

The Protection and Commercialization of Geographical Indications

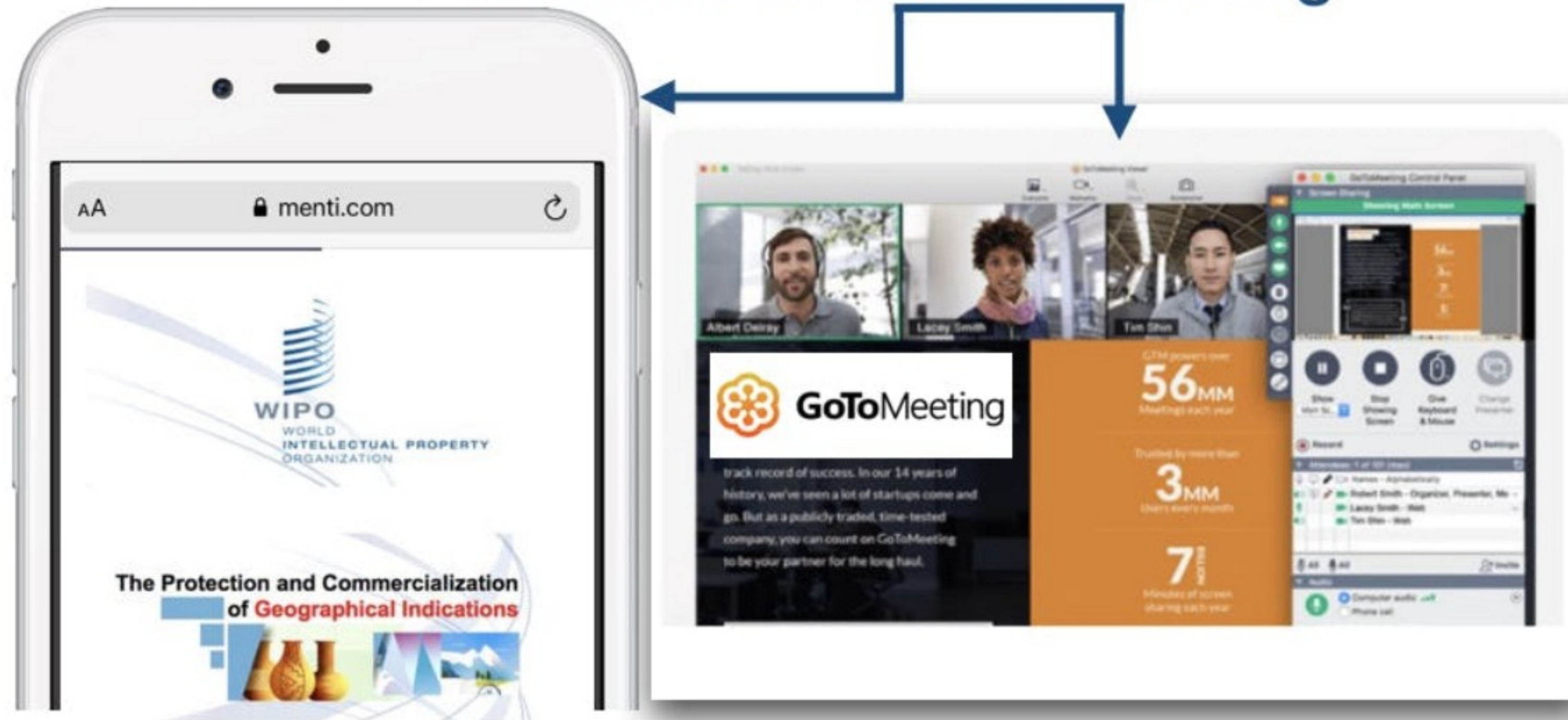


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eHIPOC

Pacific Islands

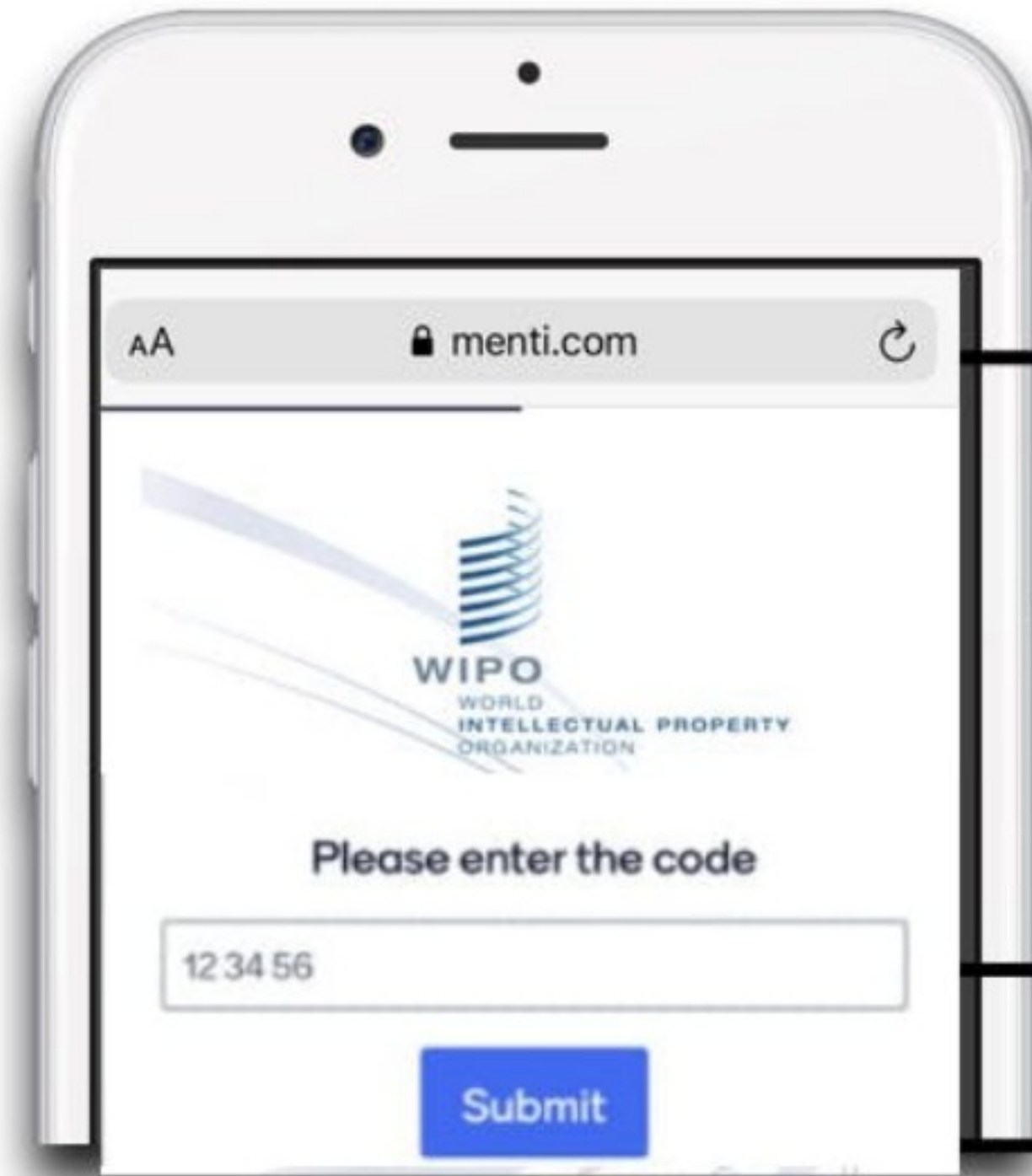
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GI

