30.03.2017 События

About 240 economic agents have been informed and trained in the field of protection of intellectual property, including product and service trademarks, in the framework of the campaign conducted by the State Agency on Intellectual Property (AGEPI), in partnership with the Chamber of Commerce and Industry of the Republic Moldova (CCI) and CCI subsidiaries in the territory.

Thus, from 9 to 28 March, AGEPI specialists met with economic agents in Edinet, Orhei, Rabnita, Balti, Soroca, Ungheni, Hincesti, Chisinau, Cahul and ATU Gagauzia, during the seminar entitled “The Role of Trademarks in Promoting Company’s Image and Sales”.

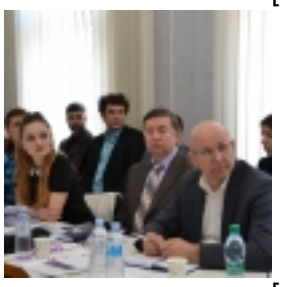
AGEPI specialists have familiarized economic agents with the conditions for registration of trademarks and other intellectual property objects by national and international route, as well as about the role of trademarks in promoting and developing business. A special emphasis was placed on the risks enterprises may face if they do not register trademarks, industrial designs and other intellectual property objects and the ways to enforce rights on these objects.

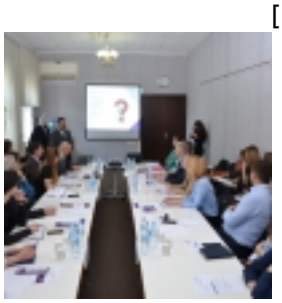
Also, during the conducted events have been promoted the conditions for participation in the contest “Trademark of the Year 2016” and also the advantages the participants and winners of the contest can benefit from. Economic agents were encouraged to participate in the contest to increase the visibility of protected trademarks in which they have invested, which will enhance the attractiveness of the products and/or services that are marketed under these trademarks both on the domestic and external market.

Training seminars in the field of industrial property were organized by AGEPI, in partnership with CCI, over the past year as well.

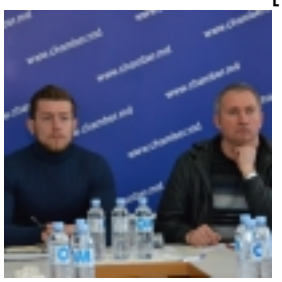
We remind that, in February 2012, AGEPI and CCI signed a collaboration agreement on the promotion and legal protection of industrial property objects.

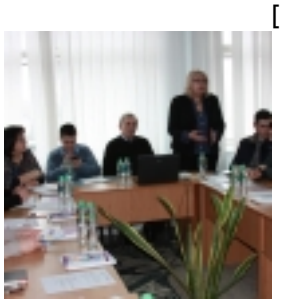

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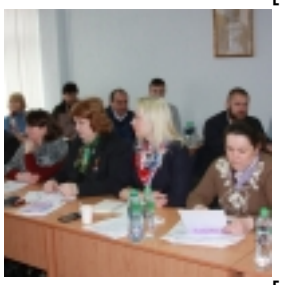

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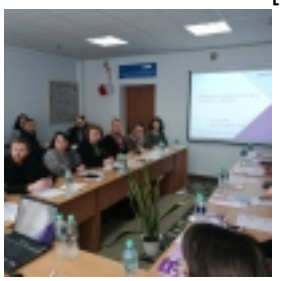

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Источник: https://agepi.md/ru/node/10430