

VIAC – Questionnaire for Mediators

1. **Name:** Dr. sc. Mirna Pavletic Zupic

2. **Nationality:** Croatian

3. **Contact information**

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4. **Education and professional experience (original profession; where did you study?):**

Dipl. Jur. Degree (equivalent to Master of Laws - LLM), University of Zagreb, Croatia, Faculty of Law 1985-1989; Bar Exam 2000; M.Sc.E (Master of Science in Economics), University of Zagreb, Croatia, Faculty of Economy 2000; Dr. Sc. (Doctor of Sciences in Economics in the scientific field of International Economy)

5. **Core area of current professional activity:**

Attorney at Law – Senior Partner in the Law Firm Zupic & Partners in Zagreb, Croatia

NEUTRAL of the WIPO – World Intellectual Property Organization, Geneva for IPR – Intellectual Property Disputes - ADR

Certified Mediator with the HUM – Hrvatska Udruga za Mirenje, Zagreb (Croatian Association for Mediation)

Member of the American Bar Association – Antitrust Section, ADR (Alternative Dispute Resolution) Sections

Member of the International Chamber of Commerce- ICC, Intellectual Property Commission

Mediator registered with the Mediation Association of the Croatian Bar Association

6. **Accreditation in the field of ADR (including relevant trainings and connected qualifications):**

WIPO – WORLD INTELLECTUAL PROPERTY ORGANIZATION, GENEVA – WIPO ACADEMY – ADVANCED COURSE ON ARBITRATION AND MEDIATION PROCEDURE UNDER THE WIPO RULES, from April 5 to May 29, 2016

Workshop of the HUM – Hrvatska Udruga za Mirenje (Croatian Association for Mediation) – The Supervision of Mediators, 25.01.2017

Certificate on Additional Training on Mediation - HUM– Hrvatska Udruga za Mirenje (Croatian Association for Mediation) , Zagreb, 12 October 2015

Certificate on Basic Training on Mediation - HUM– Hrvatska Udruga za Mirenje (Croatian Association for Mediation) , Zagreb, October 2015

7. Practical experience in mediation

- How many (international) mediations have you participated in
 - as single/co-mediator/in a team? In average 5 per year
 - administered by an institution; under which Rules? Croatian Bar Association Center
 - in which areas/fields? IPR, Commercial disputes, Trade Law, Unfair trade, Family Law
 - how complex (*please provide examples, participation of lawyers/experts*)?

- How often have you acted in a different function (e.g. consultant, expert)?
Frequently, 100+ times

- What other ADR-experience do you have?
Arbitrage, Mediation, Expert Determination, Counselling

8. Languages (including levels)

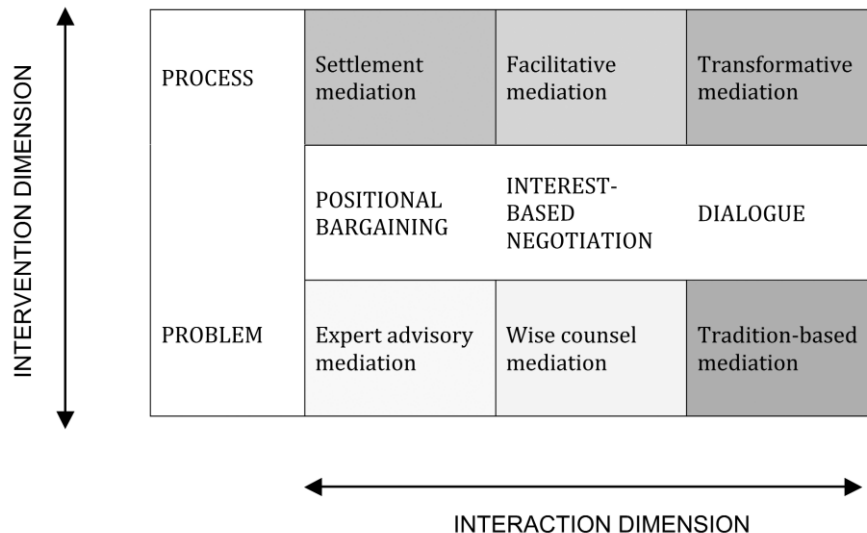
Mother tongue – working languages:

- **English** (Certificate C2 –CEFR Common EU Framework of knowledge of language, University of Rijeka, Croatia; equivalent with top level of TOEFL , IELTS 9, Cambridge 100, and similar, the Certificate from the University in Rijeka Croatia),
- **Croatian, Serbian , Bosnian** – mother tongues
- **German** (C1 level of the CEFR Common European Framework)

I understand and could read resources in: Russian, Slovenian, Polish, Czech, Slovak, Bulgarian

9. Style of mediation

Where do you see yourself? Please tick box as appropriate or indicate your preferred style.