WHY
WHAT
HOW

code 50 19 38 6

Topic 1 Creating Commercial Value through Protection of Geographical Indications

The speaker will explain the legal means available to protect the geographical indications, focusing on the various means available (e.g. sui generis and trademark systems) and recent developments at the international level (from Trade-related Aspects of Intellectual Property Rights (TRIPS) Agreement to the Geneva Act of the Lisbon Agreement)

Speaker: Ms. Alexandra Grazioli, Director, Lisbon Registry, Brands and Designs Sector, WIPO

code 58 27 58 6

Topic 2 Collective Management of Geographical Indications

The speaker will explain the main elements relating to the collective management of geographical indications with specific focus on the development of book of specifications, the creation of producers associations and establishment of control and certification

Speaker: Mr. Peter Damary, Director, REDD Asia, Davao City, Philippines

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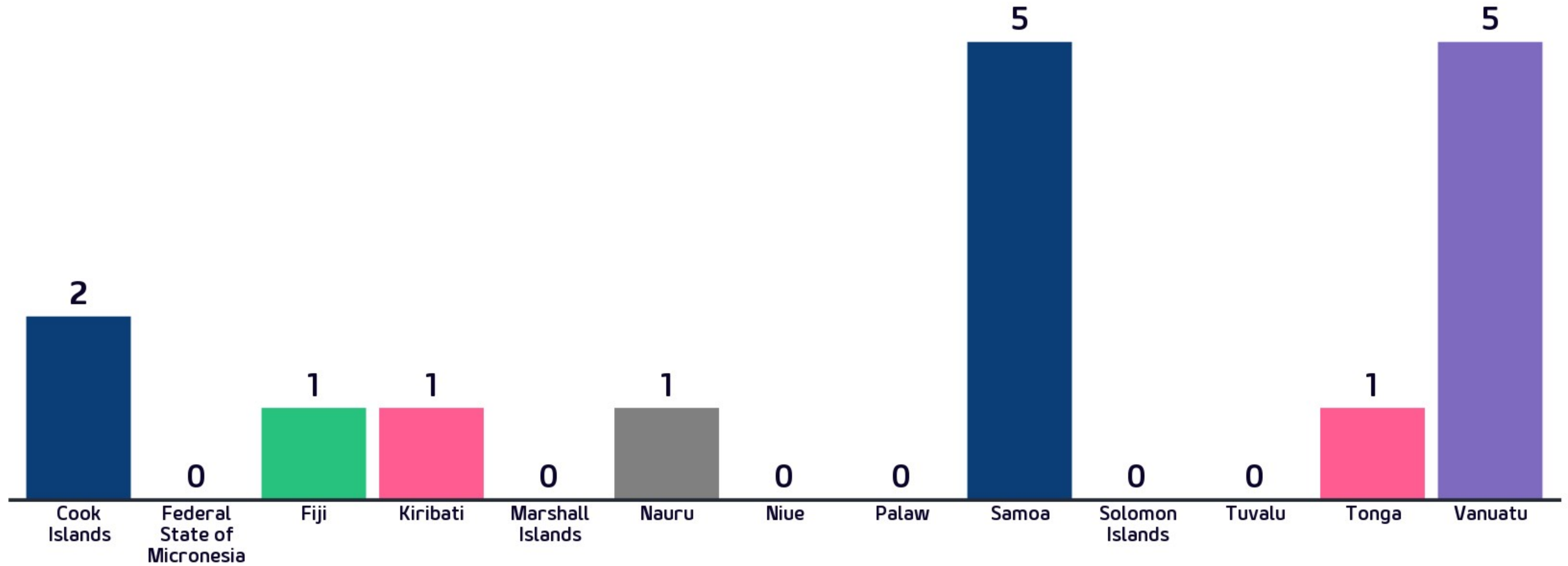
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Who is with us in the meeting? Let us know the country you represent.



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Creating Commercial Value Through Protection of Geographical Indications



eHIPOC – Virtual Meeting with Heads of Intellectual Property Offices in the Pacific Island Countries on the Protection and Commercialization of Geographical Indications
December 11, 2020

Alexandra Grazioli
Director, Lisbon Registry
Brands and Designs Sector, WIPO

Presentation

- **What are geographical indications?
What are their potential benefits?**
- **How to protect geographical indications?**
- **How to protect GIs on third markets?**



I

What are geographical indications?





Do you know what this is? What is the origin? What are its unique quality or characteristics?

Yes

Pawpaw seeds

Peppercorn, Thailand?

Pepper

Peppercorn from Cambodia?

They're peppers seeds.

Peppercorn Samoa

Pepper... adds flavor to food... from plant

Pepper from India



Do you know what this is? What is the origin? What are its unique quality or characteristics?

Yes pepper

Seeds

Pepper seeds

should be papper
from Cambodia

Pepper from thailand



= Cambodian GI Kampot Pepper

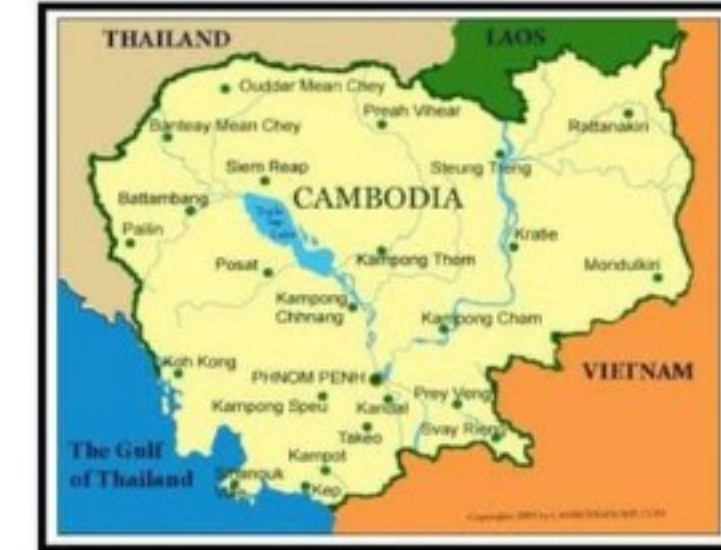
- **Specific place of origin**
- **Specific characteristic**
(natural and human factors)



What are geographical indications (GIs)?

An **indication** which identifies a **good** as originating in a **specific geographical area** and whose quality, reputation or characteristics are **essentially** attributable to that geographical origin

