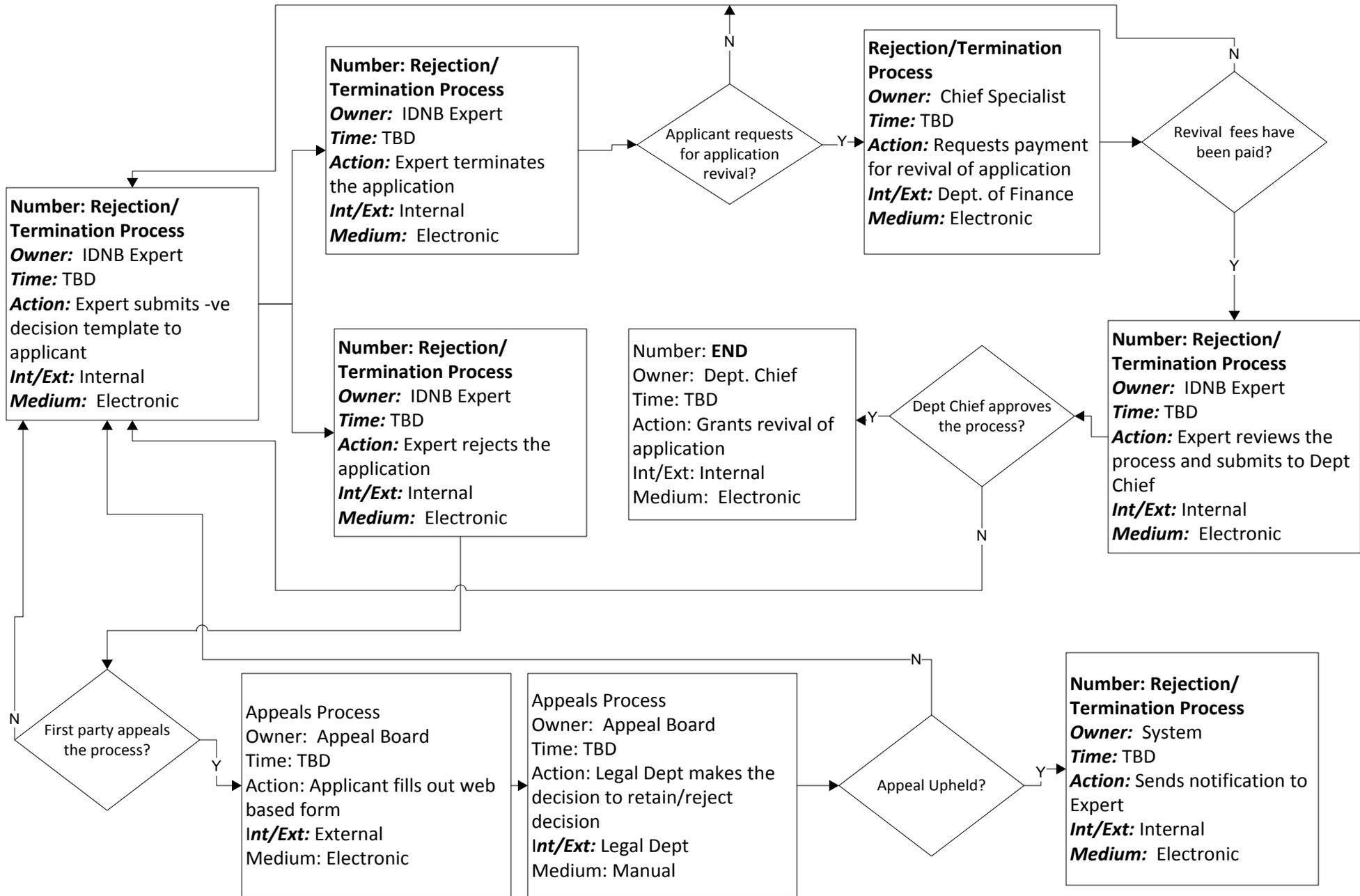
**Department of Finance – Renewing the Patent/Trademark/Copyright/Etc.**



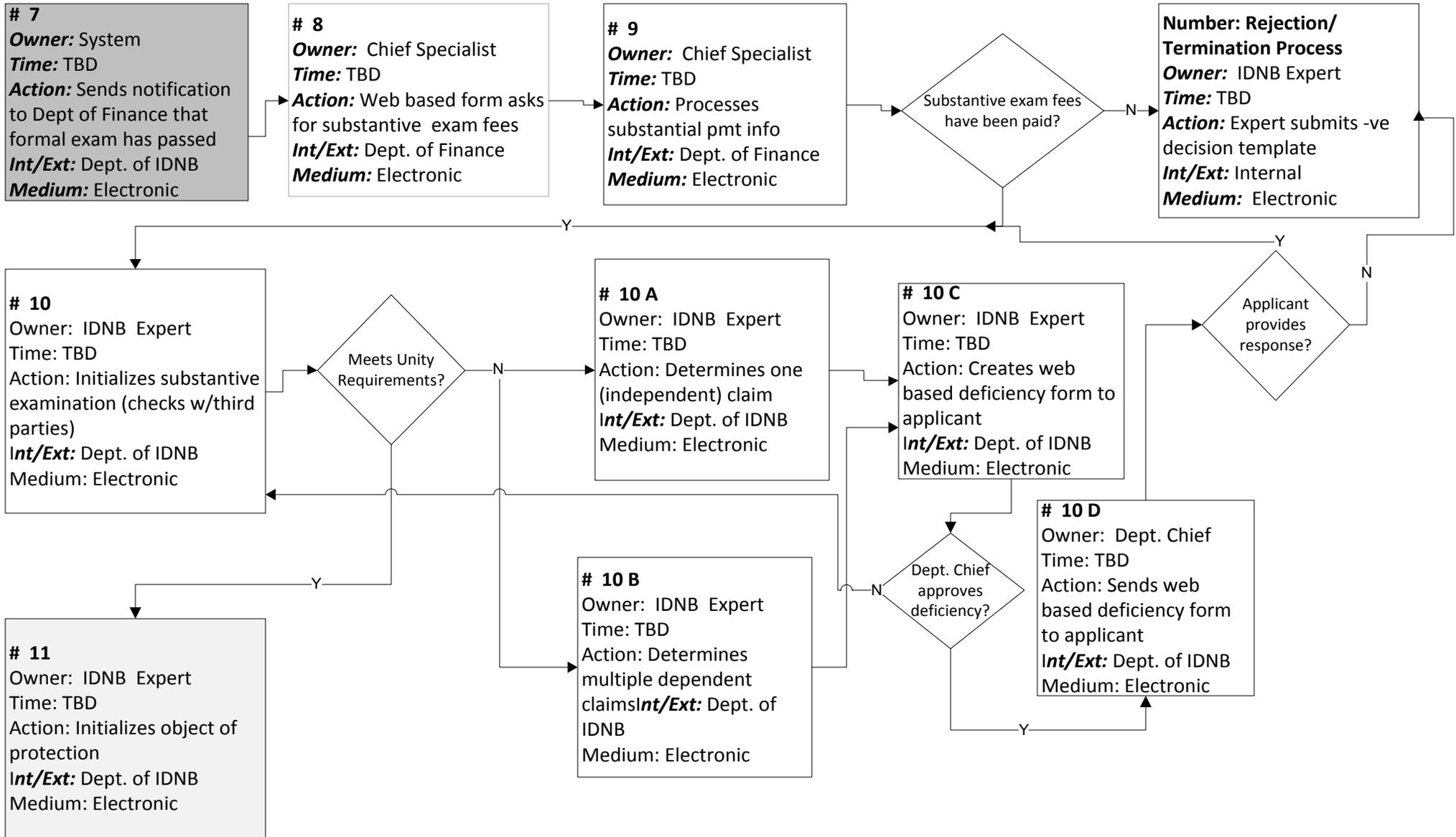
