

***Training on Managing Innovation and
Intellectual Property in the EU research
Programmes***

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Overall objective:



- Transformation of knowledge into high quality and accessible goods and services requires, on one hand strengthening of the national infrastructure that encourage research and development activities and, on the other hand, improving international cooperation for taking advantage of the global scientific knowledge



Stakeholders to be involved ...

- government,
- industry,
- university and research institutions, inventors (students, researchers, teachers, etc.),
- professional society (patent attorneys, lawyers, IP counselors, etc.),
- general public/civil society
- and the national IP system.



Expectations of academia...

From

- the Government - to invest in developing the infrastructure for education, training and research, providing funds for salaries and research;
- the industry - contributing to the state budget and co-financing research projects;
- Society – recognition ...




Expectations from academia



- highly trained and competent manpower
- competitive solutions for industrial development
- good products and services
- ...



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- most of the expectations mentioned above are not met yet, that's why it is an urgent need to elaborate policies that would provide the lacking mechanisms and tools for improving the situation...

Some solutions could be provided by the IP system



Republic of Moldova: Entrepreneurial and Innovative Development

Policy documents:

- *Code on Science and Innovation of the Republic of Moldova, (approved by the Law no.259 on July 15, 2004)*
- *State Program for SMEs Development for the period 2009-2011 (Government Decision no.123 of 10.02.2009)*
- *Strategy for the Development of the SMEs Sector for the period 2012-2020 (Government Decision no. 685 of 13.09.2012)*
- *National Intellectual Property Strategy until 2020 (Government Decision no. 880 of 22.11.2012)*

Republic of Moldova: Entrepreneurial and Innovative Development

State institutions & organizations:

- **Ministry of Economy**
- **Organization for Small and Medium Enterprises Sector Development**
- **State Agency on Intellectual Property of the Republic of Moldova**
- **Agency for Innovation and Technology Transfer of the Academy of Sciences of Moldova**
- **Women Business Association, et all...**

Fundamental principles of the national system of IP protection:

- The Constitution of the Republic of Moldova, adopted on July 29, 1994, Article 33 provides for the right of citizens to intellectual property (IP), and to the material and moral interests that arise in connection with various types of intellectual creations protected by law.
- Paris Convention for the Protection of Industrial Property of 1883, entered into force for the Republic of Moldova on December 25th ,1991;
- Berne Convention for the Protection of Literary and Artistic Works, 1886, entered into force for the Republic of Moldova on November 2,1995;
- Agreement on Trade-Related Aspects of Intellectual Property (TRIPs) in 1994, entered into force for the Republic of Moldova on July 26th , 2001;

The structure of the national IP system of the Republic of Moldova

Provides:

- acquisition of IP rights
- implementation of IP rights
- protection of IP rights

Through the creation of:

- regulatory framework
- institutional framework
- Infrastructure IP system



Republic of Moldova: Building up of the IP System

- **1st stage: 1991 - 1995** - establishment of IP system
 - **2nd stage: 1996 - 2003** - consolidation of the system – accession to the WTO and other International Treaties
 - **3rd stage: 2004 – 2010** - harmonization to the EU IP standards. Implementation of the first National Strategy on IP
- **2011-up today:** implementation of the new National IP Strategy up to 2020; European Integration; IP Enforcement and Exploitation



Main responsibilities of the AGEPI:

- **Granting IP rights in the Republic of Moldova;**
- **Formulation of Moldovan IP policy;**
- **Elaboration and development of IP legislation;**
- **Observance the implementation of national IP legislation and of international agreements in the field;**
- **Representation of the Republic of Moldova in the specialized IO;**
- **IP education and training;**
- **Supporting innovation and supply of IP services;**
- **Performing other duties according to the legislation in force.**



Intellectual Property Rights

- Copyright and Related Rights

- Protected names:

- GI
- AO
- STG

- Industrial Property
 - Patents for invention
 - Trademarks
 - Industrial designs
 - Patents for new plant varieties
 - Topographies of integrated circuits

