
10.12.2012 Evenimente

AGEPI organizes the Training Seminar for Journalists “Intellectual Property in Mass Media”.

State Agency on Intellectual Property of the Republic of Moldova (AGEPI) organizes on December 14, 2012, between the hours 14.00-17.00, the Training Seminar for Journalists entitled “Intellectual Property in Mass Media”. Action aims at developing sustainable contacts between the AGEPI and mass media institutions in the country and increasing the level of society awareness of intellectual property in the current economic conditions.

The seminar will be held in the Conference Hall of AGEPI, second floor (24/1, Andrei Doga Str.). Through its organization, AGEPI wants to contribute to the information of journalists about the latest developments in the field of protection and enforcement of intellectual property rights, strengthening their skills in order to reflect an informed choice of certain topics in the given field and promote the importance of the role of intellectual property objects in the social and economic development of the country.

According the Training Seminar Program, AGEPI experts will review for mass media representatives the general principles of intellectual property law, the situation in the field of copyright and related rights, the new business opportunities of producers from the Republic of Moldova offered by the exploitation of geographical indications , appellations of origin and traditional specialties guaranteed, inclusion of intellectual property objects in the economic circuit by their transformation into intellectual capital and intangible assets, etc.

Journalists will be involved in an exchange of views and will have the opportunity to ask questions of concern with respect to the topics debated.

During the event will be published the balance sheet of the Consumer Awareness Campaign “STOP piracy and counterfeiting!” conducted by AGEPI from 26 April to 27 October this year.

For more information:

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URL sursă: <https://www.agepi.md/ro/node/5191>