21.12.2017 События

During December, the specialists of the State Agency on Intellectual Property (AGEPI) made information visits to 10 small and medium-sized enterprises from various fields of activity such as furniture, textiles, bakery, toys, tourism, etc.

The purpose of the visits was to conduct support actions and consultations in the field of intellectual property, especially in the field of trademarks and industrial design.

AGEPI specialists informed company representatives about the importance of registration of intellectual property objects (IPOs), especially trademarks and industrial design. Having a well-thought-out product trademark, entrepreneurs can sell their products more easily at a better price, and the company becomes more credible to the consumer. Also, during the visits, the services provided by AGEPI, including the intellectual property pre-diagnosis service, were brought up for discussion, mentioning the advantages obtained by the economic agents following the use of this service.

AGEPI specialists and representatives of enterprises have tried to identify intellectual property objects that could be registered. The procedure for submitting the application, the necessary documents, the related fees and the terms to be respected have also been described.

Experts have explained how to protect intellectual property objects abroad. Many entrepreneurs were interested in this aspect, as they intend to expand their businesses to other countries.

During the visit, promotional materials were distributed in the field of intellectual property.

Information visits to small and medium enterprises were carried out in accordance with the action plan of the project “Value Intellectual Property for SMEs - VIP4SME”, to which AGEPI is an associate partner. The VIP4SME project is funded through the European Union’s Research and Innovation Programme HORIZON 2020 and aims to develop business support services in the field of intellectual property for SMEs.

Visits to SMEs to provide consultations in the field of intellectual property will continue throughout 2018.

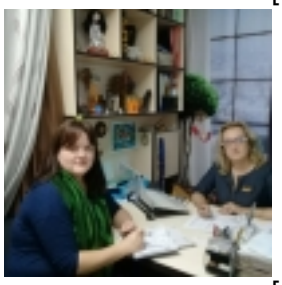

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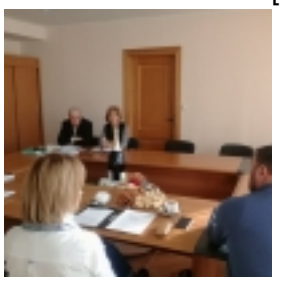

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