

# The Agency congratulates the World Intellectual Property Day

✘ **Skopje, 24.04.2015** – The World Intellectual Property Day was established by the World Intellectual Property Organization (WIPO)

in 2000 to “raise awareness of how patents, copyright, trademarks and designs influence daily life” and to “celebrate creativity and the contribution made by creators and innovators to the development of societies across the world”. The date chosen as the World Intellectual Property Day was 26 April, as it coincides with the date of the Convention on Establishing the World Intellectual Property Organization, which came into force in 1970. Since then, the World Intellectual Property Day has been offering a unique opportunity each year to join with others around the world to discuss and demonstrate how intellectual property contributes to the flourishing of music and the arts and to the development of technological innovation, which helps shape our world.

This year, the event theme is “Get Up, Stand Up. For Music.”

The Agency for Audio and Audiovisual Media Services congratulates the World Intellectual Property Day and recommends that all media mark this day, within their possibilities, by focusing on the meaning of music as a unique and refined way of expression that elevates human intellectuality.