Utility Model – National & International Processing – Future Structure



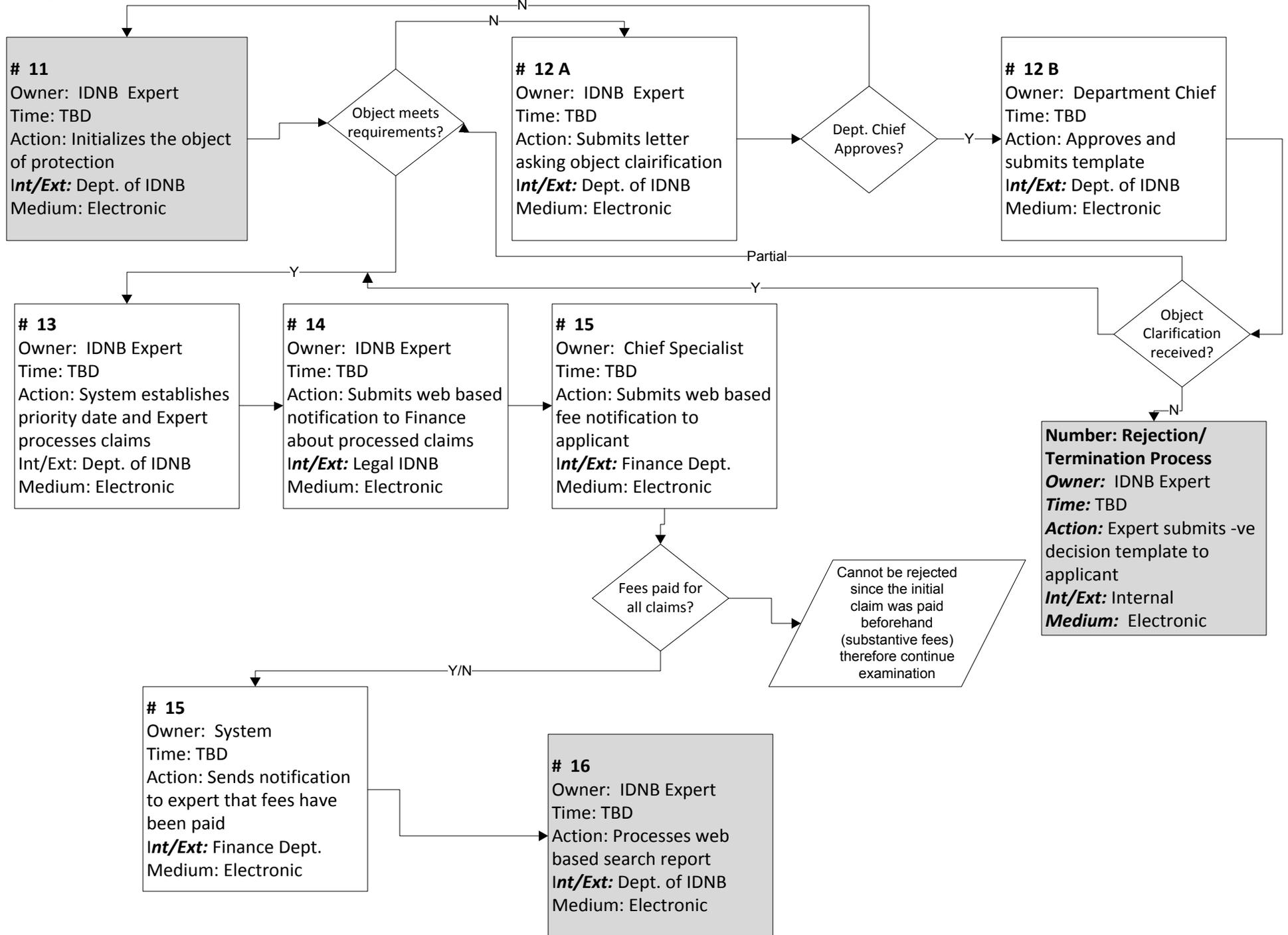
Utility Model – National & International Processing – Future Structure



