

## «SERBIA ON THE RIGHT PATH» - PLAGIARISM

During spring 2002, Serbian Prime Minister Zoran Đinđić and Serbian government have launched a campaign «Serbia on the right path». We put aside here that such a campaign is meaningless, since there is no reforms in Serbia, and so the country can not be «on the right path». This short text does pose into question the slogan of the campaign rather than its rationale.

The slogan «Serbia on the right path» is stolen from the firm *Scandiaconsult*. Its «Strategic focus» is «On the right path» with the following explanation: «In 1999 *Scandiaconsult* adopted a business plan for the period 2000-2004. This plan was implemented throughout the company during 2000 in a project known as 'On the right path'» Citation from the site: [http://www.scc.se/english/strategic\\_focus/index.shtml](http://www.scc.se/english/strategic_focus/index.shtml)

Let us see the both slogans at once:

*Scandiaconsult on the right path*  
*Serbia on the right path*

It may happen that the «borrowers» of the slogan, the Serbian prime minister and its government, have bought the slogan from the *Scandiaconsult*, although this should be mentioned during campaign in Serbia, what did not happen. Nevertheless, the FMC is ready to excuse itself, provided the proofs are presented. Otherwise, we will continue to think that the slogan is stolen.

As far as we remember, the Serbian prime minister has visited Bill Gates some months ago, in order to show that the government will enforce intellectual property rights in Serbia and that *Microsoft* should enter the Serbian market. Just some months thereafter this promise is a chimera, if the slogans should enjoy the legal protection. This shows how prime minister and the Serbian government are serious about intellectual property. (It is not different with other property, since the Serbian government does not mention words like restitution, denationalization.)

The government and the prime minister can naturally say that the 'creator' of the slogan «Serbia on the good path» has cheated them, and that they are not informed that the slogan has been stolen. In that case we expect that government and prime minister sue the troublemaker, and that they change the slogan of their campaign «Serbia on the right path». If this does not happen, we are forced to conclude that the prime minister and government are the co-authors of plagiarism, and that they in their «reform» efforts send the message to other companies: «Come to Serbia to be deprived of your property».

At the end, and in order to respect even non-registered intellectual property, let us say that the FMC members have not discovered this case. We are told about that by the friends.

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Free Market Center Team  
(Miroslav Prokopjević, FMC President)