16.11.2020 События

The NOTORIUM Trademark Awards Gala, fifth edition, for the most recognized trademarks, organized by the Intellectual Property Company INTELSTART, in partnership with the State Agency on Intellectual Property (AGEPI), was held in Chisinau.

Over 4500 trademarks present on the market of the Republic of Moldova, in 150 categories of products and services, faced at the NOTORIUM Trademark Awards Contest. Participants competed for the anniversary awards (trophy, gold, silver and bronze medals), for the right to use the logo “VOTED RECOGNIZED TRADEMARK” and the exclusive use of the award images to promote the products and services of the winning trademarks.

Representatives of the business environment in the Republic of Moldova were present at the NOTORIUM Awards Gala. The event was divided into four sessions, in compliance with COVID-19 infection prevention measures.

The Deputy Director General of AGEPI Natalia Mogol participated in the opening of the NOTORIUM Trademark Awards Gala with a welcoming speech, who noted: “AGEPI supports any initiative to use any intellectual property object, including inventions, geographical indications and of course trademarks. What we really appreciate in the NOTORIUM Contest is the fact that behind this competition is not a jury, but the consumer. Consumer appreciation is very costly, and the efforts that entrepreneurs have made to achieve this appreciation are invaluable.”

Also, during the award ceremony, the Deputy Director General of AGEPI came with a presentation for participants about the importance and role of trademarks in the market economy. Natalia Mogol mentioned that the trademark is the main tool for promoting the image of enterprises, products and services among consumers. They perform specific functions of stimulating competition, developing competitiveness, promoting trade and attracting investment. The economic activity of a country depends to a large extent on the presence on the market of strong trademarks, with an advanced notoriety, including at international level, and with an adequate level of protection.

At the same time, the winners of the Contest of Recognized Wines - NOTORIUM Wine Awards, organized by the company INTELSTART, in partnership with Gustos.Life, were awarded during the Gala.

More than 700 Moldovan wines, sparkling wines and divins, awarded for international quality, participated in the NOTORIUM Wine Awards Contest. The top 3 wines, in the 10 categories, were awarded the NOTORIUM Wine Awards Trophy in this competition, which were given the exclusive right to use the stickers with the logo “VOTED RECOGNIZED WINE / SPARKLING WINE / DIVIN” and “VOTED ICONIC WINE / SPARKLING WINE / DIVIN”. At the same time, the winners of the Contest will be promoted in the chains of supermarkets and specialized stores Fourchette, Fourchette Gourmet, Drink Stock, Boiar Wine Market, Green Hills and Velmart.

The author distinctions for both Contests were made by hand by the famous sculptor Veaceslav Jiglitchi.

Details about the participants and laureates of the current edition can be found here: https://notorium.md/ [1].


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Источник: https://agepi.gov.md/ru/node/14664