**KAMPOT
PEPPER**

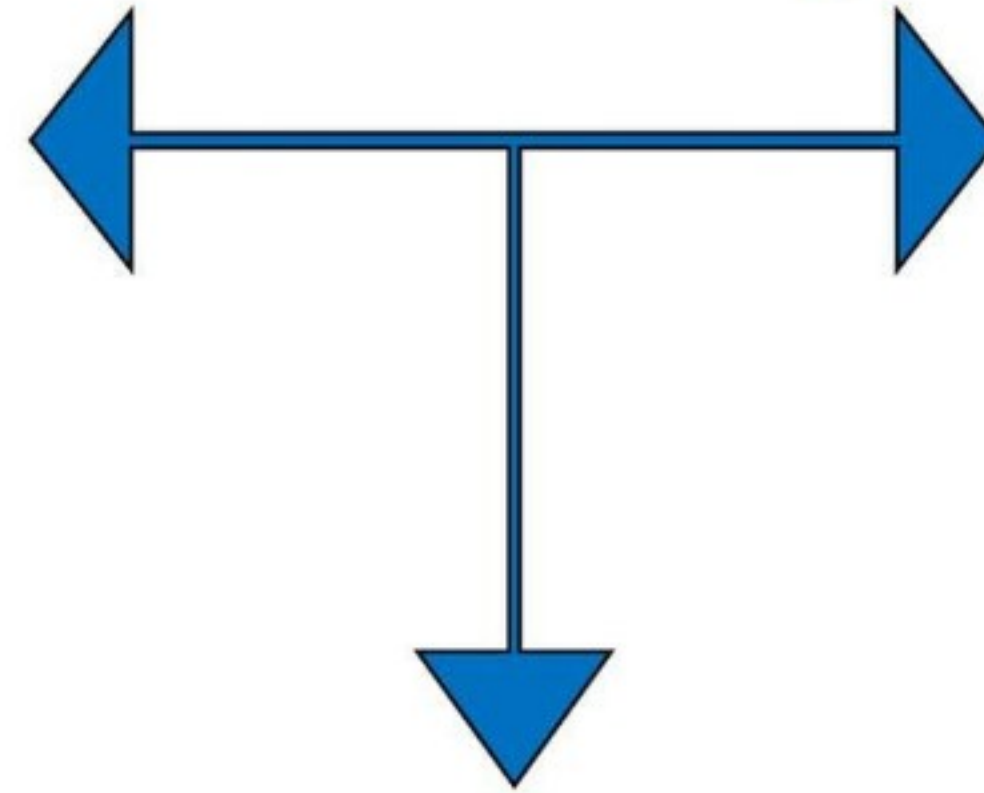


GI = Interaction between the product, the producers and the production area



PRODUCTION AREA

(Influence of natural conditions → the product is generally different from the ones produced elsewhere)



PRODUCERS' KNOW-HOW

(GI products are often traditional products, with a connection to the local knowledge and heritage)



PRODUCT WITH A SPECIFIC NAME AND SPECIFIC NAME OR REPUTATION

→ Consumers make a direct connection between the origin of the product and its specific characteristics/quality/reputation

A few GIs from Asia



**Conic Hat from Huế
(Vietnam)**



**Khao Kay Noi
(Lao PDR)**



**Kampot Pepper
(Cambodia)**



**Koh Trung Pomelo
(Cambodia)**



**Chiang Rai Phulae
Pineapple (Thailand)**



**Khao Hom Mali
Thung Kula
Rong Hai
(Thailand)**



**Houaphanh Silk
(Lao PDR)**



**Coffee Kintamani
(Indonesia)**

What do you want to achieve through GI protection? What benefits are you expecting?



Just Pomelos....



Promotion GI Pomelo in Thailand: Supermarket



GI Project Koh Trung Pomelo Protection and commercialisation



Value of GI Koh Trung Pomelo

(preliminary results)



Before GI (May 2017):

- Price of Pomelo from Koh Trung:
1,50 – 2,00 USD
- Price of non origin Pomelo: 0,50 USD
- ➔ Value of the reputation: **153'000 USD**
(278 families / 1'796 harvested trees)



With GI (2018):

- Price of GI Koh Trung Pomelo:
1,80 – 3,50 USD

With GI (June 2019):

- Price of GI Koh Trung Pomelo:
2,00 – 3,50 USD



“Producers’ benefits are clear... Geographical indications protect local value at a global level”

Janusz Wojciechowski, European Agriculture Commissioner

- **Worth** of EU GI products was **EUR 74.76 billion** in 2017 (+37% since 2010)
- **Value of whole exports** of EU GI products estimated **EUR 31.42 billion** in 2017 (= 42% of total sales value)
- **Global value premium** for EU GI products **EUR 40 billion** in 2017 (+ 38% since 2010)
- **Sales premium** for EU GI products were on average **double** than sales value for similar products without GI-certification in 2017

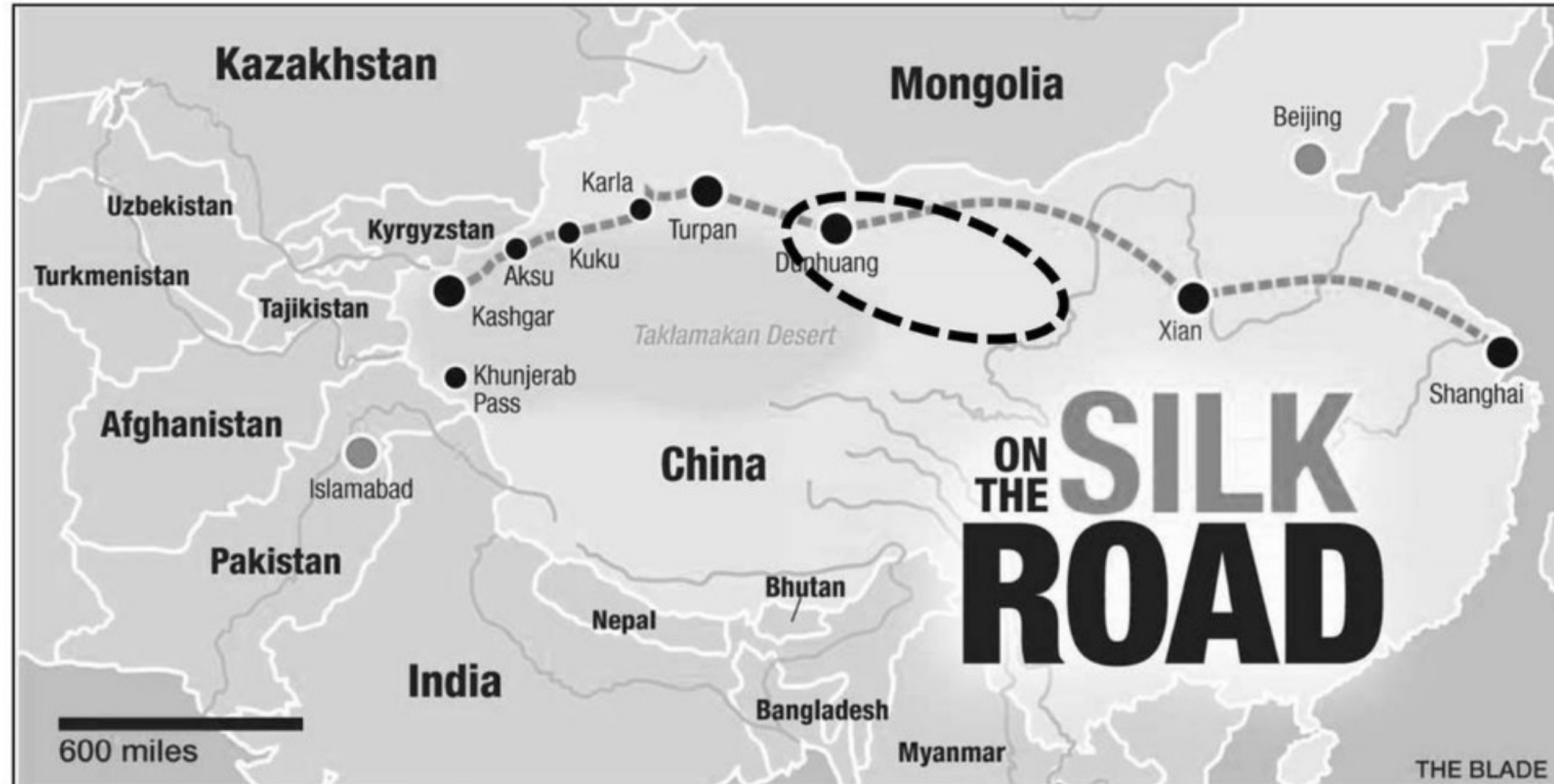


<https://op.europa.eu/en/publication-detail/-/publication/a7281794-7ebe-11ea-aea8-01aa75ed71a1>

GI Along the Silk Road

“One Belt One Road”

GANSU PROVINCE



“Birthplace of Chinese Medicine”

Famous GI such as:

- Xiangxian Angelica 岷县当归,
- Cangyuan Baizhi Codonopsis 渭源白条党参.

