11/05/2012 Events

**The Procedure for Submitting Applications for Participation in the Contest "Trademark of the Year- 2012" Has Started**

***State Agency on Intellectual Property (AGEPI) announces the owners of product and service trademarks registered in the Republic of Moldova about the start of the tenth, anniversary edition of the Contest "Trademark of the Year- 2012".***

At the contest can be presented trademarks for the full range of products and/or services of the company or registered trademarks for certain types of products/services and their combinations.

The Contest was initiated by the Chamber of Commerce and Industry of the Republic of Moldova (CCI) in 2003 and is annually organized in collaboration with the State Agency on Intellectual Property (AGEPI).

During the nine editions, the Contest "Trademark of the Year" has become a component part of business life and Grand Prix "Golden Mercury" is considered one of the most prestigious awards in the country. During the period of 2003-2011, within the framework of the contest were presented about 900 projects from 15 districts of the country, as well as from Chisinau and Balti municipalities.

**The main objectives of the Contest "Trademark of the Year" are:** to make a contribution as major as possible in unifying efforts of national producers in their entrepreneurial activity, in assessing the most successful projects in the field of creation and promotion of domestic trademarks on the internal and external market. Through the contest are revealed the most effective ways to promote trademarks, the originality of brand creators and the degree of recognition of trademarks among consumers.

Under the Regulations [1], at the contest are only allowed trademarks which, at the time of filing the application for participation, are registered with the AGEPI and are valid in our country. The owners of foreign trademarks valid in the Republic of Moldova can also participate in the contest.

Activities related to the development and assessment of the contest results are fulfilled by the Organizing Committee, which includes specialists in the field of marketing, advertising, intellectual property, business environment representatives, etc.

Traditionally, the formal awarding ceremony will take place from January 29 to February 2, 2013 within the framework of the National Exhibition "Made in Moldova". The event is usually attended by the leaders of the country, representatives of the diplomatic corps accredited in the Republic of Moldova, businessmen and mass media.

***Applications for participation can be submitted until January 13, 2012 to the Fairs and Exhibitions Division of CCI.*** **Contest rules and application forms can be found at:** http://marca.chamber.md/ro/index.php **[2]**

**Additional Information: Fairs and Exhibitions Division of CCI, tel.: 21-07-25, 23-84-10, e-mail:** marca@chamber.md ***[3]*****,** expo@chamber.md ***[4]***

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