10/31/2017 Events

On 26 October this year, the State Agency on Intellectual Property (AGEPI), in partnership with the Agency for Innovation and Technology Transfer (AITT), organized the training seminar entitled “Intellectual Property - The Main Component of an Innovative Business”.

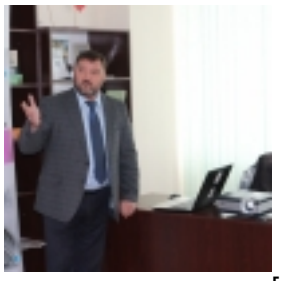
The event aimed to increase the awareness of economic agents, residents of the Scientific and Technological Park “Academica” and of the Innovation Incubator within the AITT regarding the role of intellectual property and the importance of its protection in promoting innovative development.

According to the program, Andrei Moisei, coordinating specialist, AGEPI Training Division, focused on the role of intellectual property in developing an innovative business. Andrei Moisei also provided residents with information on best practices and models of effective management of intellectual property within enterprises as well as services in the field of intellectual property that economic agents can benefit from. A particular emphasis has been placed on the risks that enterprises may face in the event of non-registration of trademarks, industrial designs and other intellectual property objects and the ways of enforcement of rights thereon.

About the ways of management, evaluation and evidence of intellectual property in enterprises, spoke to the participants Iurie Badar, Head of the AGEPI Training Division, who elucidated the problems of economic value of intellectual property objects as intangible assets for the economic development and competitiveness of enterprises on the internal and external market.

Adela Mihai, specialist in the AGEPI Economics and Audit Division, presented a report on the opportunity of intellectual property pre-diagnosis for its efficient use. IP pre-diagnosis is a customized study of the portfolio of intellectual property objects within the enterprise – patents, trademarks, industrial designs, objects protected by copyright and related rights, including the activity of their marketing, management and efficient use.

The seminar ended with a question and answer session. Finally, the participants were pleased with the information presented by AGEPI specialists and were interested in participating in such events.


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