Other GI in Gansu: “Lanzhou Lily”, “Pingliang Gold Fruit”, “Kang County Black Fungus”, “Wudu Olive Oil”, “Dingxi Potato”, etc.

in 2014, the total output value of geographical indication products in Gansu Province was **14.597 billion yuan**, the annual profit was **5.499 billion yuan**, and the number of **direct employees reached 3.257 million**.



Xiangxian Angelica 岷县当归



Cangyuan Baizhi Codonopsis
渭源白条党参



Lanzhou Lily 兰州百合

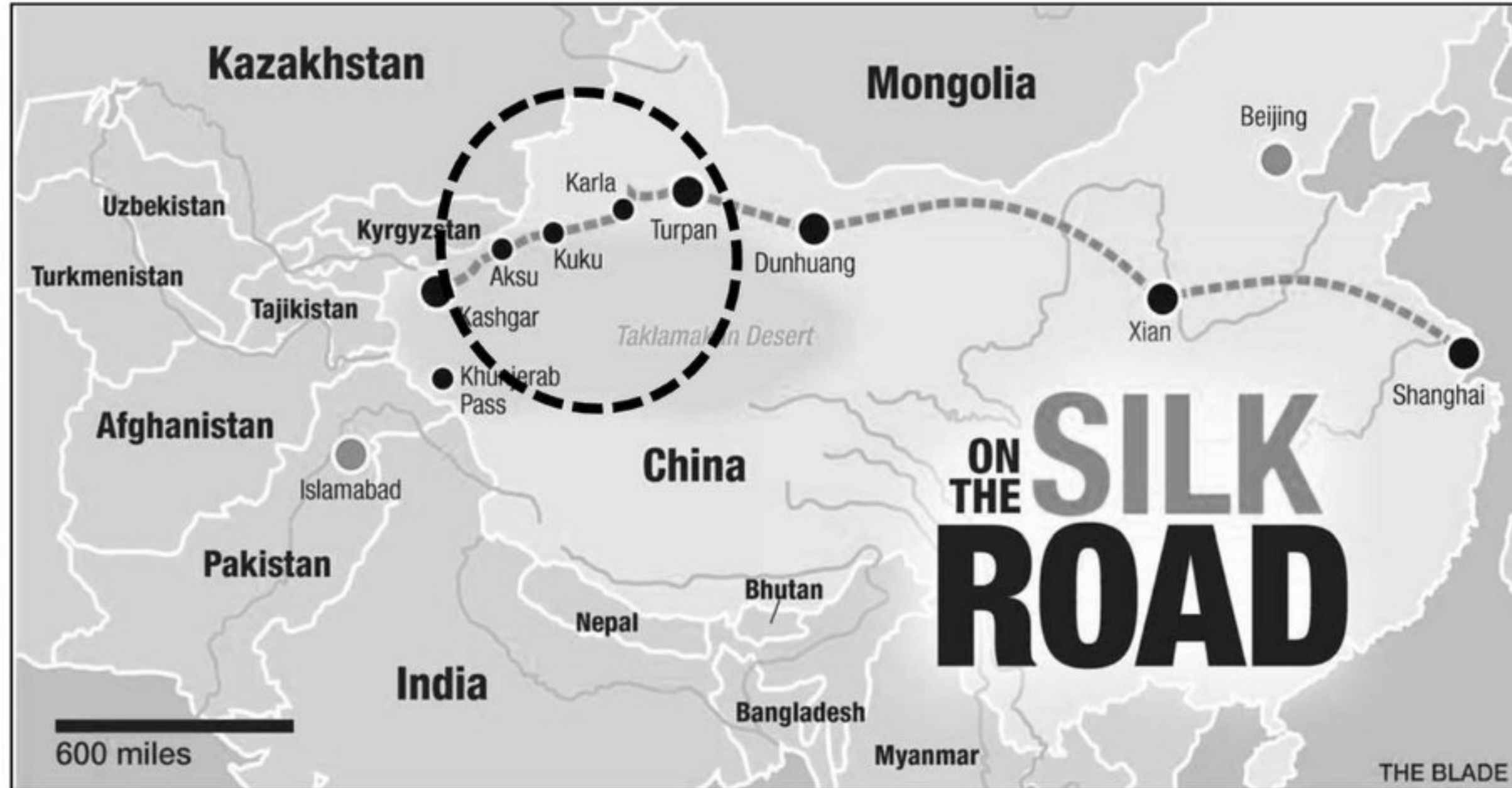


Dingxi Potato 定西马铃薯

GI Along the Silk Road

“One Belt One Road”

XINJIANG PROVINCE



“Fruit Town”

The unique natural environment and climate characteristics make Xinjiang a famous fruit and fruit town. As of the end of March 2017, Xinjiang has **83 geographical indication trademarks**.

The fruit industry in Xinjiang has **generated tens of billions of economic benefits each year**, and it has also become an important **ecological barrier** to blocking sand and improving the oasis climate in the Tarim Basin.

Turpan raisins 吐鲁番葡萄干: GI registration in 2003) most production as export to the Middle East and Europe along the Road.

Other Famous GI:

Turpan Grape 吐鲁番葡萄, Korla Fragrant Pear 库尔勒香梨, Akesu Walnut 阿克苏核桃



Korla Fragrant Pear 库尔勒香梨



Turpan Grape 吐鲁番葡萄



Turpan raisins 吐鲁番葡萄干



Akesu Walnut 阿克苏核桃



SUSTAINABLE DEVELOPMENT GOALS



Experience shows that GI Protection Schemes may have...

Positive economic effects

- production, price
- profitability,
- income distribution
- tourism



Positive effects on jobs

- direct & indirect jobs
- job qualification
- rural exodus

Positive effects for Environment

- Biodiversity
- Environment preservation
- Landscape

Positive effects for preserving traditions

- quality
- traditional know-how



Madd de Casamance



Banano de Costa Rica



Scotch Whisky



<https://www.wipo.int/ip-outreach/en/ipday/>



Grana Padano

A new geographical indication: *Madd de Casamance*

- Better forests management
- Harvest of the fruit limited to certain periods
- Establishment of internal audits

