19.02.2026 События

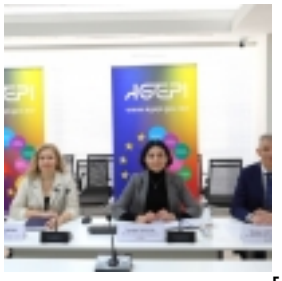
The thematic session **“Valorization of Heritage through Intellectual Property Rghts”** organized by the State Agency on Intellectual Property of the Republic of Moldova (AGEPI) was held on February 19, this year, in online format.

The session highlighted the role of intellectual property in the protection and promotion of cultural heritage, with an emphasis on opportunities for its valorization through modern legal protection mechanisms. The following topics were addressed during the meeting: Cultural Heritage and Copyright - Protection of Artistic and Literary Creations; Practical Features of Valorization of Copyright. Folklore, Heritage and New Works; Geographical Indications (GIs) and Traditional Specialties Guaranteed (TSGs) - Symbols of Promotion and Recognition of Traditional and Local Products. Valorization of Intangible Heritage Through Trademarks; Transformation of Intangible Heritage into Cultural Brands, as well as case studies and best practices in the field. The session ended with an interactive round of questions and answers, with participants asking questions to the speakers and initiating a constructive dialogue on the topics discussed.

The event “Valorization of Heritage Through Intellectual Property Rights” is part of the series of scientific sessions organized within the International Scientific Conference “Yesterday’s Cultural Heritage - Implications for the Development of Tomorrow’s Society”, 13th edition, organized during the period February 11-20, this year, by the Academy of Sciences of Moldova, in partnership with prestigious institutions from Romania, Ukraine, Italy and the Republic of Moldova, an event dedicated to the International Day of Women in Science.

During the opening ceremony of the Conference, Ms. Natalia Mogol, Deputy Director General of AGEPI, addressed a greeting message to the participants, emphasizing the importance of such dialogue platforms for strengthening the connection between heritage, innovation, intellectual property and sustainable development.

By organizing such sessions, AGEPI aims to strengthen the dialogue between the scientific community, heritage holders and intellectual property experts, as well as to promote legal mechanisms that contribute to the protection, valorization and sustainable transmission of cultural heritage.



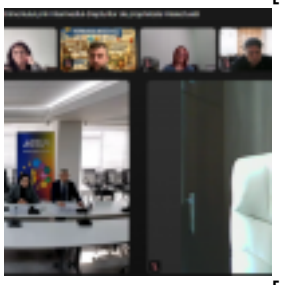
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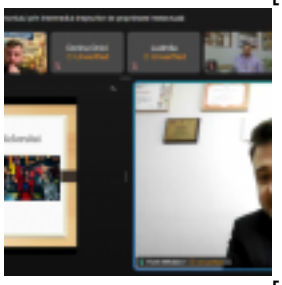


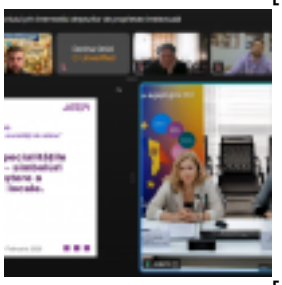
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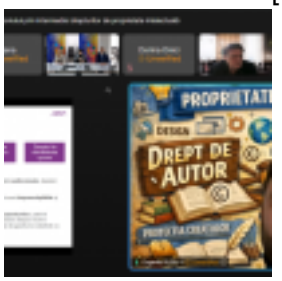


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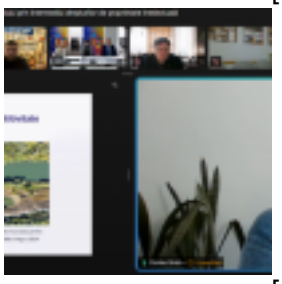

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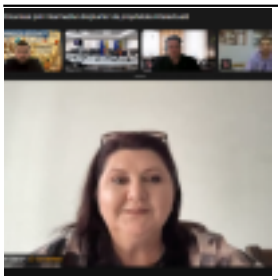

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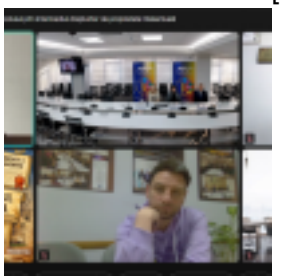

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