09/14/2020 Events

For 5 years, the Intellectual Property Company INTELSTART offers the possibility for the strongest national and international trademarks present on the Moldovan market to be recognized by the public through secure online voting by the Facebook platform, on the official page www.notorium.md [1].

The National Contest of the Most Recognized Trademarks of Moldova - **NOTORIUM Trademark Awards**, fifth edition, was launched on September 1, in partnership with the State Agency on Intellectual Property (AGEPI).

At the **NOTORIUM Trademark Awards Contest** face over 4500 trademarks present on the market of the Republic of Moldova, in 45 categories and 150 subcategories of products and services. Participants compete for the anniversary awards (trophy, gold, silver and bronze medals) and for the exclusive right to use the logo **“VOTED RECOGNIZED TRADEMARK”**, which will be offered to the winners of the 150 subcategories of products and services.

According to the marketing study **“VOTED RECOGNIZED TRADEMARK”**, conducted by Xplane Market Research Agency, on a sample of 500 interviews conducted in Chisinau, Balti and Cahul, between August and September 2019:

- 70% of Moldovan consumers would probably buy a product or service marked with the logo **“VOTED RECOGNIZED TRADEMARK”**;
- 59% of Moldovan consumers will trust these products or services marked with the logo **“VOTED RECOGNIZED TRADEMARK”**.

Based on these data, it is estimated a 20% increase in sales for these products or services and an increase in the loyalty and trust of Moldovan consumers. The full report containing the results of the study can be accessed at https://bit.ly/3iheNDz [2].

All the benefits of participating in the **NOTORIUM Trademark Awards Contest** can be found at https://bit.ly/34TQZ4S [3].

The economic agents can register the new trademarkss in the Contest, until September 25, filling in the form on https://notorium.md/send [4].

Also, on September 1 this year, the company INTELSTART, in partnership with Gustos.Life, launched for the first time the Contest of Recognized Wines - **NOTORIUM Wine Awards** under the motto: Everyone deserves to be recognized!

More than 700 Moldovan wines, sparkling wines and divins, awarded for international quality, participate in the **Notorium Wine Awards Contest**. Top 3 wines, in the 10 categories, will be awarded in this contest with the Notorium Wine Awards Trophy, which will be given the exclusive right to use the stickers with the logo **“VOTED RECOGNIZED WINE / SPARKLING / DIVIN”** and **“VOTED ICONIC WINE / SPARKLING WINE / DIVIN”**. At the same time, the winners of the Contest will be promoted in the chains of supermarkets and specialized stores Fourchette, Fourchette Gourmet, Drink Stock, Boiar Wine Market, Green Hills and Velmart.

According to the marketing study **“VOTED RECOGNIZED WINE”**, conducted by Xplane Market Research Agency, on a sample of 500 interviews, conducted in Chisinau, Balti and Cahul, between 8 and 25 August 2020:

- 64% of Moldovan consumers would probably buy an alcoholic beverage marked with the logo **“VOTED RECOGNIZED WINE / SPARKLING / DIVIN”** and **“VOTED ICONIC WINE /**

SPARKLING WINE / DIVIN”;
- 73% of Moldovan consumers will trust these alcoholic beverages marked with the logo **“VOTED RECOGNIZED WINE / SPARKLING / DIVIN”** and **“VOTED ICONIC WINE / SPARKLING WINE / DIVIN”**;
- 73% of Moldovan consumers will recommend these alcoholic beverages marked with the logo **“VOTED RECOGNIZED WINE / SPARKLING / DIVIN”**.

Based on these data, it is estimated a 20% increase in sales for these products and an increase in the loyalty and trust of Moldovan consumers. The full report containing the results of the study can be accessed at https://bit.ly/2ReZCP6 [5].

All the benefits of participating in the NOTORIUM Wine Awards Contest can find at https://bit.ly/3hZxRWs [6].

The Intellectual Property Company INTELSTART and its partners urge economic agents to turn the crisis into an opportunity by participating in the Contests of Recognized Trademarks and Wines NOTORIUM to increase sales, consumer trust and loyalty.

It is possible to vote online every day only one trademark or type of wine in each subcategory. The winners of the NOTORIUM Trademark Awards 2020 and Notorium Wine Awards Contest will be awarded at the Awards Gala at the end of November.

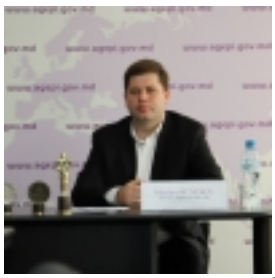
For details access www.notorium.md [1], www.notorium.wine [7], request information from the event organizers at the e-mail address: info@notorium.md [8] or at the telephone numbers: +373.61.01.55.99, +373.60.00.70.50.

The press conference dedicated to the Contests of Recognized Trademarks and Wines NOTORIUM, which was held by the Deputy Director General of AGEPI, Natalia Mogol, the Director of the Intellectual Property Company INTELSTART LTD, Marian Bunescu, and the President of the National Association of ICT Companies, Veaceslav Cunev, can be watched here: https://www.privesc.eu/Arhiva/91901/Conferinta-de-presa-cu-tema--Concurs... [9] .


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