

03/31/2023 Events

The State Agency on Intellectual Property (AGEPI) joins the project of the World Intellectual Property Organization (WIPO) to promote the Madrid System, a unique and secure tool in terms of international trademark registration and protection.

Thus, starting from April 1, 2023, AGEPI will distribute leaflets explaining the benefits of this system, especially for small and medium-sized enterprises.

The leaflets will be distributed as a priority in electronic format, but if there is no electronic address available, AGEPI will send the leaflets in paper format, together with the trademark registration certificates and at events organized by/with the participation of AGEPI.

This initiative will help the business community better understand the benefits of the Madrid System and increase its uptake. Therefore, it is good news for enterprises that want to protect their trademarks internationally and expand their business to other countries.

The Madrid system offers the possibility to obtain protection of a trademark in several countries by simply filing an application for registration to the International Bureau of WIPO through the national office, using a single language, and paying the fees in a single currency (Swiss francs). Currently, through this system, protection can be requested in over 129 countries. Ensuring trademark protection is an important step in the activity of any company that wants to promote a product or service, differentiating it from those of competitors through distinctive elements.

For details you can access the links:

[WIPO-Madrid\\_Flyer\\_Moldova\\_Ro\\_2023.02.10.pdf \(gov.md\)](#) - Romanian version,

[WIPO-Madrid\\_Flyer\\_Moldova\\_Eng\\_2023.02.10.pdf \(gov.md\)](#) - English version.



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