

Republic of Moldova

Pursuant to the Notification C.8082 of February 24th, 2012 on protection of names of the states, The State Agency on Intellectual Property of the Republic of Moldova (AGEPI) has the pleasure to inform the Secretariat on the Republic of Moldova's practice, as follows:

In accordance with Art. 7(3) of the Law 38/2008 on the protection of trademarks, the name of the state may be included in a trademark only with the permission of the Government of the Republic of Moldova. For this purpose, there is a special Commission and an adopted Regulation on the means and conditions to receive the approval for use of the official or historical name of the State in a trade or/and service mark, as well as in an industrial design (Governmental Decision No.1425 of 02.12.2003).

State coat of arms and State flag of the Republic of Moldova may be included in a trademark only with the permission of the Moldova's Parliament.

NATION BRANDING

In the year 2006, the Moldovan Investment and Export Promotion Organization (MIEPO) has launched a project for elaboration a Brand Strategy.

THE BRAND ESSENCE

The brand represents an engine that drives and embeds the brand strategy. Thus every narrative shall originate from it and represent the brand everywhere. The brand essence may be estimated in two words: **Quality driven.**

The Republic of Moldova's independence, its diverse cultures and history, its geographical location and its size demonstrates an open mind and international orientated society. These aspects together with its extremely fertile geography distinguishes Moldova strongly from its neighbors and stimulates to bring the "quality" as its key driving factor in society, culture and economy.

"Quality Driven" is the essence of Moldova's brand strategy that should be clearly transferred from inside to outside.

The visual solution is a three dimensional cube always used with the country name Moldova.



The cube symbolizes: Energy, Ownership, Preciousness, Independence, Nature, Warmth, Dynamics. The cube represents best the key characteristics, benefits and brand essence of Moldova.

In 2011, this sign has been registered as a trademark for all 45 classes (in accordance with the Nice Classification), trademark owner being Minister of Economy of the Republic of Moldova.