



An international agenda for Geographical Indications

EU visuals

WIPO symposium on Geographical Indications - Bangkok, 28.03.2013

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DG Agriculture and Rural Development
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Issues with trademarks



- *In Canada, the company Maple leaf foods registered as trademark the name "Parma" in 1971.*
- *Canadian courts rejected the request made by the Consortium to cancel the trademark on the basis that it was deceptively misdescriptive.*
- *As a result, the real product can not be sold under its name in Canada.*



- *The Consortium of Prosciutto San Daniele registered before the USPTO the certification mark (serial number 74336070) on 22 August 1995 (here at left).*
- *This was insufficient to prevent the use by Daniele Prosciutto, Inc. (a Rhode Island corporation) of the word-mark “Daniele” for meat products and the use of the following logo in the US as ham “made in the US”.*
- *It cost almost 10 years and 1 million euros to the Consortium to reach an agreement with the company so that their name can not be used in conjunction with ham.*

Why TRIPS Article 23 protection should be extended to other products than wine and spirits

"Parma style"

"Prosciutto"

Italian flag

Trademark sounds Italian

... but the ham is made in
Australia!





If a name is claimed to be generic in a territory, why is it used in connection with elements evocating the real origin of the genuine product?

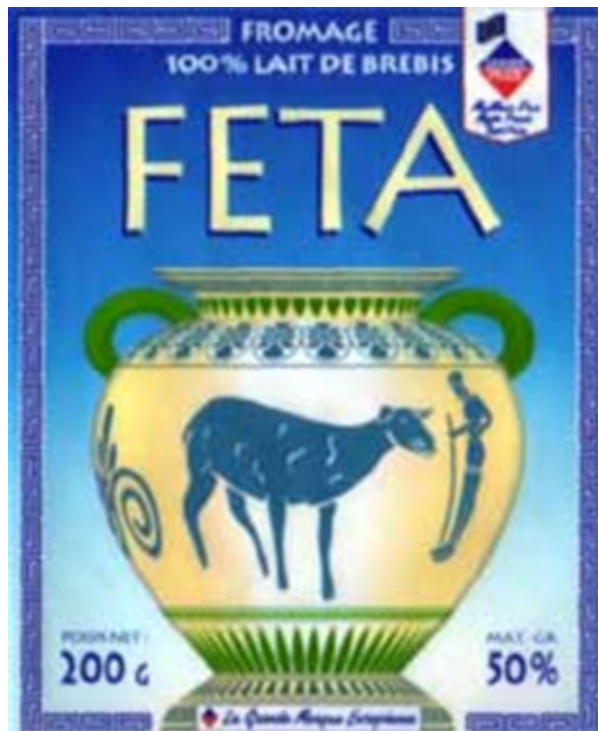


Item Description	Item #	Ti - Hi	Case Pack	Net / Gross
Crumbled Feta	2653670	15 - 10	6 / 6 oz.	2.25 / 3.25
Crumbled Feta - Fat Free	2653671	15 - 10	6 / 6 oz.	2.25 / 3.25
Mediterranean Herb Crumbled Feta	2653676	15 - 10	6 / 6 oz.	2.25 / 3.25
Mediterranean Herb Crumbled Feta - Fat Free	2653677	15 - 10	6 / 6 oz.	2.25 / 3.25
Tomato & Basil Crumbled Feta	2653674	15 - 10	6 / 6 oz.	2.25 / 3.25
Feta Chunk	26136701	30 - 10	12 / 8 oz.	6.00 / 7.00
Feta Chunk in Brine	2653685	15 - 10	12 / 7 oz.	5.25 / 6.25
Tomato & Basil Feta Chunk	26136781	30 - 10	12 / 8 oz.	6.00 / 7.00

