05/13/2026 Events

The State Agency on Intellectual Property (AGEPI) participated on May 12, 2026, in the roundtable on the topic “The Brand - From Development to Evaluation and Protection", organized by the Republican Technical-Scientific Library (RTSL) within the National Institute of Economic Research of the Academy of Economic Studies of Moldova.

The event aimed to consolidate knowledge in the field of intellectual property and trademark development, promotion of best practices in the field, as well as facilitation of dialogue between the academic environment, librarians and future specialists. At the same time, the activity highlighted the importance of protecting and using local trademarks in the context of economic competitiveness and entrepreneurial development.

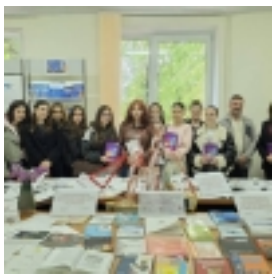
The event was attended by students and teachers of the Center of Excellence in Light Industry, as well as librarians of RTSL. The participants showed interest and active involvement in the discussions and interactive exercises dedicated to the concept of trademark and intellectual property protection.

On behalf of AGEPI, information on the protection of intellectual property and the role of trademarks in the development of products and services was presented by Andrei MOISEI, principal specialist in the Promotion and Training Section. Issues concerning originality, visual identity, fair competition and the importance of trademark registration and protection for strengthening the position of products and services on the market were addressed during the intervention.

Also, Elena BORDIAN, head of RTSL, and Elena LUPU, specialist in the library, highlighted the role of the institution in the development of information and entrepreneurial culture, presenting the resources and information services available to support the educational process and develop the skills necessary to promote local products and services.

An interactive moment of the activity was the practical exercise of creating their own trademark, in which students developed names, slogans and visual identity concepts, applying the knowledge acquired and using their creativity and entrepreneurial spirit.

By participating in such activities, AGEPI continues to promote the culture of intellectual property and contribute to the development of the skills necessary for the protection and valorization of the results of creative and entrepreneurial activity.


[1]


[2]


[3]

[4]

Source URL: https://agepi.md/en/news/agepi-participated-roundtable-%E2%80%9C-brand-development-evaluation-and-protection%E2%80%9D