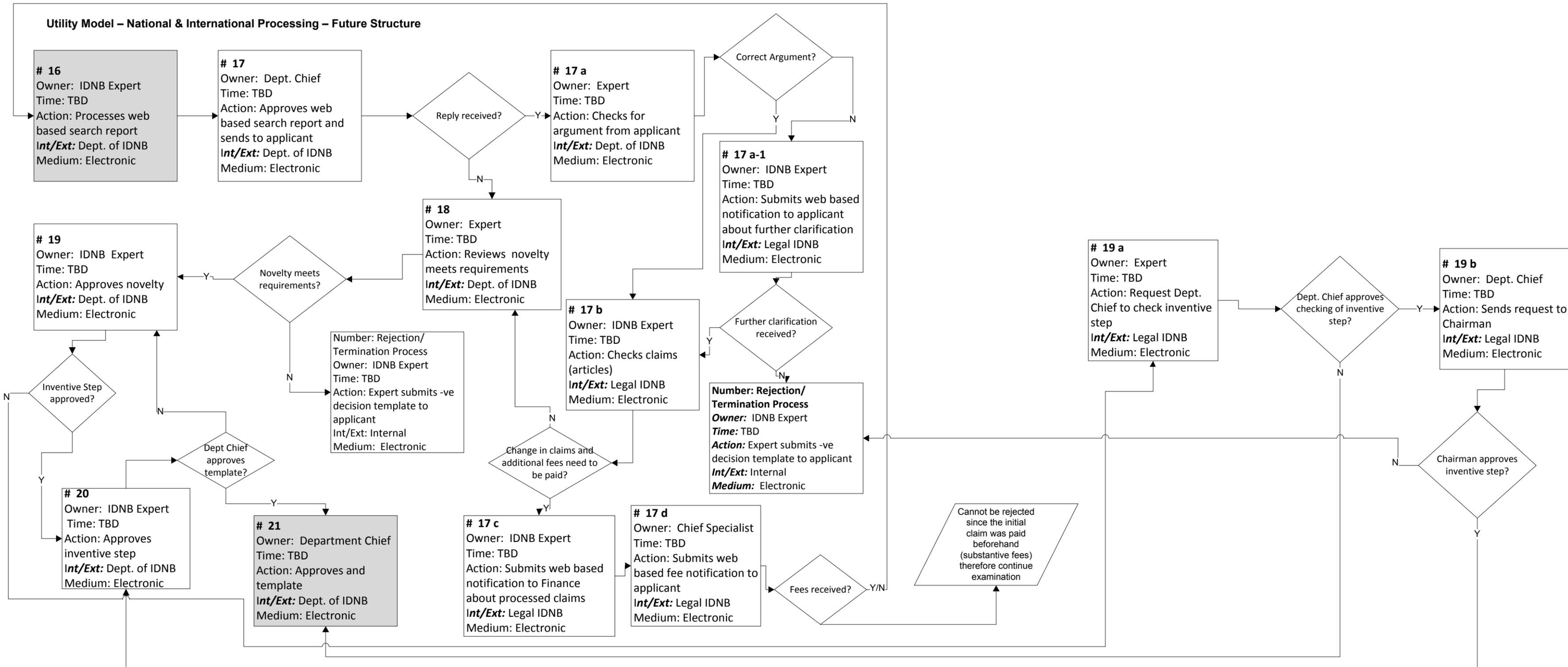
## Utility Model – National & International Processing – Future Structure



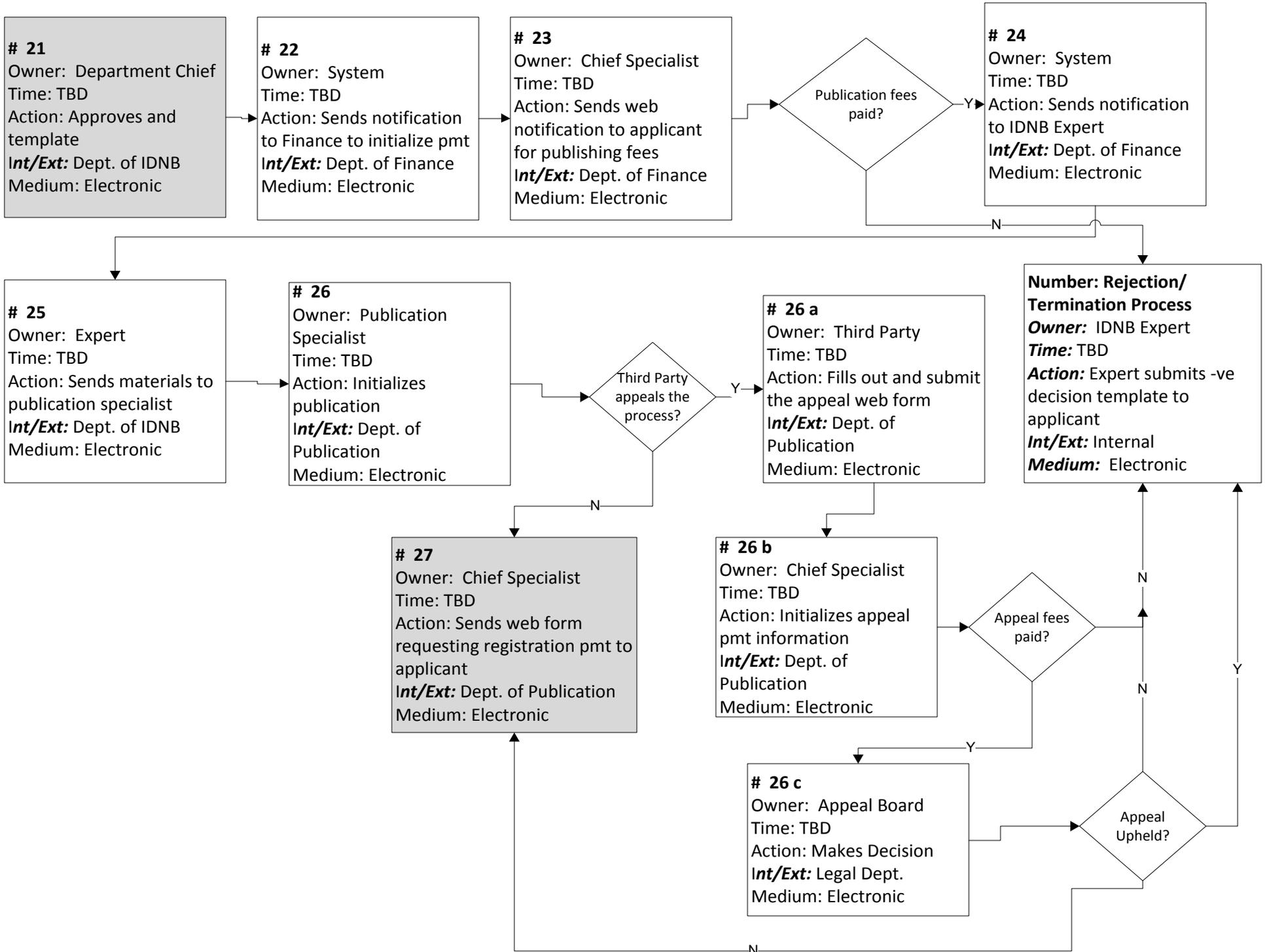
