



REGULATION ON THE USE OF THE TRADEMARK OF THE NATIONAL AGENCY FOR QUALITY ASSURANCE IN EDUCATION AND RESEARCH

Issue I, Review 0

Approved by the Governing Board of
the National Agency for Quality Assurance in Education and Research,
Decision no. 40 of February 26, 2021

President

Andrei CHICIUC

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I. General provisions

1. The Regulation on the use of the trademark of the National Agency for Quality Assurance in Education and Research (hereinafter - Regulation) establishes the principles of using the trademark (hereinafter - ANACEC trademark).
2. This Regulation is drawn up in accordance with Law no. 38-XVI of February 29, 2008 on trademark protection and Government Decision no. 852 of August 16, 2001 regarding the use of trademarks owned by the state.
3. The ANACEC trademark is a symbol of the promotion of evaluation and quality assurance services in education and research and is represented in the Annexes to the Regulation.
4. For the purpose of this Regulation, the terms used mean:
 - a) *trademark* – the sign that serves to distinguish the products or services of natural or legal persons from the products or services of other natural or legal persons;
 - b) *trademark owner* - the person who registered the trademark and has the exclusive right to dispose of the trademark, to use it on the territory of the Republic of Moldova and abroad and to prohibit other persons from using, without their consent, identical or similar signs in commercial operations for products or services identical or similar to those for which the trademark was registered, if such use would create a risk of confusion;
 - c) *trademark - state property* - the trademark registered and managed by the state through its public institutions;
 - d) *applicant* – natural or legal person or group of natural and/or legal persons on whose behalf an application for the use of the trademark is submitted.
5. The purpose of using the ANACEC trademarks is to ensure the promotion of quality in general education, vocational education and training, higher education and continuous training and in research and innovation organizations, which will give added value to the evaluated institutions.
6. The owner of the trademark is the National Agency for Quality Assurance in Education and Research (hereinafter – trademark owner).
7. The management body of the trademark is the National Agency for Quality Assurance in Education and Research.

II. The right and rules of use and transfer of the trademark

8. Beneficiaries of the services provided, partners and other persons/institutions, obligatorily apply the trademark with the Agency's consent, on the information and communication supports related to the activity of ANACEC.
9. The right to use the trademark is transferred to users free of charge.
10. Trademark users may not transfer the rights to use the trademark to other third parties, nor may they use the trademark for services other than those for which this right has been granted.

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11. The trademark is presented in colour or black-and-white, without the right to change its structure by users. In order to be distinguishable when inscribed, the ANACEC trademark design can be enlarged or reduced in size to a convenient scale, with the obligation to respect the proportion of dimensions.

12. The way of application can be: printing, colouring, designing/electronic display, etc.

III. Control and responsibility for the use of the trademark

13. The users of the trademark are obliged to comply with the requirements set out in this regulation and are responsible for the correct use of the trademark.

14. The control over the use of the trademark is carried out by the trademark owner, who is guided by the legislative acts, the provisions of this Regulation and the conditions stipulated in the contract.

15. Cases of violation of the provisions are resolved by the trademark owner.


16. The penalties for not complying with the terms of use of the trademark are:

- a) warning;
- b) suspension of the right to use the trademark;
- c) withdrawal of the right to use the trademark.

IV. Final provisions

17. Trademark protection is ensured on the basis of the Certificate of Trademark Registration in the National Register of Trademarks at the State Agency for Intellectual Property.

18. Disputes that arise in the process of using the trademark will be settled in accordance with the provisions of the legislation in force.

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Annex 1

Graphic representation of the ANACEC trademark



Figure 1.a (colour variant)



Figure 1.b (black-and-white variant)

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Annex 2

Graphic representation of the ANACEC trademark “Accredited institution” and “Accredited programme” that can be used by educational institutions and study programmes evaluated by ANACEC

1. Annex no. 2 establishes the conditions for the use of the ANACEC trademark by educational institutions and study programmes that have undergone the external quality evaluation process and obtained the accreditation decision. The use of this trademark confirms that both the educational institution and the study programme are in compliance with national and European standards.

2. The type of trademark for educational institutions and accredited study programmes is presented in the figures below (figure 2.a, 2.b, 3.a and 3.b). These trademarks must contain all the elements (logos and texts) in the example images below. The technical specifications can be found in this Regulation, chapter 2, point. 18 and 19.

Example 1: The trademark confirming that the educational institution has undergone the external quality evaluation process carried out by ANACEC and obtained the accreditation decision.



Figure 2.a (colour variant)



Figure 2.b (black-and-white variant)

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example 2: The trademark confirming that the study programme has undergone the external quality evaluation process carried out by ANACEC and obtained the accreditation decision



Figure 3.a (colour variant)



Figure 3.b (black-and-white variant)

3. The use of the trademarks “**Accredited institution**” and “**Accredited programme**” is allowed only during the validity period of the decision on accreditation of the institution/study programme.
4. The use of ANACEC’s own logo (Annex 1 to this Regulation) instead of the “**Accredited institution**” and “**Accredited programme**” confirmation trademarks is prohibited.
5. Confirmation trademarks cannot be transferred to a third party and cannot be reproduced in part.
6. The confirmation trademarks, as well as other additional information regarding technical details, can be requested by the representatives of the educational institutions at the e-mail address: info@anacec.md.
7. The use of the confirmation trademarks “**Accredited institution**” and “**Accredited programme**” is done only in strict compliance with this Regulation.