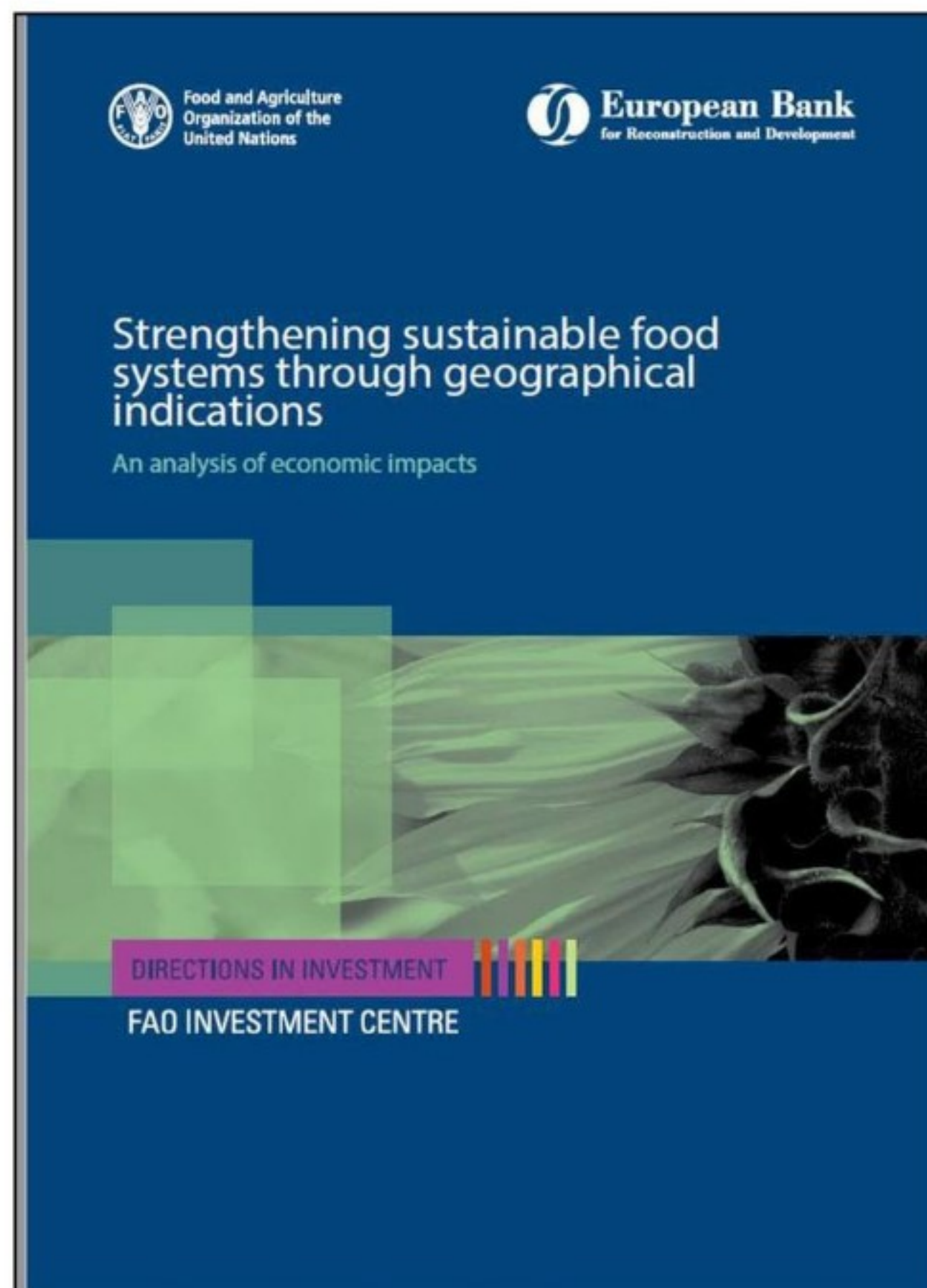




Recognition and valorization of emblematic products and tradition

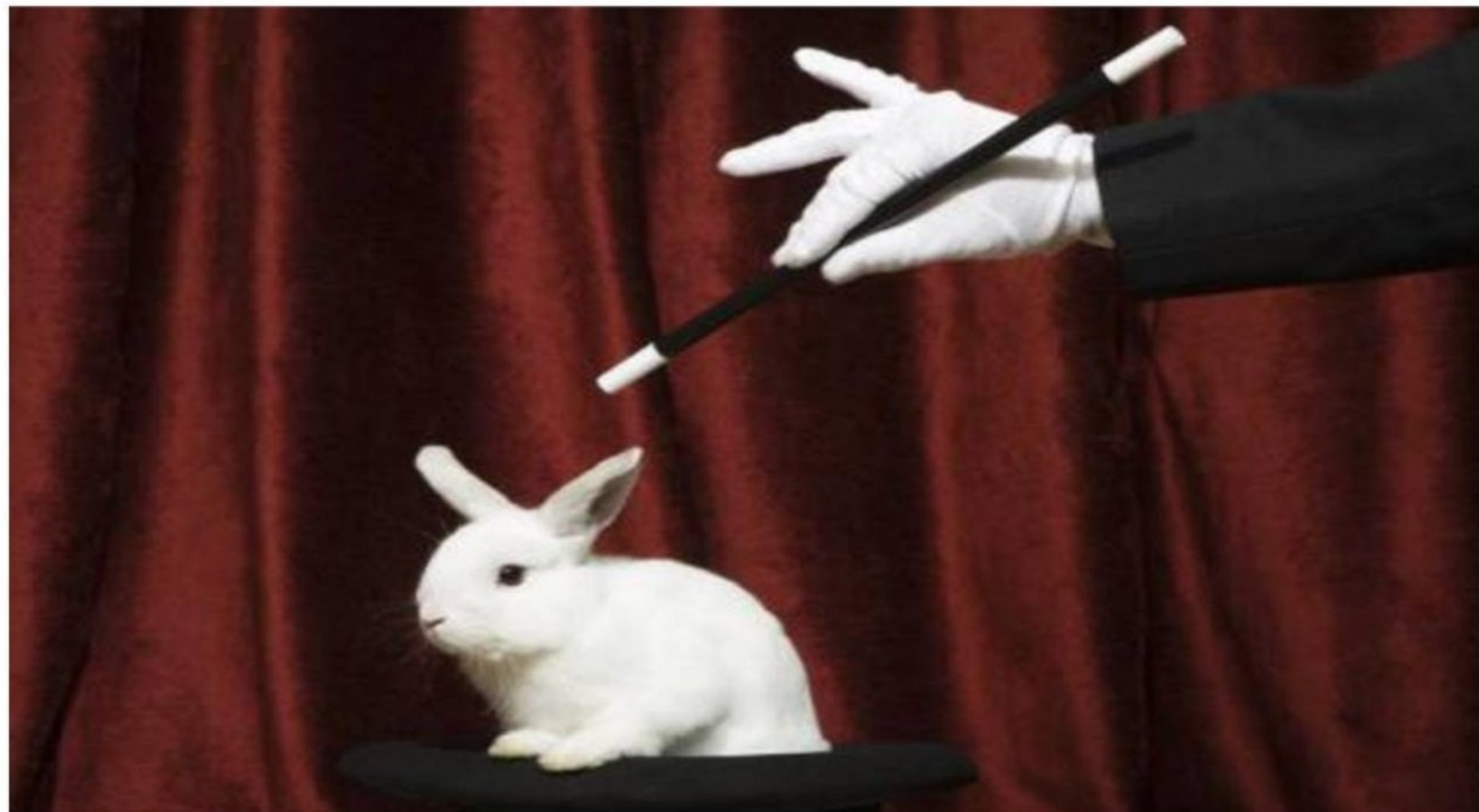


FAO/EBRD Study on socio-economic impact



<http://www.fao.org/3/I8737EN/i8737en.pdf>

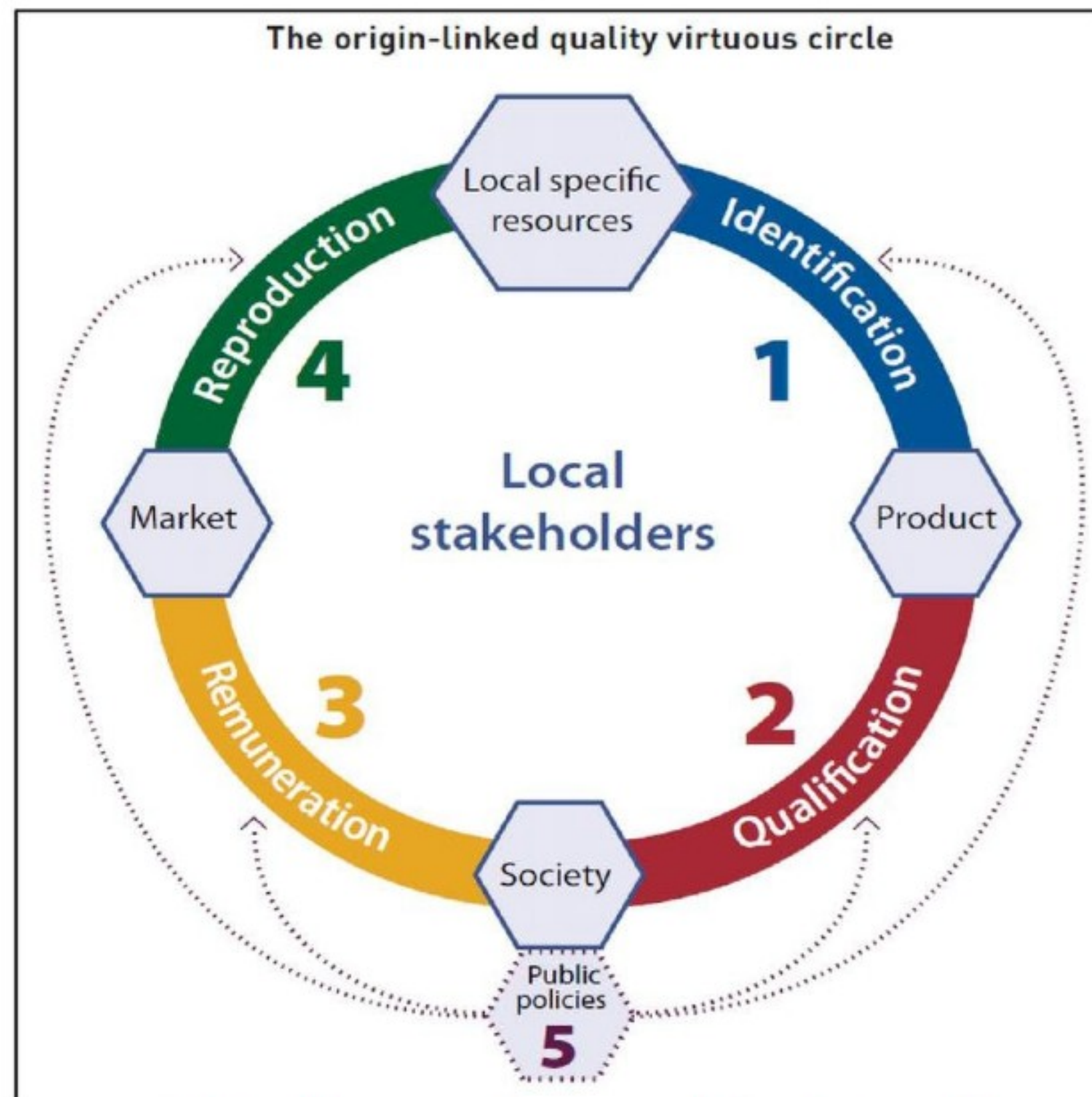
AOs/GIs are not a magic tool ..



**... they require a collective effort
at several levels**

SYNERGI/FAO Virtuous Circle: a methodology for sustainable AOs/GIs

SYNERGI/FAO Virtuous Circle for GIs is a methodology which indicates the necessary steps to respect for the setting-up of GIs at the national level:



- 1) **Identification**: assessment of potential (link to the origin)
- 2) **Qualification**: establishment of collective organization, code of practice, control
- 3) **Remuneration**: marketing aspects
- 4) **Reproduction of local resources**: ensuring sustainability
- 5) **The role of public policies in the overall process**

See: <http://www.fao.org/food-quality-origin/accueil/fr/>

Q&A



Use [menti.com](https://www.menti.com) in your mobile phones

or raise your hand to speak in **GotoMeeting**



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