## Utility Model – National & International Processing – Future Structure



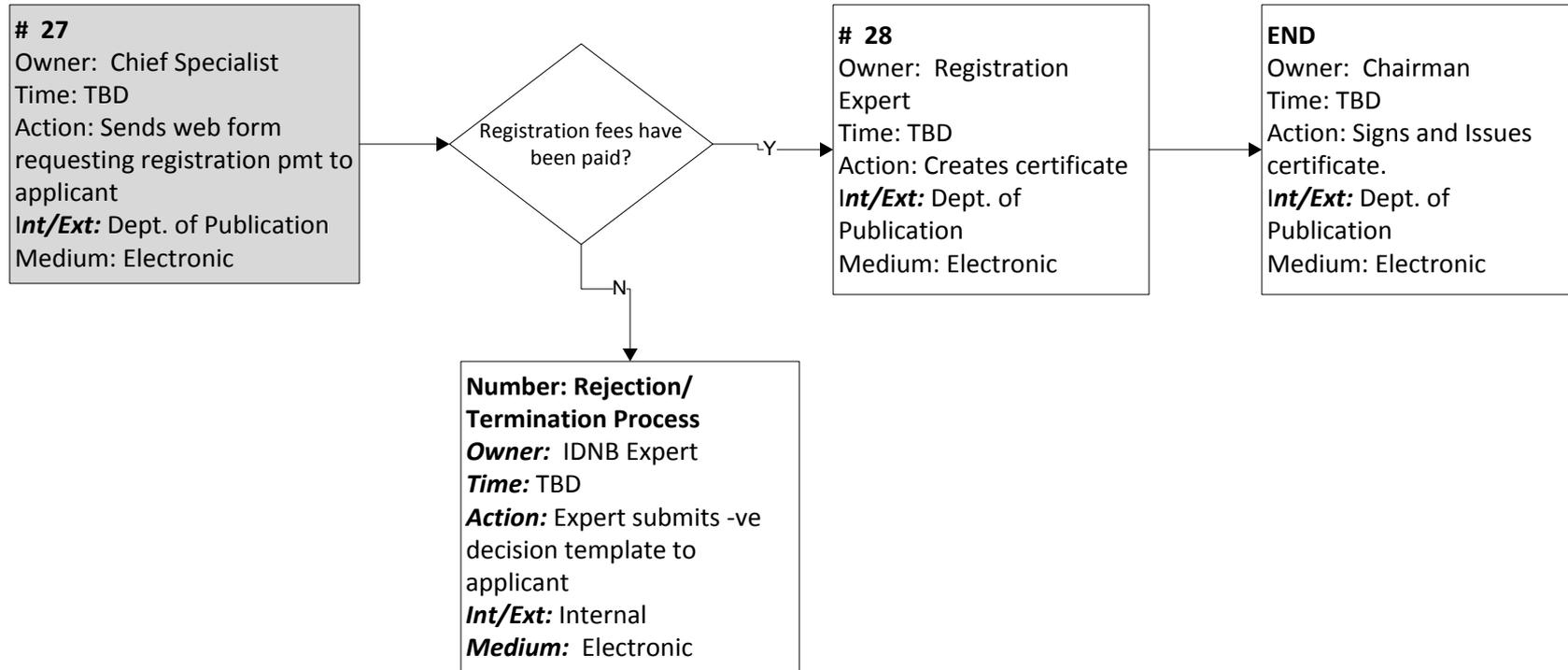
**Utility Model – National & International Processing – Future Structure**