Industrial Property legislation

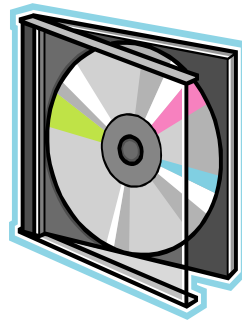
- ↪ The Law on the Protection of Inventions No. 50-XVI of March, 3, 2008, in force as from October 4th 2008;
- ↪ The Law on the Protection of Trademarks No. 38-XVI of February 29, 2008, in force as from September 6th 2008;
- ↪ The Law on the Protection of Industrial Designs No. 161-XVI of July 12, 2007, in force as from December 1st 2007;
- ↪ The Law on the Protection of Plant Varieties No. 39- XVI of February 29, 2008, in force as from September 6th 2008;
- ↪ The Law on the Protection of Topographies of Integrated Circuits No. 655-XIV of October 29, 1999
- ↪ The Law 66/2008 on the protection of geographical indications, appellations of origin and traditional specialties guaranteed, in force from October 25, 2008



Copyright legislation

- The Law on Copyright and Neighboring Rights, No. 139 of July 2nd 2010, entered into force on January 1st 2011
- The Law on the Distribution of Copies of Works and Phonograms, No.1459-XV of November 14th, 2002;
- Regulation on registration of objects of copyright and neighboring rights, approved by the Government Decision No. 89 of February 10th, 2012

Note: non-mandatory registration system



Membership in IO

- WIPO – Republic of Moldova is member party to 24 WIPO administrated treaties
- WTO - implementation of TRIPs
- UNESCO, UPOV, etc.

- *Note: RM is member state to 27 international and 4 regional (CIS) treaties and agreements in IP field and have cooperation with more than 30 IP offices around the world.*



Regional collaboration

Cooperation with EAPO:

- ✓ As from 26th April 2012, Republic of Moldova withdrew its membership from the Eurasian Patent Organisation.
- ✓ A bilateral Cooperation Agreement between Eurasian Patent Organisation and the Government of the Republic of Moldova was signed on April 12, 2012. The Agreement regulates the protection of Eurasian patents valid on the territory of the Republic of Moldova, starting from the denunciation date.

Cooperation with EPO:

- Negotiations on an *Agreement on cooperation and validation of European patents on the territory of the RM* (expected to be signed in 2013).
- Bilateral EPO-AGEPI Cooperation Program for 2012 -2013 (trainings, consultancy, IT support, etc.).

Others:

Interstate Council for legal protection and enforcement of intellectual property (CIS), Eastern Partnership Initiative, GUAM, CEFTA, etc.

Implementation of the EU standards

Existing legal bases

- **EU-Moldova Partnership and Co-operation Agreement (PCA)**

▲ *(signed in 1994 and entered into force on 1st July 1998)*

- **Agreement on the protection of GI of agricultural products and foodstuffs**

(signed on 26 June 2012, in force from April 1st, 2013)



Under negotiation

- **EU – Moldova Association Agreement**

(negotiations launched on 12 January 2010)

- **Deep and Comprehensive Free Trade Area between UE and RM**

(negotiation launched in December 2011)

Main Priorities of 2012-2014

Program docs:

- Action Plan for the years 2012-2014 for the implementation of the National IP Strategy up to 2020;
- AGEPI Strategic Development Plan for the years 2012-2014.

Priority directions:

- **Provision of high quality IP services**
- **IP Enforcement**
- **Promotion of IP Education**
- **IP Awareness Raising**
- **Stimulation of Creativity, Innovation and Technology Transfer**

KEY Figures: filed Applications

2007	2008	2009	2010	2011	2012	Filed applications
353	337	339	344	295	290	For inventions, total:
353	292	141	143	113	115	- for PI
-	45	198	201	182	175	- for Short Term Patent for Invention
947	931	721	742	682	789	For industrial designs, total:
393	384	276	289	280	300	- filings
554	547	445	453	402	489	- renewals
8918	9251	7628	7921	8325	7653	For trademarks, total:
6544	6808	5277	5454	5794	5449	- filings
2374	2443	2351	2467	2531	2204	- renewals
14	3	4	6	8	7	For appellations of origin
				1	4	For geographical indications

IPR Enforcement

!!! Republic of Moldova is providing a comprehensive legal system for the enforcement of IP rights that has been harmonized with the TRIPS and Directive 2004/48/EC on IPR enforcement

Objective: To ensure a proper implementation of IPR, putting in place a constructive and **result-oriented mechanism** aimed to addressing IPR

IPR Enforcement Institutional framework...



