25.01.2018 События

The State Agency on Intellectual Property of the Republic of Moldova (AGEPI) organized, on January 25, a roundtable entitled “Protection of Intellectual Property” in the Jean Monnet Winter School “European Union Innovation Management”, held in the period 24-26 January, at the Academy of Economic Studies of Moldova (AESM). The event was attended by students and professors from AESM, as well as entrepreneurs interested in the field of innovation and intellectual property.

Within the framework of the Round Table, Andrei Moisei, coordinating specialist, AGEPI Training Division, spoke to the participants about the offered opportunities and the systems of protection of trademarks and other intellectual property objects, the role of distinctive signs in promoting the image of the enterprise, including practical recommendations on the development and use of trademark and industrial design to promote a successful business and the role of their protection at national and international level.

The participants in the event were informed about how they can create a valuable brand and what impact it has on business development, what should contain the message communicated by a trademark to consumers. The event also addressed current topics related to industrial designs, inventions that can be registered, objects protected by copyright, etc.

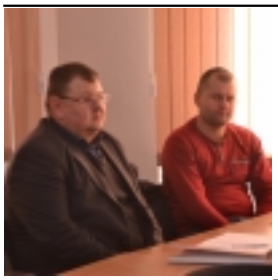
Finally, the AGEPI representative reiterated that intellectual property objects allow entrepreneurs to manage their business in a new and innovative way, giving them the opportunity to be present on both domestic and foreign markets.

The round table ended with a session of questions and answers.


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