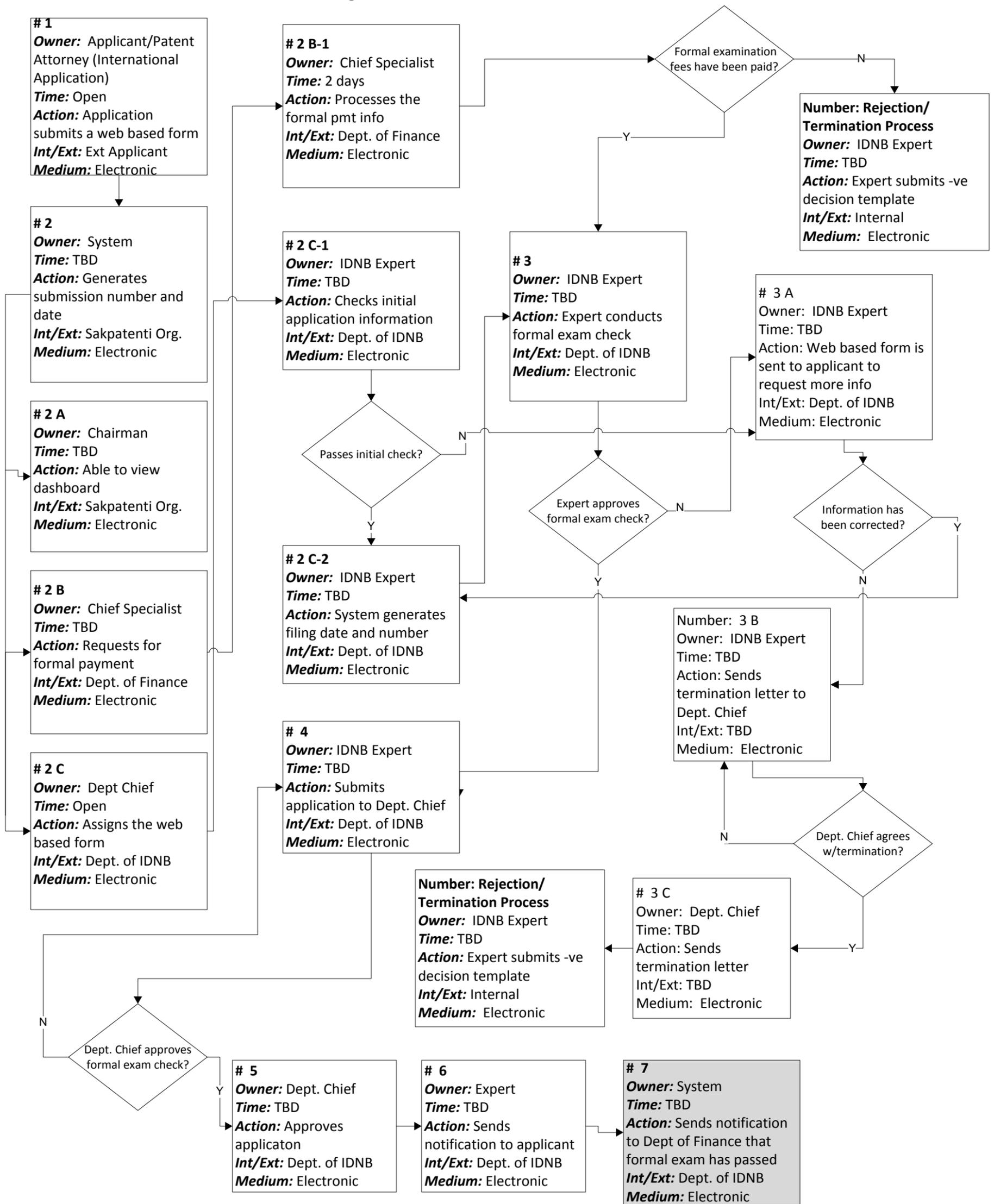
## Utility Model – National & International Processing – Future Structure



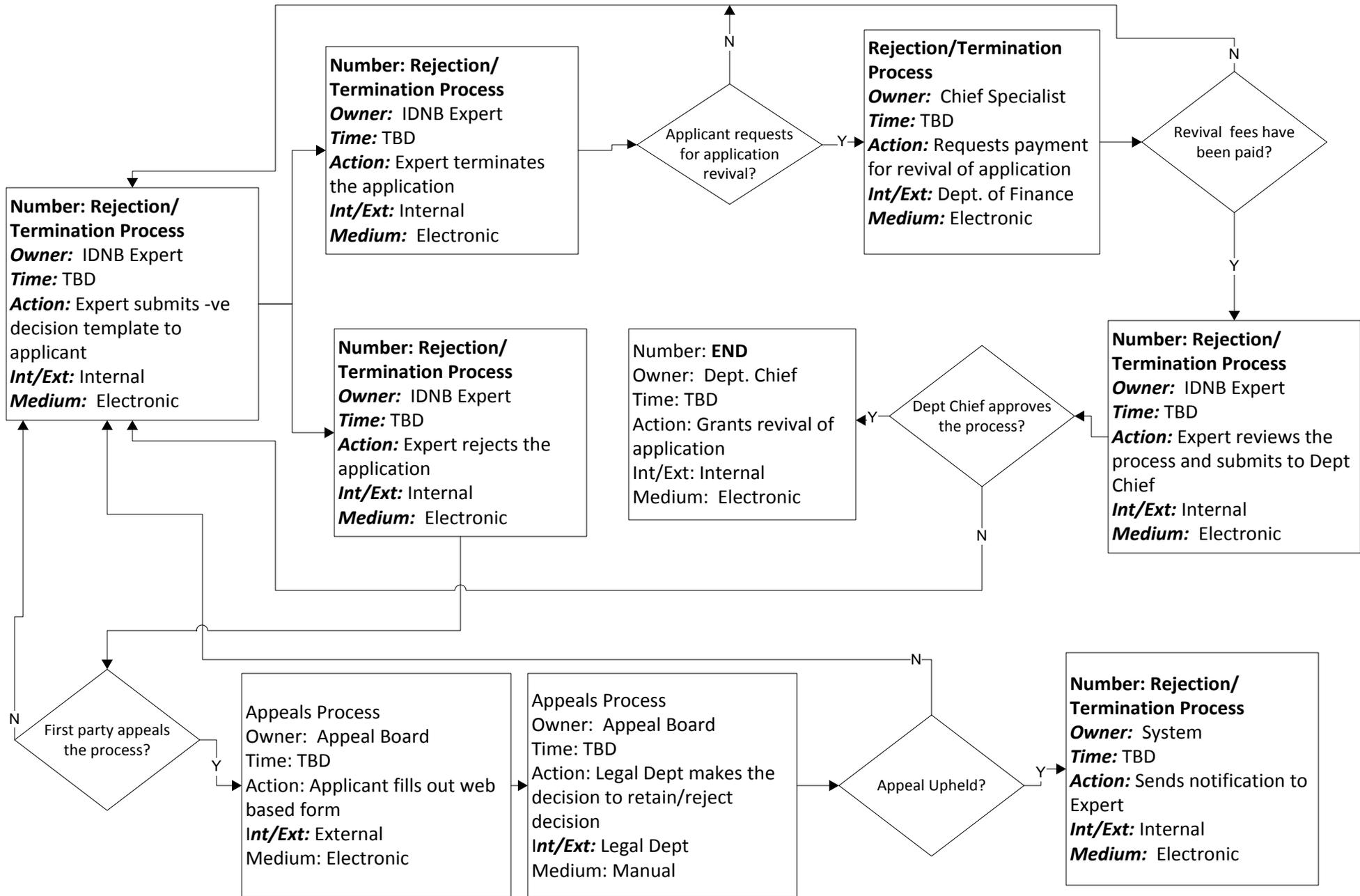
