

04/05/2018 Events

On April 4, the State Agency on Intellectual Property (AGEPI) organized a roundtable entitled “Interferences between Design and Trademark. The Purpose of Protection and the Conflict of Rights”.

The aim of the roundtable was to increase the degree of information in the field of intellectual property of specialists working in the field of advertising, image and branding, in order to increase the distinctiveness and competitiveness on the market of the intellectual products created by them.

The event was attended by representatives of the advertising campaigns, as well as the students of the Plastic Arts and Design Department, from the State Pedagogical University “Ion Creanga”, from Chisinau.

In the opening of the event, AGEPI Director General Lilia Bolocan welcomed the participants and mentioned that during the event they will have the opportunity to know from the best specialists in the field why the intellectual property objects, especially trademarks and industrial design, should be protected, what services AGEPI provides to applicants to facilitate the procedure for acquisition of exclusive rights on these objects, including the system of online filing of applications for protection. Also, the AGEPI Director General informed the participants about the legislative drafts developed by AGEPI in the field of trademarks and industrial design meant to expedite the procedure for acquisition of exclusive rights in order to support the entrepreneurial activity, which will result in economic growth, but also about to provide free consultations on any subject in the field of intellectual property through a modern consultancy center created within AGEPI.

According to the program, during the event were brought up for discussion issues related to the role of intellectual property objects, the elements that determine the value of the intellectual property objects, the rights of the persons involved in their elaboration, registration and promotion.

Also, AGEPI specialists spoke to participants in the event about the opportunity and trademark protection systems, the role of distinctive signs in promoting the company’s image, including practical recommendations on designing and using the trademark and industrial design to promote a successful business and the role of protecting them at national and international level.

The roundtable ended with a session of questions and answers.



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