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A new interactive learning resource focused on “Respect for Trademarks” and intended for young people aged 14 to 19 is accessible via the portal of the World Intellectual Property Organization (WIPO) - RespectforIP.org, thus completing the existing microsite on “Respect for Copyright”.

This educational resource was created to raise young people’s awareness and understanding of intellectual property (IP), in particular, trademarks. Thus, through it, a wide range of interactive tasks, video interviews with experts and other valuable information about the history and purpose of trademark protection, the relationship between trademarks and branding and the value of intellectual property objects will be offered.

Moreover, the interactive learning resource “Respect for Trademarks” provides teachers with a useful tool in educating young people about the importance of intellectual property rights for both consumers and creators (authors).

[1]

Источник: https://www.agepi.gov.md/ru/node/11190