1 questions 0 upvotes

II

How to protect geographical indications?



How do you protect GI? What is the legal framework?

Law

Trademark

By legislation

sui generis protection and
collective marks in trademark

Nothing at the moment

Through collective and
certification markd or using a sui
generis system

Yes ... GI Law and/or collective
marks and certification marks

Legislation

Law

How do you protect GI? What is the legal framework?

A sui generis law- by registering the product

common law at the moment since no specific law relating to geographical indicators

Legislating according to Lisbon system

Registered with the IP officer under GI legislation.

Registration

Enact a sui generis law. That law will be strictly about GI

Variety of Means to Protect GIs

■ *Sui generis* legislation



■ Trademark system (collective/certification marks)



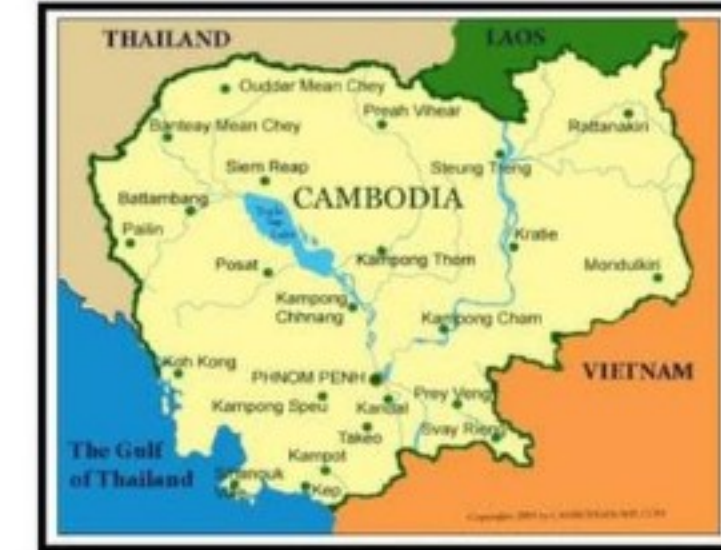
■ Administrative systems (labelling, etc.)

■ Legislation on unfair competition / passing off

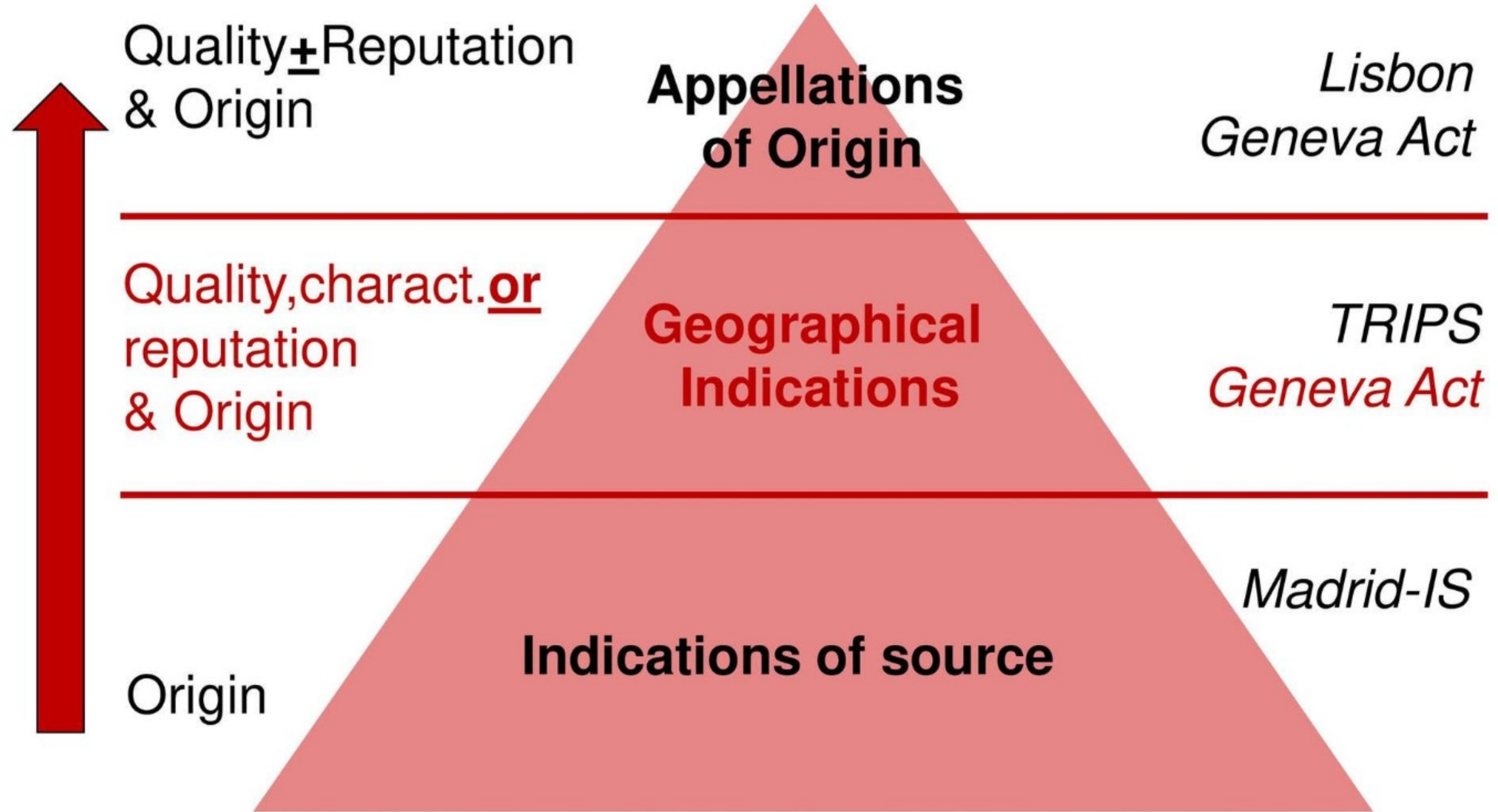
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**KAMPOT
PEPPER**



