

## **DRAFT PROGRAM**

### **National Exhibition “Made in Moldova”, 13th edition**

January 29 – February 2, 2014

#### **Seminar Program**

#### **entitled “*Trademark: Between Benefits and Risks*”**

##### **Organizer:**

State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

with the participation of the Chamber of Commerce and Industry of the Republic of Moldova (CCI)

##### **Guests:**

- economic agents participating in the exhibition, including from the small and medium-sized enterprises sector;
- representatives of district councils, CCI subsidiaries from the territory;
- Specialists of AGEPI, CCI.

**Venue:** Conference Hall of the IEC “Moldexpo”, Central Pavilion

**Date:** January 30, 2014

**Time:** 10.00-12.00

#### **Agenda**

<b>10.00–10.10</b>	<b>Opening of the Seminar</b> Representative of AGEPI Administration
<b>10.10–10.30</b>	<b>Trademark and Its Role in the Business Development Strategy</b> Speaker: Alina Fodea, senior specialist, Marketing, Services Division, AGEPI <i>Questions and Answers</i>
<b>10.30–11.00</b>	<b>How to Create a Trademark for a Successful Business</b> Speakers: Liliana Railean, coordinator expert, International Trademarks Division Corina Saran, coordinator expert, International Trademarks Division <i>Questions and Answers</i>
<b>11.00–11.30</b>	<b>Risks of Non-Registration of Trademark</b> Speakers: Andrei Moisei, Director of Lawl Department, AGEPI Patricia Bondaresco, Chief of Litigation and IPO Legal Status <i>Questions and Answers</i>
<b>11.30–12.00</b>	<b>Successful Stories on the Creation and Promotion of Trademarks</b> Speakers: owners of successful trademarks (to be confirmed ) <i>Questions and Answers</i>
<b>12.00</b>	<b>Closing of the seminar</b> <b>Coffee break offered by AGEPI</b>