12.10.2018 События

The State Agency on Intellectual Property (AGEPI), in common with the EU Project “Support to Enforcement of Intellectual Property Rights” in the Republic of Moldova, organized on 12 October the International Seminar “Marketing of Intellectual Property Objects at Universities and Research Institutions of the European Union and the Republic of Moldova”. The event aimed to increase the degree of information of the representatives of universities and research institutions on the management of intellectual property and the marketing of intellectual property objects.

In the opening, AGEPI Director General Lilia Bolocan highlighted the importance of the theme related to the role of intellectual property and the training of specialists in technology transfer in providing the premises for a favorable impact on the economy. “The current seminar comes to the aid of universities and research institutions with valuable information communicated by specialists from the country and experts from abroad on the protection, management and marketing of intellectual work results. The development of new information, knowledge and inventions is the starting point for the innovative process, whose core component is creativity. The main generators of knowledge and innovations in the Republic of Moldova are: academic and branch research institutions; university technical centers in the field of exact sciences and natural sciences; business environment; inventors and people of artistic and technical creation, as natural persons. The objective of protecting intellectual property rights for universities should be geared towards encouraging the transfer of knowledge, the economic application of research results and knowledge generated to the benefit of the public and to create value in order to make the research function more attractive and better promoted.” added Lilia Bolocan.

Present at the opening of the event, Ion Tighineanu, Prime Vice-President of the Academy of Sciences of Moldova, said that the use of scientific research results is becoming increasingly important as it is a source of development for different economic and social sectors and provides resources for resuming the research cycle at a higher level through its revenue from cooperation with the industry or with the society.

The participants then addressed a number of topics related to the basic characteristics and expertise in applying the Code of best practices of universities and public research organizations on intellectual property management in knowledge transfer activities in the EU, mechanisms for supporting research results and the marketing of intellectual property objects in the EU: the case of Austria and Germany and the cooperation between the holders of the Eastern Partnership countries. Various case studies on the marketing of intellectual property objects were also presented. Finally, there have been discussions on current trends and questions on the management of intellectual property in universities and research institutions of the Republic of Moldova, as well as the enforcement of intellectual property rights and facilitation of the marketing of research results in our country.

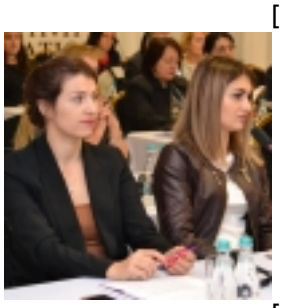
The Technical Assistance Project “Support to Enforcement of Intellectual Property Rights” is funded by the European Union and is supposed to be completed in November 2018.

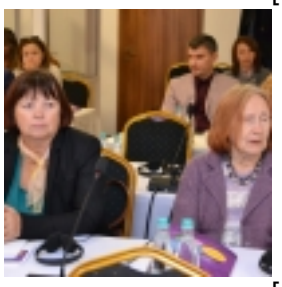

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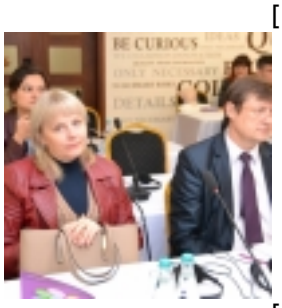

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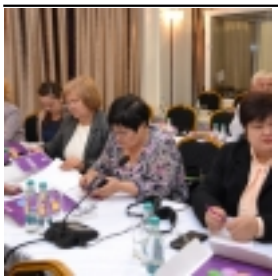

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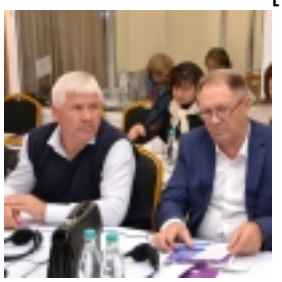

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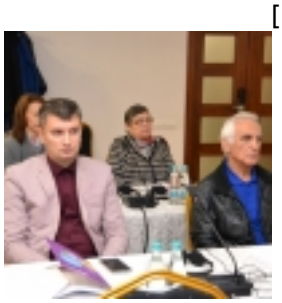

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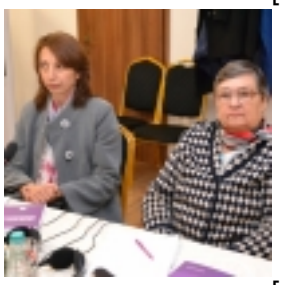

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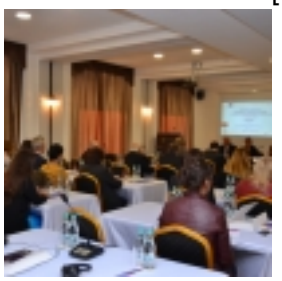

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Источник: https://www.agepi.md/ru/node/11800