AGEPI IPR Observatory

- *Established* in July 2011 to deal with IPRs enforcement information, including collection of data from law enforcement authorities on IPRs infringements, processing data and presenting IPR reports ...
- *Main objective*: enhance cooperation and communication between the IPR enforcement bodies (police, customs, prosecutors)
- *Tool*: IPR Information Exchange System (under development)

IP Education and Training



- **University courses** (IP management, IP law, etc.) / 10 universities from Moldova;
- **AGEPI certificate courses** (IP evaluator, IP counselor) / annual IP Training course - 168 hours (15 pers. annual);
- **Continuous education** (IP training for AGEPI examiners, customs officers, judges, police, etc.)- short IP course ;
- **Workshops and trainings by category and by subject** (R&D institutions; public authorities; business , including SMEs; general public, etc.) 25-30 seminars/per year;

NOTE: in 2012 more than 70 events have been organised



Raising IP Awareness

- Public Campaigns - World IP day, National Inventors Day
- Promotion and dissemination of IP information (booklets, guides, flyers, etc.)
- Workshops and seminars
- Web-site and IP Publications
- Joint IP awareness projects with other stakeholders

Public Awareness Campaign for Consumers “STOP Counterfeiting and Piracy!”

(April-November 2012)

- **Objective: To raise the knowledge on IP in the country and to discourage the use of counterfeited and pirated products**

Tools:

- Survey on consumer perception of counterfeited and pirated products dedicated web-site <http://www.stoppirateria.md/>
- Ads: two video spots (on counterfeiting and on piracy impact) broadcasted by the Moldovan TV channels; outdoor and audio publicity (streets, buses, etc.);
- Seminars and workshops; Radio and TV-shows;
- Actions in cooperation with Police and Custom Service, and other stakeholders;



STOP

**PIRATERIA
CONTRAFACEREA**

Support creativity. Do not steal it!



Support of Creativity, Innovation and Technology Transfer

- Support TT and IP offices in Universities and R&D institutions,
 - Support business incubators and innovation parks,
 - Fee reduction for R&D, SMEs, Individuals,
 - Exhibitions,
 - Competitions and contests (*Best student-inventor, Invention of the Year, The best rationalizer of the year, Top of Innovations, etc*)
- Partners: CCI, AITT, UIR, Universities, ODIMM, ...



International Specialized Exhibition INFOINVENT (13th edition - 19-22 November, 2013)

Objective: Promoting the best achievements in various scientific and technical fields, including:

- ✓ Inventions, plant varieties and industrial design,
- ✓ Innovation and technology transfer projects,
- ✓ **Creation of youth**
- ✓ Innovative products and services
- ✓ Cultural and creative industries

Note: taking place once on two years



WIPO Gold Medals “Outstanding Inventor”



30 outstanding inventors from the Republic of Moldova have been awarded by the WIPO with GOLD Medal “Outstanding Inventor” during ISE “INFOINVENT”,,

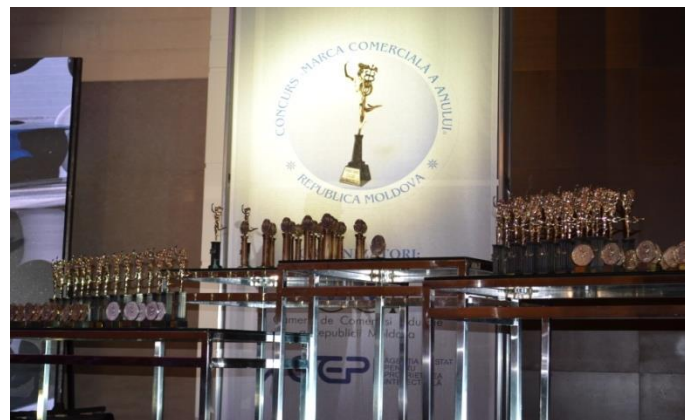
Trademark of the year

(10th edition, 31 January 2013)



