22.12.2011 События

The contest ‘Trademark of the Year’, the 2011 edition, started on October 18. Enterprises, organizations, legal entities registered in the Republic of Moldova producing goods and/or providing services on the territory of the country may participate in the event. The participants may present trademarks attributed to the entire product range of the respective company or individual commercial trademarks assigned to certain products/services or combinations thereof.

The contest was initiated in 2003 by the Chamber of Commerce and Industry of the Republic of Moldova (CCI) and it is organized every year in collaboration with the State Agency on Intellectual Property of the Republic of Moldova (AGEPI).

The main objectives of the contest are the following: joining efforts of the national producers in entrepreneurship and assessment of the best projects in the field of creation and promotion of local trademarks on domestic and foreign markets. The contest reveals the most efficient methods of trademark promotion, the originality of the brand creators, and the level of trademark recognition among consumers.

Over the 9 years since it started, “Trademark of the Year” attracts more and more economic agents. In the period 2003-2010, around 800 projects from 15 districts of the country, Chisinau and Balti were presented in the competition. This contest became a part of the business life, and the Grand Award “The Golden Mercury” is considered one of the most prestigious prizes in the country.

According to the Regulation, only the trademarks registered at AGEPI are admitted upon filing the participation application in the contest. The owners of foreign trademarks, valid on the territory of the Republic of Moldova, may also participate.

Traditionally, the official awarding ceremony takes place within the National Exhibition „Made in Moldova”, in the period from January 31st to February 5th, 2012. Government and Parliament officials, the diplomatic corps accredited in the Republic of Moldova, businessmen and mass-media representatives take part in the manifestation.

Participation applications may be filed up to January 13, 2012 with the Fairs and Exhibitions Department of the CCI.

Источник: https://www.agepi.md/ru/node/5118