IS, GIs, AOs: What is the Difference ?



GIs, AOs: What is the Difference ?

AO

- Protected **denomination**
- **Known as referring to a geographical area**
- **Designating** a good as originating therein
- Quality or characteristics **and reputation**
- **Due to the geographical environment** (*natural factors and human factors*)

GI

- Protected **indication**
- **Known as referring to a geographical area**
- **Identifying** a good as originating therein
- Quality, **reputation or** other characteristic
- **Attributable to its geographical origin** (*natural factors and/or human factors*)

GIs: Availability of Protection



- Need to meet the **definition of GI**
- In principle, need to have a **group of producers** (*inclusiveness producers & decision making process*)
- In principle, need to provide a **regulation/book of specifications** and information on tipicity of the good, production method, plan of control, etc.
- Often proof of **payment of fees**

GIs: Scope of Protection

- Protection against use of the GI on goods:
 - **not having the corresponding origin, or**
 - **not respecting the book of specifications**
- Protection against **misleading use** of the GI or against undue exploitation of its reputation
- Protection against use in **translation** or with expression such as “style”, “kind”, etc.
- Protection against subsequent registration of **trademarks**
- Often protection **against becoming a generic term**
- Often **unlimited protection** (without need for renewal)

GIs: Grounds for Refusal

- **Generic terms of products**
(principle of territoriality)
- **Plant variety or animal breeds**
- **Prior good faith trademarks**
NB: Limited exception for coexistence with GI
- **Homonymy**
NB: Coexistence, unless public mislead
- **Public order**
- **Protection in the country of origin**

What are Trademarks (TM) ?

A trademark is a **sign capable of distinguishing the goods or services of one enterprise from those of other enterprises**. Trademarks are protected by intellectual property rights.



Collective and Certification Marks



Collective Mark

- Holder: association of producers
- Holder may use the mark
- Can only be used by members of the association
- Control by association of producers



Certification Mark

- Holder: independent entity
- Holder cannot use the mark
- Control by owner of CTM
- Can be used by all those who comply with the regulations for the use of the mark

TM: Availability and Scope of Protection

- Meet the definition of TM

(inherently capable of distinguishing goods or services; words, numerals, figurative elements etc.)

- Protection against use of the TM by third parties **not having the TM owner's consent** from using, in the course of trade, identical or similar signs for goods or services which are identical or similar to those in respect of which the trademark is registered where such use would result in a **likelihood of confusion**
- In case of the use of an identical sign for identical goods or services, a **likelihood of confusion shall be presumed**
- **Obligation to use the TM**

Geographical Indications and Trademarks: *two rights with own specificities*



GIs

- Refers to the **geographical origin** of products
- **Guaranty of geographical origin** + quality, reputation and/or character
- **Collective** approach
- "Ownership" of **producers**
- Production linked to a geographical area
- Often substantive/technical examination, often with public consultations

Trademarks

- **Distinctive sign** (non descriptive, exception for GIs)
- **Can** guaranty geographical origin (CTM / CollTM)
- Often individual approach exception CollTM / CTM
- Certification mark (CTM) **cannot be used by his holder** (= certifier)
- Can be produced everywhere (**delocalisable**)
- Examination on absolute or formal grounds



Case study: Darjeeling

Darjeeling (tea):

- GI from India → EU
- CTM GI Association → EU / USA



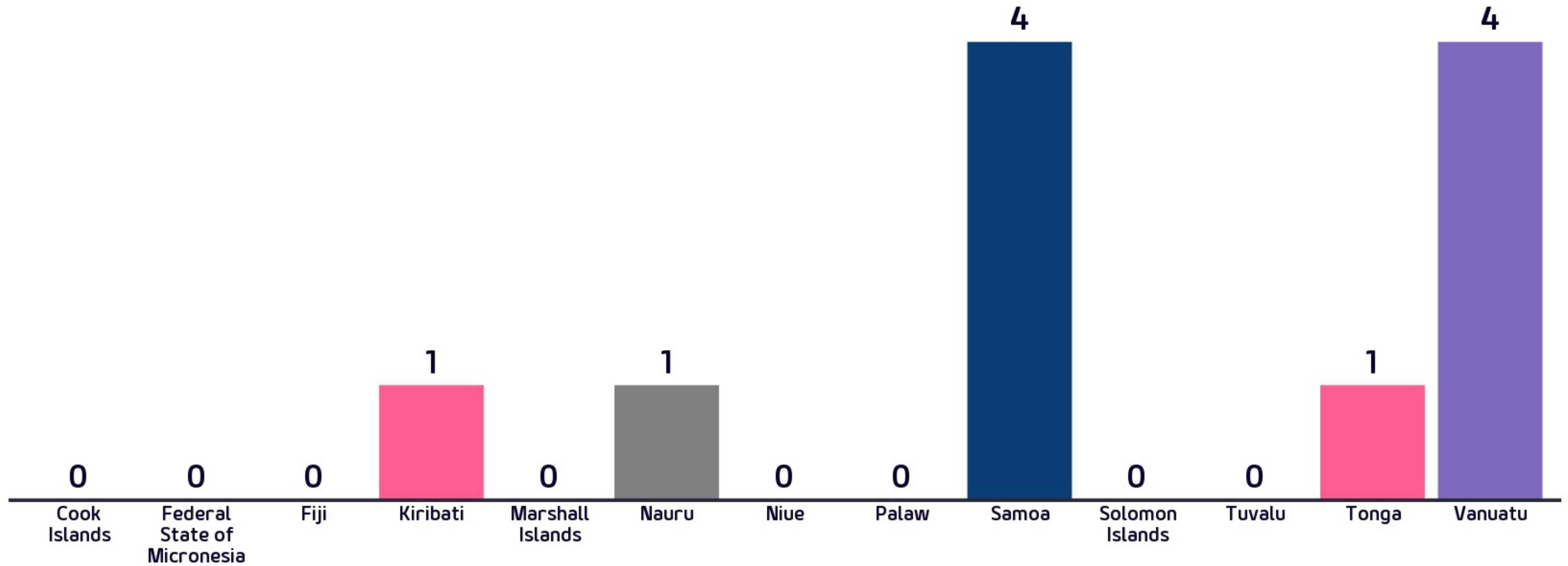
Darjeeling (lingerie):