## Utility Model – National & International Processing – Future Structure



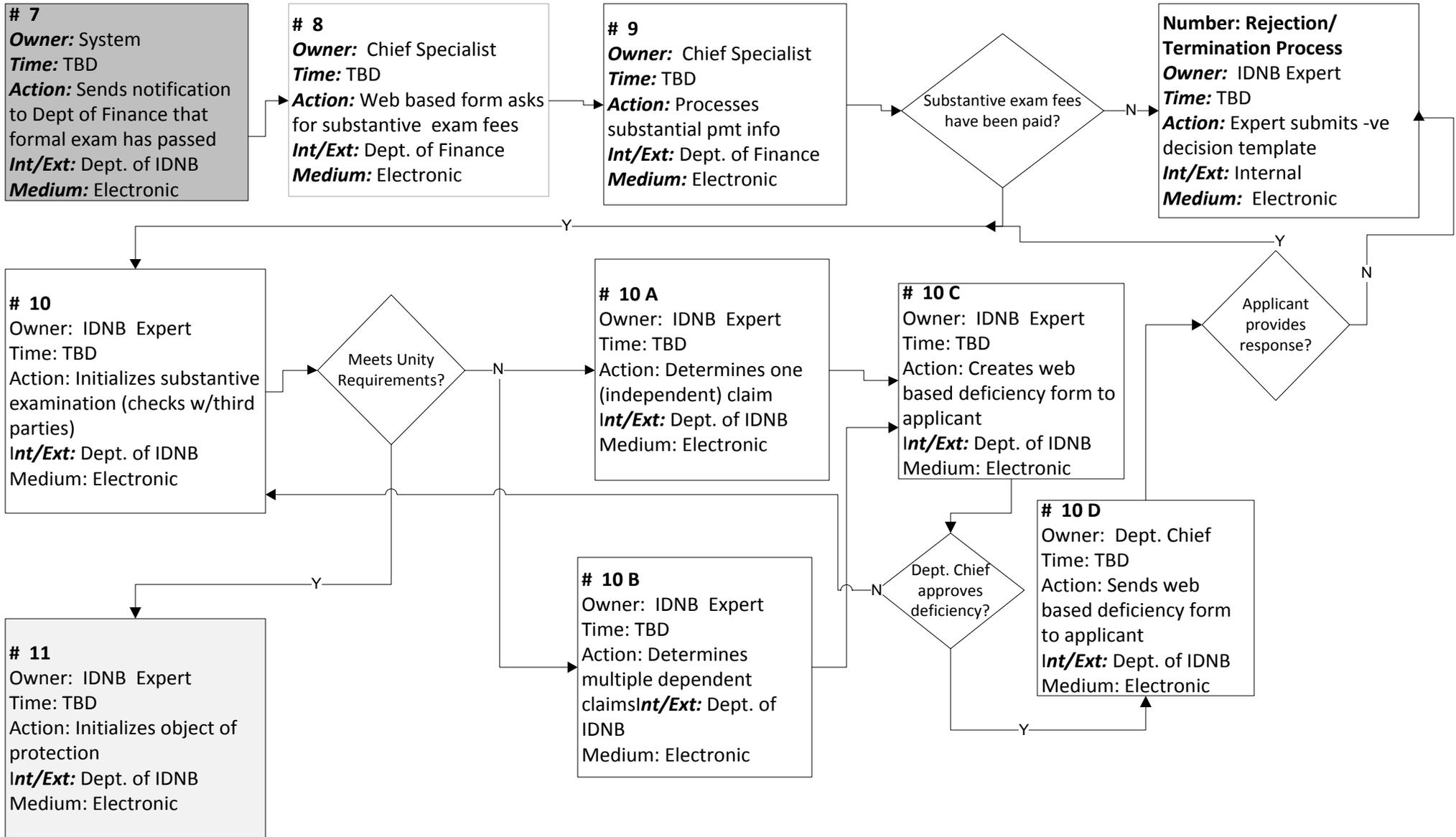
**Inventions – National & International Processing – Future Structure**



