02/27/2026 Events

First-year students of the AESM National College of Commerce participated on February 27 in an information lesson dedicated to the field of intellectual property (IP), organized by the State Agency on Intellectual Property (AGEPI) with the aim of increasing students' awareness of the importance of protecting intellectual property objects in everyday activity, especially creations and distinctive signs.

Invited as a speaker, Victoria Pulbere, Deputy Head of the Trademark and Industrial Design Department, held a communication entitled "The Role of the Trademark in Product Promotion", familiarized students with the basic notions in the field of IP, explained the concept of the trademark and emphasized the essential role of the trademark in differentiating products and services, including in strengthening the image of a company.

A separate topic of discussion was the trademark registration procedure, the protection conditions and the rights conferred on the holder as a result of its registration. The students learned about the stages of filing an application for trademark registration, the duration of protection and the importance of respecting rights, as well as the risks of unauthorized use of distinctive signs.

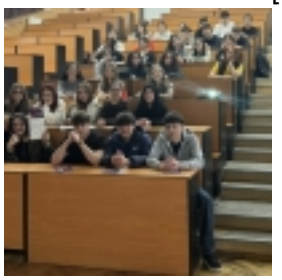
The students were also familiarized with other intellectual property objects, such as industrial designs, geographical indications, appellations of origin, etc., understanding the diversity of instruments through which creations and product identity are protected.

The students showed a keen interest in the topic addressed, and, during an interactive question and answer session, they had the opportunity to put the acquired knowledge into practice and, at the same time, were encouraged to come up with innovative ideas in the field of IP.

Training in the aforementioned field is one of the key priorities of AGEPI. Information lessons contribute to the formation of a responsible attitude towards IP values and the development of the necessary skills for future specialists. Through such educational initiatives, the aim is to strengthen the IP culture among young people and encourage the correct use of intellectual property protection tools in future professional activity.


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