09/18/2026 Comunicate de presă

The thematic session **“Leveraging Heritage through Intellectual Property Rights,”** organized by the State Agency on Intellectual Property of the Republic of Moldova (AGEPI) took place online on September 18, 2026.

The session was opened by Ms Natalia Mogol, PhD, Deputy Director General of AGEPI, who emphasized the importance of cooperation between the fields of intellectual property and cultural heritage, highlighting the role of this synergy in protecting and promoting national values.

Subsequently, Ms. Liliana Condraticova, Doctor Habilitate in Art Studies and Doctor Habilitate in History, General Scientific Secretary of the Academy of Sciences of Moldova (ASM), welcomed the participants. She noted the long-standing cooperation between the ASM and AGEPI, underscoring how this cooperation contributes to strengthening research and protecting heritage.

The program continued with a presentation entitled “Interfernces between Cultural Heritage and Geographical Indications,” delivered by Simion Levițchi, PhD, Head of the Trademarks and Industrial Design Department of AGEPI. The presentation brought up for discussion the connections between cultural heritage and geographical indications, as well as their role in identifying, protecting, and promoting products and traditions associated with a specific territory.

Another key topic of the session was “Strengthening National Heritage through Trademark Protection,” presented by Ludmila Cocieru, Head of the International Trademarks Section within AGEPI’s Trademarks and Industrial Design Department. The presentation highlighted the opportunities offered by trademark protection for promoting values and creations associated with national heritage.

The creative dimension of heritage was showcased in the presentation “Crafts as a Reference in Industrial Design Creation,” delivered by Mihai Stamati, Doctor of Art Studies, industrial designer, Technical University of Moldova. The speaker addressed the relationship between craft traditions and contemporary design, emphasizing the potential for traditional elements to serve as sources of inspiration for new creations.

Additionally, Andrei Prohin, PhD and Associate Professor at the Theatre, Choreography, and Multimedia Arts Department of the Academy of Music, Theatre and Fine Arts, presented the communication entitled “UNESCO Recommendations for Protecting Community Rights in Intangible Cultural Heritage.” The discussion focused on the need to recognize and protect the role of communities in preserving and transmitting intangible cultural heritage.

The event brought together researchers, specialists, and representatives from institutions in the fields of intellectual property, cultural heritage, art and design, providing a forum to address topical issues on the protection and promotion of cultural heritage through intellectual property instruments.

The session concluded with a Q&A and discussion round, giving participants the opportunity to delve deeper into the topics presented and to examine prospects for leveraging cultural heritage through intellectual property mechanisms.

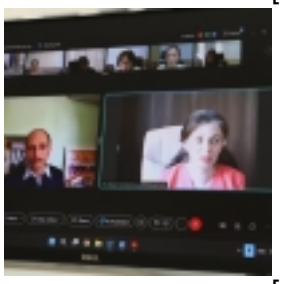
Through its chosen theme, the session “Leveraging Heritage through Intellectual Property Rights” highlighted the complementary nature of intellectual property protection and cultural heritage conservation, showcasing opportunities for promoting and developing cultural values and passing them on to future generations.

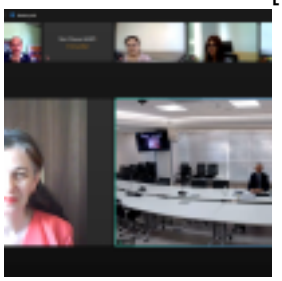
The event “Leveraging Heritage through Intellectual Property Rights” is part of a series of scientific sessions held during the 14th edition of the International Scientific Conference “Yesterday’s Cultural Heritage – Implications for the Development of Tomorrow’s Sustainable Society,” organized on

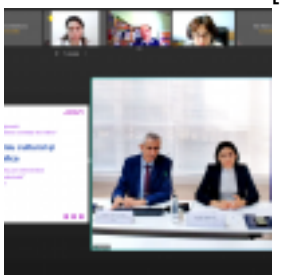
September 17–18 by the Academy of Sciences of Moldova in partnership with prestigious institutions from Romania, Ukraine, Italy, and the Republic of Moldova. This year's edition takes place under the European theme "Heritage at Risk: Revive, Resist, Reimagine," within the framework of the European Heritage Days.

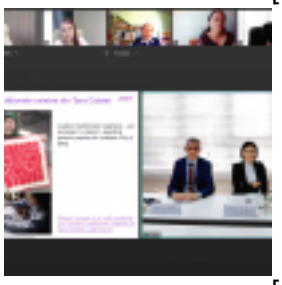


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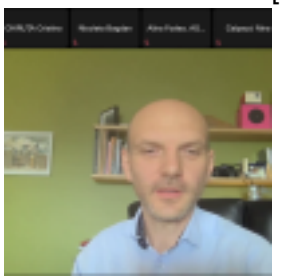

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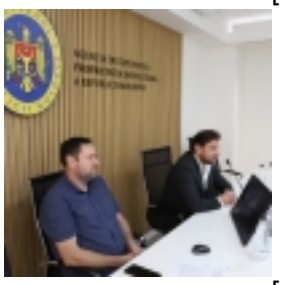

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