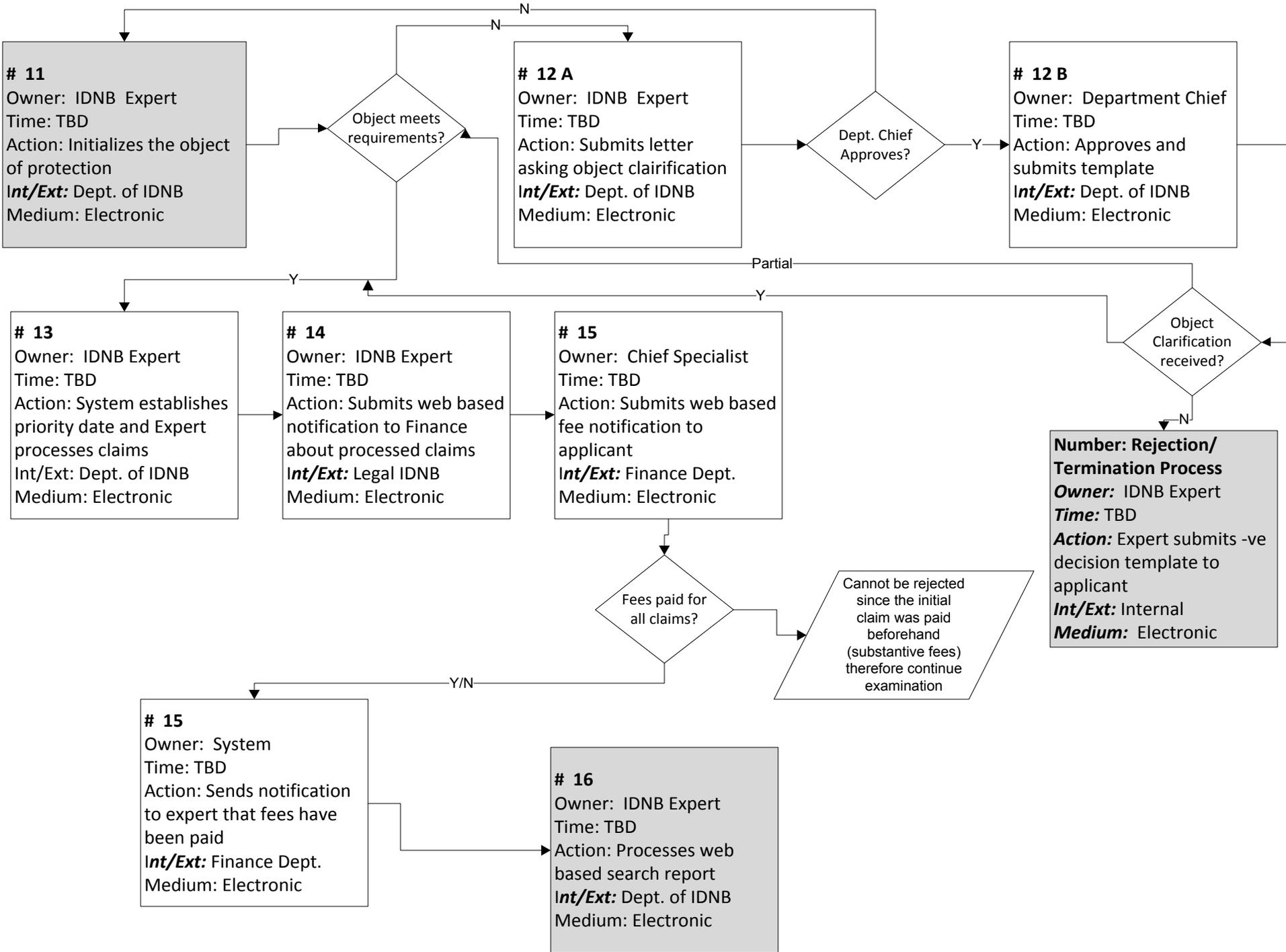
# Inventions – National & International Processing – Future Structure



**Inventions – National & International Processing – Future Structure**