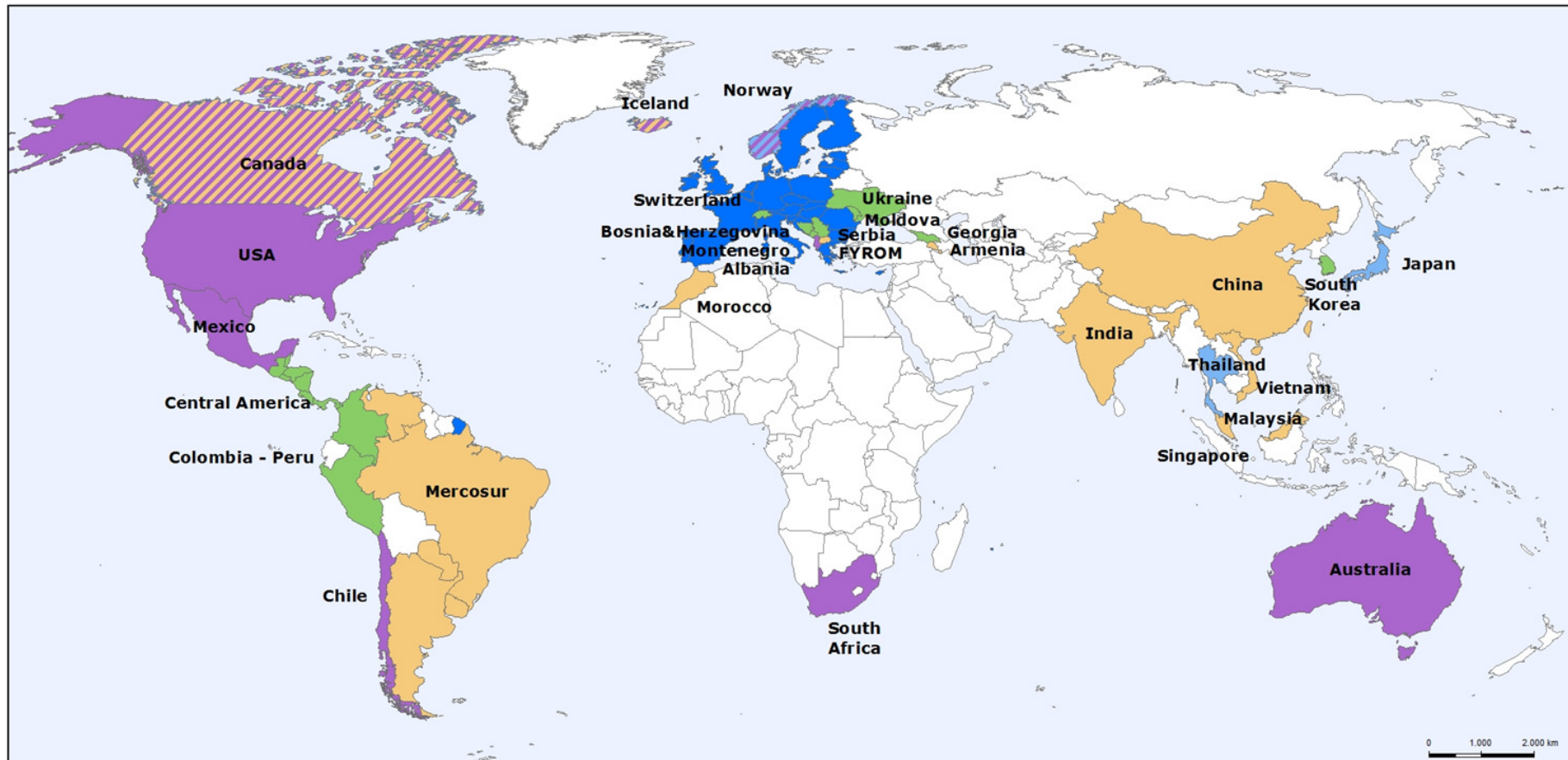
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Exemples of products found in the EU market before "Feta" was registered as GI



The EU network of GI agreements



- Negotiations**
- Future GIs negotiations
 - Ongoing GIs negotiations
 - Negotiations GIs concluded
 - Wine/Spirits concluded

Source: DG AGRI - B2
Cartography: DG AGRI GIS-Team 01/2013

Map Projection World: Eckert III - Map Scale 1:110.000.000

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Note : The borders of the map does not necessarily represent the official position of the EU. The map has only a statistical value.