05.02.2016 События

On February 4, 2016, the State Agency on Intellectual Property (AGEPI) organized an information seminar entitled “The Image as a Tool for Promoting Business”. The event was held in the conference hall of the central pavilion of IEC “Moldexpo”.

The seminar was organized in the National Exhibition “Made in Moldova”. The event was attended both by representatives of enterprises participating in the exhibition and other persons interested in promoting business.

The seminar aimed at informing the participants about the role and importance of distinctive signs, including trademarks and brands, in promoting the image of enterprises.

In the opening, Director General of AGEPI, Octavian Apostol, said that the number of participants present in the hall shows the interest in the seminar theme and is an important step in knowing and promoting a successful business. However, Octavian Apostol urged the participants to be active and address as many questions as possible to AGEPI specialists.

Further, in the seminar were presented two reports. Head of Training Division of AGEPI, Iurie Badir, informed the participants about the role of distinctive signs in promoting business image, the provisions of national legislation on the protection of trademarks, geographical indications, traditional specialties guaranteed, trade names, domain names, etc., and the importance of integrating distinctive signs in the economic circuit.

Meanwhile, Natalia Mogol, Deputy Head of Trademarks and Industrial Design Department, presented a report entitled “The Trademark – From Idea to Registration”, in which he spoke about how to design trademarks, their role in the business development strategy and risks that may arise if the trademark is not registered.

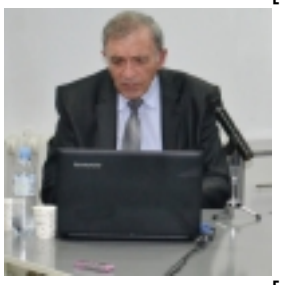
Thus, participants in the seminar have benefited from a wide range of useful information, supplemented by relevant examples on the protection and use of distinctive signs of products and services.

We remind you that AGEPI participates in the National Exhibition “Made in Moldova” with an information stand. AGEPI specialists provide consultations on theoretical and practical aspects of protection of intellectual property objects, sources of information in this area and distribute promotional materials to both exhibitors and visitors.

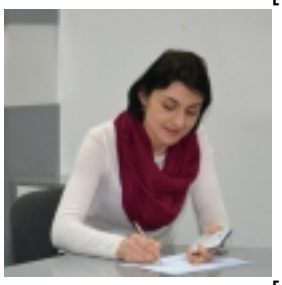
The fifteenth edition of the National Exhibition “Made in Moldova”, which is held in the period 3-7 February, is organized by the Chamber of Commerce and Industry. The event gathered over 300 local entrepreneurs from all sectors of the economy in the country and 14 joint stands of the District Councils.

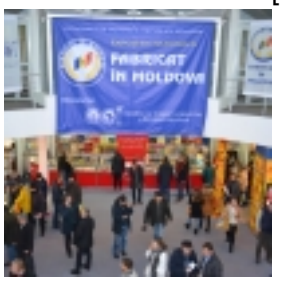

[1]


[2]

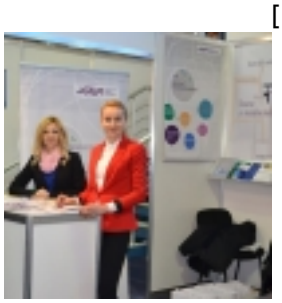

[3]

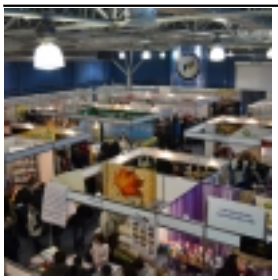

[4]


[5]



[6]


[7]


[8]


[9]


[10]

Источник: https://www.agepi.md/ru/node/9548