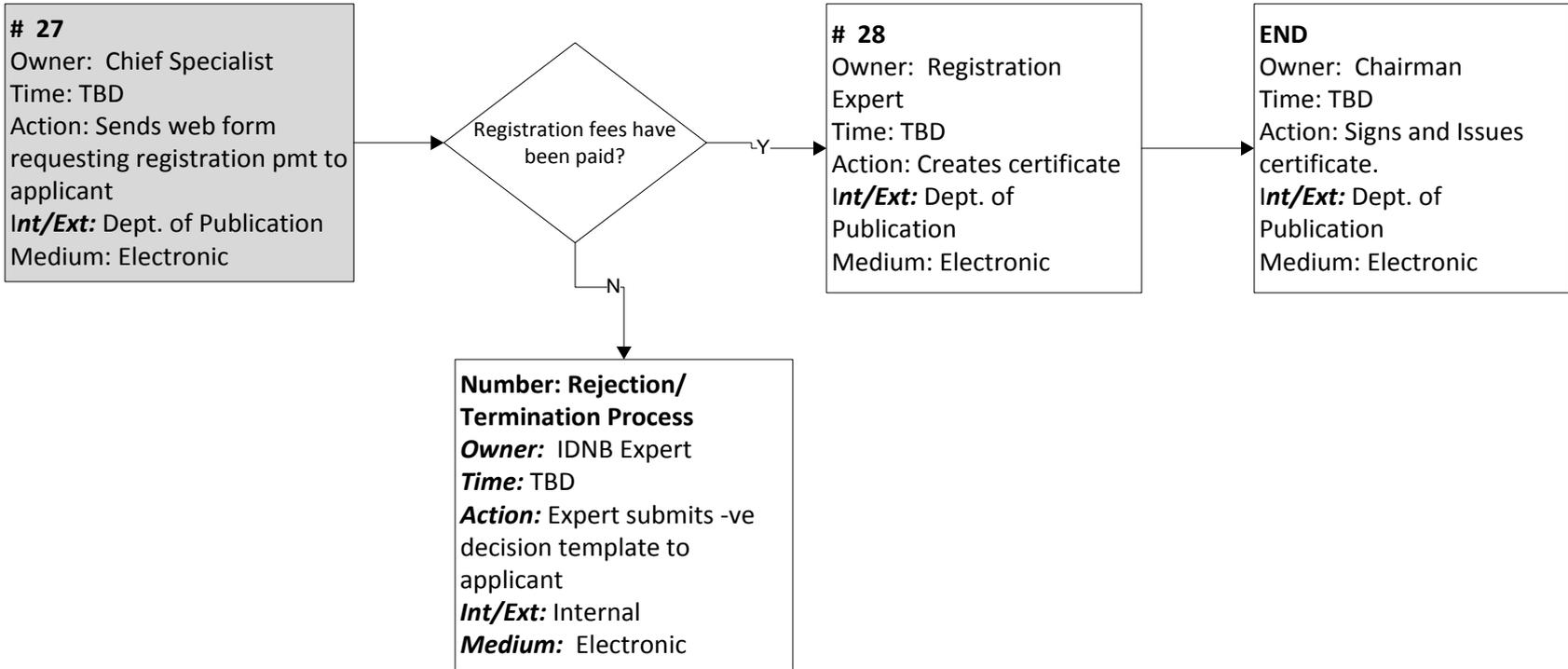
# Inventions – National & International Processing – Future Structure







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