31.01.2019 События

The State Agency on Intellectual Property of the Republic of Moldova (AGEPI) organized on 31 January a Workshop entitled “Creating competitive advantage: What we need to know about the brand, packaging or innovative product to promote us on the market and how we protect ourselves from competitors.”

In the opening of the event, AGEPI Director General Lilia Bolocan addressed a welcoming message and stressed the role of intellectual property and the importance of the Workshop theme for local producers.

According to the program, Andrei Moisei, coordinator specialist, Training Division of AGEPI presented a report on the means of individualization of the product, the risks and advantages that may arise from the registration or non-registration of intellectual property objects. In the second part of the Workshop, Ana Cheptene, 1st category specialist, Legal Assistance and Contract Registration Division of AGEPI, made a practical demonstration of databases (DB) with different intellectual property objects (IPO), especially trademarks DB and industrial designs DB, offering to those present details how to search by owner, trademark name, other search criteria. Also, about some cases of unfair competition related to the use of intellectual property objects talked Mrs. Cornelia Gorincioi, Head of Unfair Competition Department of the Competition Council of the Republic of Moldova.

The event took place in the Conference Hall of the central pavilion of I.E.C “Moldexpo” J.S.C The Workshop is organized within the framework of the National Exhibition “Made in Moldova”, which takes place at I.E.C “Moldexpo” J.S.C from 30 January to 3 February 2019 under the aegis of the Chamber of Commerce and Industry of the Republic of Moldova.

The Workshop was attended by representatives of small and medium enterprises from various sectors of the national economy, including the participants in the exhibition, specialists from AGEPI, Chamber of Commerce and Industry of the Republic of Moldova, students of economic profile departments, etc. Promotional materials in the field of intellectual property have been distributed to those present.

The event ended with a round of questions and answers and recommendations to visit the AGEPI stand in the National Exhibition “Made in Moldova” where AGEPI specialists will offer consultations, including the demonstration of DBs with different IPOs.


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Источник: https://agepi.md/ru/node/11957