02/27/2023 Events

The Director General of the State Agency on Intellectual Property (AGEPI), Eugeniu Rusu, presented on February 24, this year, the certificate of registration of the combined trademark **Sezatoarea Basarabiei** with the number 37850, owner Diana Rosca, Republic of Moldova.

The trademark has been registered for various products and services including, education; training; entertainment; sports and cultural activities.

“Sezatoarea Basarabiei” is a community of women who undertake several actions to know the traditions as well as possible, make clothes according to traditional models and respectfully wear the shirt with “altiță” (stream of ornaments on the shoulder of the traditional woman shirt) within the traditional costume. This registered trademark will help the community protect its name and identity and grow its business in accordance with intellectual property law.

The detailed information with reference to the trademark with the number 37850 can be viewed at the following address:
http://www.db.agepi.md/marcireprezentanti/Details.aspx?id=15oFtT17ivfl5ghWo5yHa [1].

It is important to mention that Diana Rosca was selected to participate in the Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities in the Central European and Baltic States (CEBS) with the theme “Tradition Meets Business: A Woman Entrepreneur’s Journey”, launched by the World Intellectual Property Organization (WIPO).

The purpose of the mentorship is to encourage female entrepreneurship related to tradition and culture and to popularize and promote traditional textiles both in the country and abroad.

The activities of the Program will be carried out during 2023. The Program will end with a final event, which will be held in Geneva, where the achievements of women entrepreneurs will be presented.

At the same time, we remind you that the Republic of Moldova and Romania received the certificate regarding the inscription of “The art of the shirt with “altiță” - an element of cultural identity in Romania and the Republic of Moldova” on the Representative List of the Intangible Cultural Heritage of Humanity (UNESCO). The decision was adopted on 1 December 2022 at the 17th session of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage, which took place in Rabat, Morocco. The Ministry of Culture has announced that several high-profile cultural events will be organized to promote and utilize this art.


[2]

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