Objectives:

- ✓ Encourage the high quality goods and services
- ✓ Reward the efforts for creation and promotion of trademarks on internal and external market



National IP Strategy up to 2020: Strategic Objectives

- 1. Encouraging creation, protection and exploitation of IP as a key-tool in creating the conditions for transition to the innovation model of economic growth.**
2. Continuous improvement and harmonization of the national IP legal framework with the evolutions in the Community legislation and practice and the international agreements to which the Republic of Moldova is party.
3. Development and modernization of the national IP system, increasing transparency and coherence thereof.
4. Strengthening institutional capacities of the bodies charged with functions and responsibilities for the protection and enforcement of IPR and development of an efficient infrastructure to prevent and combat the phenomena of counterfeiting and piracy.
5. Promotion and development of an advanced IP culture, public awareness of the role of IP and increase of interest in the protection and enforcement of IPR.
- 6. Intensification of international, regional and bilateral IP cooperation and integration in the international and European intellectual space.**

National IP Strategy up to 2020: Strategic Objective 5

Specific objectives:

- **5.1. Increasing access to IP information and knowledge**
- **5.2. IP training and education through the pre-university, university and post-university system**
- **5.3. Increasing awareness of IPR by the society**

AGEPI - IP Support Services

- **Main goal...efficient use of IP to generate economic growth**

Objectives in place to meet the strategic goal:

- IP as tools supporting innovation and the transfer of technology to create economic growth:
 - Improved methods of TT by promoting better contact and understanding between the business community and the research sector
 - Promoting partnerships between the private sector and research establishments
 - Promoting and supporting innovation within SMEs, integrating this with other business advice services offered
 - Creating a clear funding regime for promoting R&D and technology transfer

IP system =

- INFORMATION SOURCE
- PROTECTION TOOL
 - Patents
 - Trademarks
 - Designs
 - Company names
 - Copyright
 - Trade secrets, etc

IP system – as a competitive tool:

- Enables utilization of a vast information source helping the management to decide on marketing and product development
 - *80-90% of new technical information is found in patent DBs*
 - *More than 90% of patents relates to ordinary product development, products improvements or production methods.....*

IP information

- Helps to efficiently allocate products development (avoids reinventing something that has already been invented)
- *About 50% of processes for product development are known and have been already developed*

IP system :

- Provides information on the market and competition situation
- *avoiding the unpleasant situation of finding at marketing stage that the new product infringes an existing patent, trademark or design...*

IP system:

- Accelerate product development – offering good technical solutions
 - *Free to use*
 - *Available for acquisition*

IP information system:



- Supports the branding building
- Helps to avoid infringing others rights
- Ease finding partners....

IP Information services:

- Clarification and analysis of prior art
- Monitoring the branch of technology and seeking technical solutions
- Competitor monitoring and analysis
- Infringement risks survey (for manufacturing and marketing)

IP Information services:

- Identification of potential partners/competitors
- Novelty search / patentability search /
- Identification of potential licensors
- Monitoring the IP portfolio / pre-diagnosis
- Diminish risks while exporting new products to foreign markets

Main IP activities focused on SMEs and R&D Institutions support

- ***Building IP awareness***
- ***Providing with access to IP information***
- ***Provide facilities for R&D Institutions and SMEs (fee reductions, etc.)***
- ***Rendering IP info Services***
- ***Encourage Partnerships “Business & Research”***
- **Provide training and education**
- **Organize competitions and exhibitions**
- **Organize workshops, forums and other IP awareness events**

Providing access to IP information

- A consistent promotion and dissemination of IP information (mass-media, publications, IP Library, etc.)
- The web site www.agepi.md provide for a *large amount of* information in the field of IP

Free on-line access to the IP DBs (Patents, Trademarks, Industrial Designs, Scientific Results).