© Alexander, Nadja (2011) "The Mediation Meta-Model - the realities of mediation practice," *ADR Bulletin*: Vol. 12: No. 6, Article 5. Available at: <http://epublications.bond.edu.au/adr/vol12/iss6/5>; see also here for a detailed description of the 6 mediation styles.

Within the above illustratively shown table of the Mediation Styles, I see myself as a Mediator to tend to conduct the Settlement Mediation – Positional Bargaining – Interest based negotiation – Wise Counsel Mediation. In other words, I prefer to conduct mediations in a friendly, open and professional way, and also to encourage discussion and open exchange of views between the parties, in a way to encourage them to

try to find a solution of mutual interest, in order to preserve and reestablish relations which they might have burdened or even lost with long term dispute and litigation.

10. Please describe aspects of your personality which could be interesting to clients you are going to mediate; what would former clients emphasize in your work?

Efficient, friendly, compassionate, professional, creative, knowledgeable, with proactive approach

11. Publications and other activities in ADR related matters (e.g. training sessions, seminars, conferences, articles and others):

2016 - WIPO – World Intellectual Property Organization, Geneva, Switzerland, WIPO Academy, ADVANCED COURSE ON ARBITRATION AND MEDIATION PROCEDURE
January 2017 – HUM Croatian Association for Mediators, The Supervision of Mediators Workshop;

February 2017 - HUM Croatian Association for Mediators, The Supervision of Mediators Workshop;

October 2015 - HUM – Croatian Association for Mediators – Additional Training for Mediators;

2015 – HUM – Croatian Association for Mediators Basic Course on Mediation;

I have advised clients in mediations in the area of international commercial law, EU competition law, Intellectual Property Law – IPR, sport law (FIFA, CAS, BAT rules), civil law, FIDIC rules, labour relationships, family law, commercial disputes.

Selected publications in English:

- Pavletic Zupic, M.- "The Certain Aspects of Mergers and Acquisitions (M & A) and Pharmaceutical Industries Relating to the Antitrust and IPR Rules of the EU acquis communautaire", IHJCJ - International In-house Counsel Journal, Vol. 6, No. 21, Autumn 2012, 1; ISSN 1754-0607, London, England;
- Pavletic Zupic, M., "The Competition Issues in Television and Broadcasting", under Session II of the OECD Global Forum on Competition, Paris, February 28 and March 1, 2013;
- Pavletic Zupic, M., "The Cross Border Mergers and Acquisitions - The Legal Background; Croatian Competition Law (2009) "; The EU-Croatia Business and Investment Summit 2012, Zagreb, Croatia, May 23-24, 2012, Euroconvention Conference, Brussels 1040, avenue Victor Jacobs 78, Belgium;
- Pavletic Zupic, M., "The Aspects of International Co-operation and Cross-Border Merger Control Cases - A View from the Croatian Competition Law (2009)"; under Item III. of the OECD Global Forum on Competition Session, Paris, February 14-16., 2011

12. Memberships in mediation institutions / functions in mediation institutions/organizations:

VIAC – VIENNA, AUSTRIA

WIPO - WORLD INTELECTUALL PROPERTY ORGANIZATION, Geneva Switzerland, appointed WIPO NEUTRAL from 2017;

Member of the HUM – HRVATSKA UDRUGA ZA MIRENJE – CROATIAN ASSOCIATION FORMEDIATORS

MEDIATION CENTER of the CROATIAN BAR ASSOCIATION

13. Special expertise or specializations (please list a maximum of three) in your ADR-practice:

Commercial contracts – agreements, Competition and Fair trade issues, Intellectual Property Rights

14. Soft Skills (e.g. intercultural competences): Among my soft skills I would like to emphasize on my outmost dedication to settle the dispute in a friendly and positive manner, in a way that each party would have a feeling that he/she have acquired an added value, in other words that had obtained a win-win situation. I am professional, flexible, responsible and efficient. I always show positive attitude towards solutions of problems and like to use common sense – a rule of reason in order to help the parties to settle their dispute.

15. How do you ensure your professional quality (e.g. coaching, practice supervision, etc)?

Through trainings, keeping interest, reading most recent cases, attending conferences and workshop and most important working with people.

16. Date of birth: 05.01.1967

I have completed this questionnaire to the above to the best of my knowledge and believe it is accurate. I understand that the above information will be used for VIAC's internal use and may be given to interested persons or may be published on VIAC's website.

Date and signature

In Zagreb, 16th February 2017

Dr. sc. Mirna Pavletic Zupic, Attorney at Law