09/17/2026 Information

The State Agency on Intellectual Property (AGEPI) of the Republic of Moldova and the European Union Intellectual Property Office (EUIPO) have developed, within the framework of their institutional cooperation, a practice paper on **the distinctive character of slogans**, aligned with the criteria established under Common Practice 17 (CP17).

Thus, AGEPI becomes **the first intellectual property office outside the European Union to adopt a common approach aligned with the CP17 criteria**.

The practice paper was developed in accordance with the Common Communication on Common Practice CP17, created within the European Union Intellectual Property Network (EUIPN). Adapted to the specific context of the Republic of Moldova, it outlines the quality standards applied by AGEPI when assessing the distinctive character of slogans and provides a clear, comprehensive explanation of the principles underpinning this practice.

Implementation of the practice document will contribute to **greater clarity, transparency, legal certainty, and predictability** in the examination process, for both users of the intellectual property system and AGEPI examiners.

The practice paper represents a tangible outcome of EUIPO's cooperation efforts with national offices aimed at harmonizing and converging intellectual property practices and strengthening alliances in this field.

Together with the intellectual property offices of EU Member States, EUIPO actively supports potential EU candidate countries in aligning their intellectual property practices, acting through the EUIPN within the "Team Europe" approach.

The practice Paper is structured in two parts. The first part summarizes the key messages and pprinciples of the common practice, while the second provides a detailed and comprehensive explanation thereof. The document also serves as a reference tool for all interested parties and entities.

The practice paper is available in **Romanian and English** and can be consulted below.

CP17 Practice Paper EN [1]

CP17 Practice Paper RO [2]

AGEPI has previously published other practice papers available in Romanian and English:

CP 5 Practice Paper on Relative Grounds of Refusal – Likelihood of Confusion (impact of non-distinctive/weak components) (EN [3], RO [4])

CP 9 Distinctiveness of Three-Dimensional Marks Containing Verbal and/or Figurative Elements When the Shape is not Distinctive in Itself (EN [5], RO [6])

CP 10 Criteria for Assessing Disclosure of Designs on the Internet (EN [7], RO [8])

CP14 Trade Marks Contrary to Public Policy and/or Accepted Principles of Morality (RO [9], EN [10])



[11]

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