13.04.2021 События

The World Intellectual Property Organization (WIPO) in cooperation with the State Agency on Intellectual Property (AGEPI) organized, on April 13, a webinar entitled *Introduction to WIPO IP Diagnostics*.

The event aimed to familiarize with the new (online) WIPO tool developed for (self)diagnosis of intellectual property portfolio and IP potential of SMEs.

The webinar was attended by AGEPI specialists and also representatives of other organizations that provide support to SMEs, such as the National Agency for Research and Development (NARD) and the Chamber of Commerce and Industry of the Republic of Moldova (CCI).

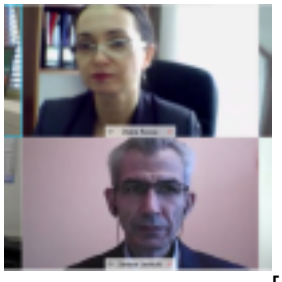
During the online seminar, the WIPO representative explained what this tool is and how it can help entrepreneurs. Thus, *WIPO IP Diagnostics* allows a company to identify its potential intellectual property assets. It is in the form of a questionnaire with several sections that will ask you questions on different IP topics (e.g. innovative products, trademarks, industrial designs, etc.).

After completing the questionnaire, an automated report that gives recommendations and further information on IP assets and how they can be protected, managed and exploited will be generated.

At the same time, in order to familiarize the partners with the services provided by AGEPI, a presentation of the offer of the State Agency on Intellectual Property for SMEs, as well as other categories of users/beneficiaries was made during the webinar.

The participants in the webinar were also able to ask questions to the experts in an interactive question and answer session after the presentations.

The intellectual property portfolio diagnostic tool *WIPO IP Diagnostics* is available in six UNO languages (English, French, Russian, Spanish, Arabic and Chinese) and can be accessed at the following address: https://www.wipo.int/ipdiagnostic/ [1].



[2]



[3]

Источник: https://agepi.md/ru/node/14956