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THE STATE AGENCY ON INTELLECTUAL PROPERTY OF THE REPUBLIC OF MOLDOVA



Home

IP objects

- › Inventions
- › Trademarks
- › Industrial design
- › Geographical indications, designations of origin, traditional specialities guaranteed
- › Plant varieties
- › IC Topographies
- › Copyright and related rights

Useful info

- › International cooperation
- › Patent attorneys
- › IP Evaluators
- › Links
- › Guestbook
- › Contacts

Public relations

News

- 23.06.2011 | [Inventor's and Rationalizer's Day-2011](#)
- 20.06.2011 | [Interstate Exhibition "20 Years of CIS: New Horizons of Partnership"](#)
- 15.06.2011 | [Public Discussion of Draft Regulations on Implementation of the System of Geographical Indications Protected for Wines in the Republic of Moldova](#)
- 07.06.2011 | ["Trademarks Day" - the third edition of the Business Conference organized by the Chamber of Commerce and Industry France-Moldova](#)
- 06.06.2011 | [Advertisement to Interested People!](#)

[News archive](#)

Plant varieties

IP for SMEs

We protect your identity!

- Databases
- Electronic Document filing
- EU Projects
- International Specialized Exhibition
- STOP Piracy
- Training

Provide facilities for SMEs in order to obtain IP rights

- Fee reductions for registration and protection of intellectual property objects, SMEs paying as follows:
 - patents for invention:
 - R&D – 5 %, of the prescribed fee + waive of annual fee for 5 year
 - SMEs -15% of the prescribed fee,
 - ***To benefit from such reductions the applicant must be an enterprise with average number of personnel up to 250 and annual income up to 50 millions lei or an scientific institution***

Establishment of partnerships

- Co-operation with public, sectoral institutions (MAFI, MC, MH, etc)
- Agreements Universities, R&D
- Agreements with Universities, R&D
- Agreements with partners: AITT, ODIMM, CCI, Innovative Parks, Incubators, etc.
- Direct contact with producers associations, companies, etc.
- Collaboration with IO, NGOs, etc.

Rendering IP Services

- *Consultation (on phone, in-house, at the company, within the incubators) – free of charge*
- *documentary searches – payable service*
- *consultations on drafting and registration of contracts - free of charge*
- *IPO evaluation and accounting – both possible,*
- *Use of patent information – free of charge*
- *IP pre-diagnosis service (free of charge or at reduced costs) etc.*

Encourage Partnerships “Business & Science”

- *Training of the personnel of the IPR and TT centers/bureau/services*
- *Organization of joint events for Business and Academia representatives in cooperation with AITT, CCI, ODIMM, Innovative parks, etc.*
- *Elaboration of methodologies, guidelines, model regulations, model contracts for transfer of rights, etc.*

Provide training and education

- *business-oriented IP education and training in cooperation with CCI, ODIMM, MIEPO, AITT*
- *Training managers and accountants to assess the value of intellectual property and the inclusion of capital and balance sheet of SMEs*
- *specialized workshops and round tables*
- *promotion of success stories*

Organize competitions and exhibitions

- Annual competitions **“Inventions of the Year”** and **“Best Invention creates by the young inventor”**;
- **AGEPI Trophy for Innovation and Creativity instituted by the AGEPI**, for enterprises holding the most impressive portfolio of IP objects registered with the AGEPI during the year;
- **“INFOINVENT”**- international specialized exhibition, that is a biennial event, organized in collaboration with the Academy of Science of Moldova (www.infoinvent.md).
- Competition **Trademark of the year** organized annually by CCI and AGEPI

You can lead a horse to water, but you can't make it drink



Expectations

- **Role of IP in Innovation better integrated in the National Development Policy**
- **Diversified, high quality IP services tailored to the business community needs**
- **Understanding of IP by universities, Research and Development Institutions and innovative business**
- **Increased revenues from IP obtained by IPR owners**
- **Creation of spin off companies for commercialization of local research results**
- **Sustain the use of IPO for innovative SMEs development and creation of HT companies**