

Where to Go From Here

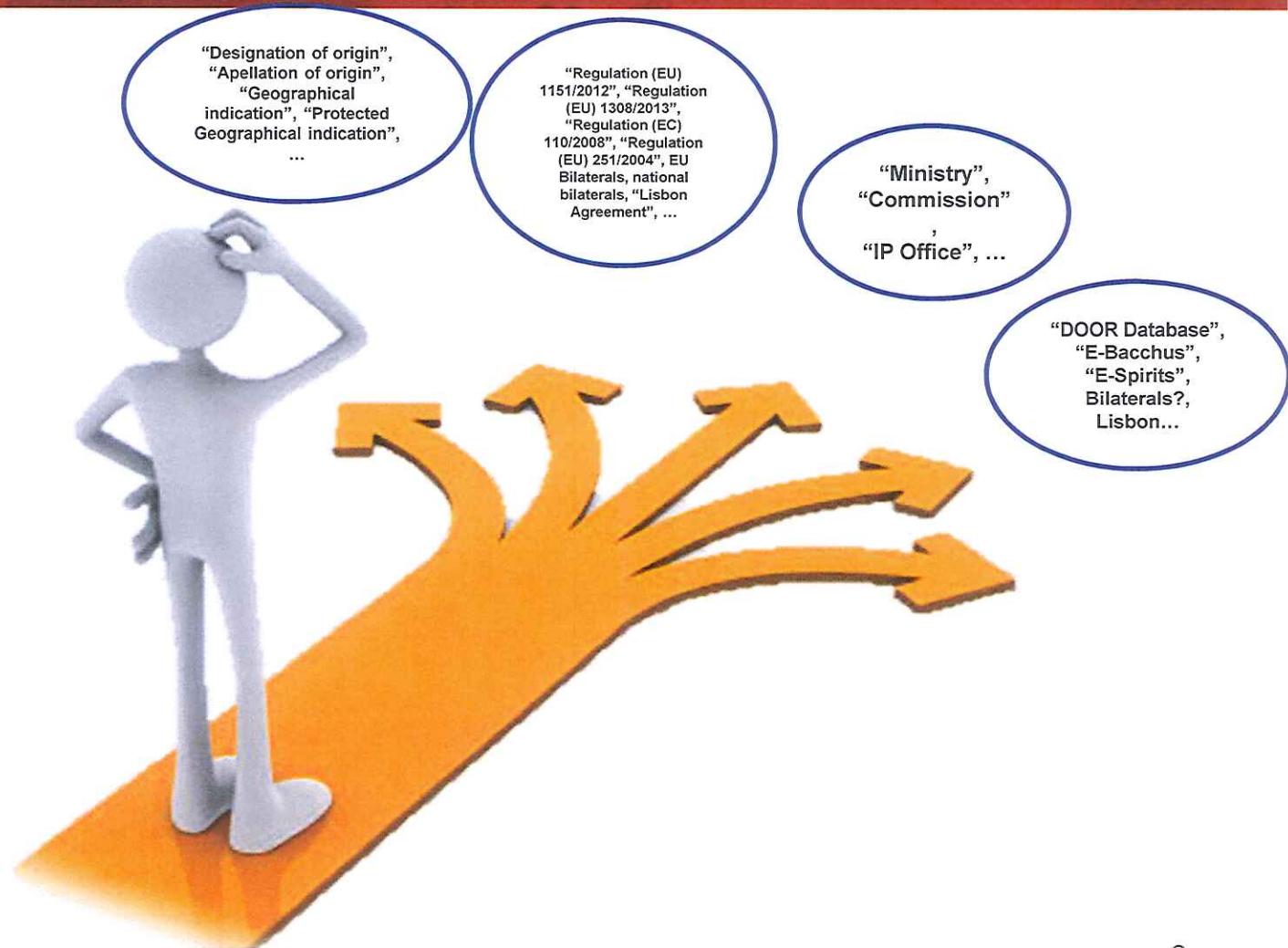
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Associate Partner of ELZABURU

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"Here"

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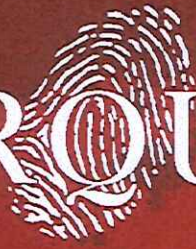
- 1.- What do you want to achieve?
- 2.- What do you need to achieve it?
- 3.- And how can you go about getting what you need to achieve what you want?

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As to Question 1.- What do you want to achieve?
(**“Where”** to go now)

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As to Questions 2 and 3:

Legal Certainty:

- Transparency/Visibility/Clarity

Consumer and businesses Awareness:

- Information & Education



Simplification (e.g., EU):

- single regulation
- single procedure
- single agency (e.g., OHIM)
- single Register (Database)
- single Official Journal for GIs or GIs Bulletin

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Do you know what GIs are?

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First 10 seconds...

What's the difference between PGI and PDO?

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15 seconds later ...

What's the difference between PGI and PDO?

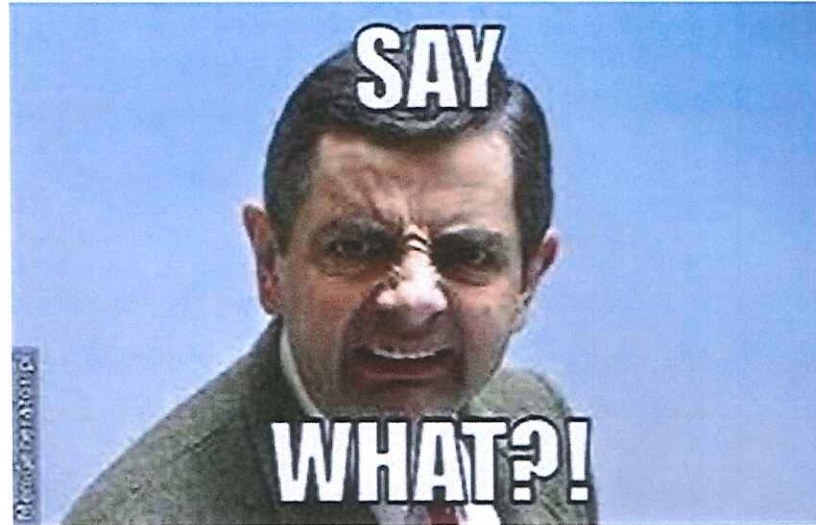
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... Finally ...

What's the difference between PGI and PDO?

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What about consumers?

What's the difference between PGI and PDO?

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