31.12.2013 Evenimente

On January 30, 2014, the State Agency on Intellectual Property of the Republic of Moldova (AGEPI) held, in the conference hall of the Central Pavilion of the IEC “Moldexpo” JSC, the Seminar “Trademark: Between Benefits and Risks”.

The seminar was organized in the framework of the Additional Programme of the National Exhibition “Made in Moldova”, having for an object the information and tuition of economic agents in the field of protection and use of trademarks as intellectual property object.

The participants in the seminar benefited from a wide range of information about the role of trademark in a business development strategy, the risks that can arise from non-registration in time of the trademark and had the opportunity to consult the recommendations of the AGEPI specialists on the creation of a trademark to have a successful business.

In the seminar were presented three reports.

The senior specialist of the Marketing and Services Division Alina Fodea presented general information about trademark and its role in a business development strategy.

Further, coordinator experts of the International Trademarks Division Liliana Railean and Corina Saran came for the seminar participants with ample information and examples of how to create a trademark for a successful business.

Also, the head of the Litigation and IPO Legal Status Division Patricia Bondaresco, presented a report on the risks of non-registration of the trademark.

The seminar was attended by about 35 representatives of enterprises and institutions participating in the National Exhibition “Made in Moldova” (“Bucuria” JSC, “Franzeluta” JSC, “Floare Carpet” JSC, Chisinau Printing Plant SE), institutions and public authorities of the republic (Consumer Protection Agency, State Main Tax Inspectorate), and members of the Association “Bacifera” and other persons interested in the given field.

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