

WIPO/DS/VRS/08/INF/2

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NATIONAL INSTITUTE OF INDUSTRIAL PROPERTY



WORLD INTELLECTUAL PROPERTY ORGANIZATION

**INTERNATIONAL FORUM ON  
DISTINCTIVE SIGNS FOR COLLECTIVE USE**

jointly organized by  
the World Intellectual Property Organization (WIPO)  
and  
the National Institute of Industrial Property (INPI), France  
**Versailles, France, June 12 and 13, 2008**

**PROGRAM**

*prepared by the International Bureau of WIPO and  
the National Institute of Industrial Property (INPI), France*

Thursday, June 12, 2008

13.15 – 14.00 Registration

14.00 – 14.30 Opening

Opening addresses by:

Mr. Benoît Battistelli, Director General, National Institute of Industrial Property (INPI), Paris

Mr. Ernesto Rubio, Assistant Director General, World Intellectual Property Organization (WIPO), Geneva

Mrs. Marion Zalay, Director, *Institut national de l'origine et de la qualité* (INAO), Paris

14.30 – 15.30 Distinctive Signs for Collective Use – Existing Approaches on the National and International Levels

*Distinctive signs that can be used collectively have an important economic function, especially for small and medium-sized producers and economic operators. Such signs allow for the pooling of resources for investments in the promotion and preservation of collectively owned intangible assets, which are frequently part of a wider public interest. Protection and preservation of the common heritage of a community, or concepts such as “nation branding” come readily to mind. Speakers on this Panel will describe various legal mechanisms existing at the national and international levels that can be used to protect and commercially exploit such collectively held intangible assets.*

Moderator: Mr. Frank Fay, Deputy Head of Unit, Agricultural Product Quality Policy, DG Agriculture and Rural Development, European Commission, Brussels

Speakers: Mr. Marcus Höpperger, Acting Director, Law and International Classifications Division, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Mr. Norbert Olszak, Professor, University Paris I Panthéon-Sorbonne, Paris

15.30 – 16.00 Coffee Break

16.00 – 17.30 Distinctive Signs for Collective Use – Non-Agricultural Products

*Although mostly associated with agricultural products, the protection of collective goodwill is also an issue for non-agricultural products. The speakers on this Panel will share the experience of their specific industries in obtaining and enforcing legal protection for the collectively held goodwill for products of a non-agricultural nature.*

Moderator: Mr. Paulin Edou Edou, Director General, African Intellectual Property Organization (AIPO), Yaoundé

Speakers: Mr. Jean-Daniel Pasche, President, Federation of the Swiss Watch Industry, Bienne, Switzerland

Mr. Ludger Benda, Attorney, Chamber for Industry and Commerce, *Wuppertal-Solingen-Remmscheid*, Wuppertal, Germany

Ms. Siriporn Boonchoo, Senior Specialist, Sericulture Institute, Ministry of Agriculture and Cooperatives, Bangkok

17.30 – 18.00 Discussion

Friday, June 13, 2008

9.30 – 11.00 Distinctive Signs for Collective Use – Agricultural Products

*Based on the experience of the specific agro-business that they represent, the speakers on this Panel will explore various existing approaches to the collective use of distinctive signs. In particular, this Panel will address issues of protecting collective goodwill through cumulative means of protection.*

Moderator: Mr. Scott Gerien, Dickenson, Peatman and Fogarty, Napa, California, United States of America

Speakers: Ms. Anindita Ray, Director, Tea Board of India,  
Kolkata, India

Mrs. Catalina Toko-Arias, Director, Romero, Arteta,  
Ponce Abogados, Quito

Mr. Michel Prugue, Chair, Permanent Council,  
*Institut national de l'origine et de la qualité* (INAO),  
Paris

11.00 – 11.30 Coffee Break

11.30 – 12.30 Distinctive Signs for Collective Use – A Cheese Board

*The dairy industry has a long-standing tradition in using distinctive signs collectively. This Panel will illustrate the experience of two distinct cheese-producing areas.*

Moderator: Mr. Marcus Höpperger, WIPO

Speakers: Mr. Giorgio Bocedi, Legal Advisor, *Consorzio del Formaggio Parmigiano Reggiano*, Reggio Emilia,  
Italy

Mr. Francis Gaffier, Legal Advisor, General  
Confederation of Ewes' Milk Producers and  
Producers of Roquefort Cheese, Millau, France

12.30 – 13.00 Discussion

13.00 – 15.00 Lunch Break

15.00 – 17.00 High-Level Round Table

*Senior Officials representing countries from different geographical regions will describe the policy choices for which their respective countries have opted with respect to the protection and use of collective distinctive signs, and which developments they would like to see at the international level.*

Moderator: Mr. Benoît Battistelli, INPI

Panelists: His Excellency Mr. Dacian Ciolos, Minister for  
Agriculture, Forestry and Rural Development,  
Bucharest

Mr. Paulin Edou Edou, AIPO

Mr. Miguel Ángel Sánchez del Solar Quiñones, Head,  
Distinctive Signs Office, Lima

Mrs. Marion Zalay, INAO

Mr. Abderrahmane Hilali, Director, *Protection des  
végétaux, des contrôles techniques et de la répression  
des fraudes*, Ministry of Agriculture and Fisheries  
Maritime, Rabat

17.00

Conclusions and closing by Mr. Ernesto Rubio, WIPO

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