- Private TM

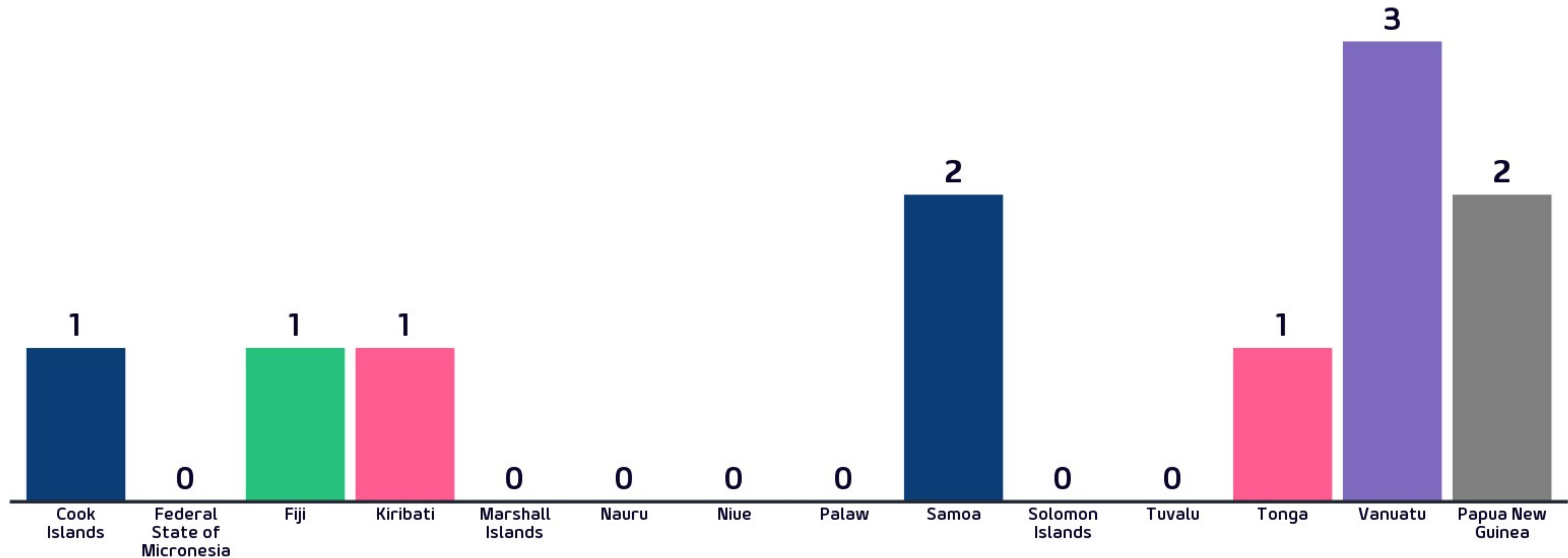


Which countries have laws protecting GI?

Let us know...



Which country is considering to amend its laws to include GI protection? Let us know if your country is interested.



Why do you want to offer GI protection? Any product/industry in mind that will benefit from it?

Agriculture products

Value addition

Protect our brands and products in the world market

Enhance market access, nonu, ava, taro, popo, vai, koko and other Samoan products/commodities including handicrafts e.g. designs

Couple of products, black pearls, coral leis, other agriculture products

To differentiate Vanuatu best Kava to consumers

Fiji produces some products that have the potential to be GI's.

Job creation for people

Because of some of the reputation of our agricultural products.

Why do you want to offer GI protection? Any product/industry in mind that will benefit from it?



Tourism

handicrafts and Christmas Island salt

Protection from imitation products, commonly sold in the Pacific. Industry like tourism will be mostly protected, different handicrafts for different Pacific countries



Any questions so far?

Q&A

Use [menti.com](https://www.menti.com) in your mobile phones



or raise your hand to speak in **GotoMeeting**



1 questions
0 upvotes

III

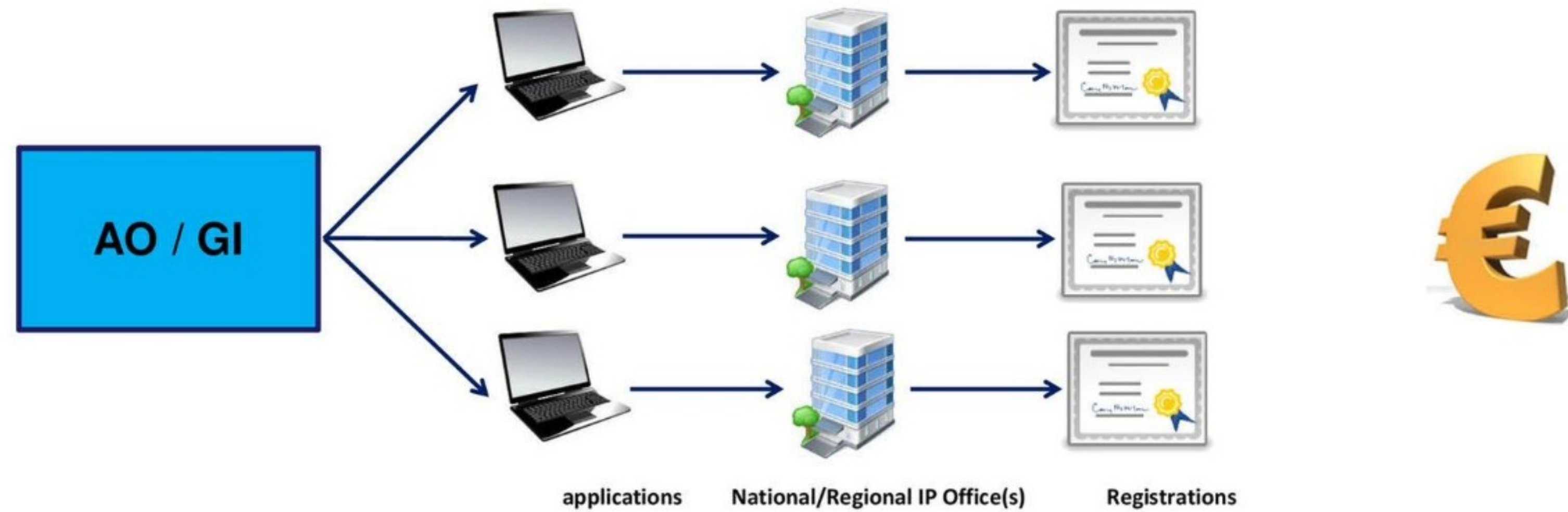
How to protect your GIs on third markets?

Why is it important?



How to protect GIs abroad ?

■ Direct applications in third countries



■ Bilateral agreements

How to protect GIs abroad ?

■ Multilateral agreements

- **TRIPS Agreement (WTO)**
Protection of geographical indications (GIs)
- **Madrid Protocol/Agreement (WIPO)**
Registration of trademarks
- **Lisbon Agreement / Geneva Act (WIPO)**
Registration and Protection of AOs and GIs



The Agreement on Trade-related Aspects of Intellectual Property Rights (1994) (TRIPS Agreement)



Protection of Geographical Indications (GIs) in the WTO/TRIPS Agreement



- **Definition** of geographical Indications (Art. 22.1)
- **Basic level of protection** for GIs identifying all kinds of goods (Art. 22.2 - 22.4)
- **Additional level of protection** for GIs identifying wines and spirits (Art. 23)
- **Future negotiations and exceptions** (Art. 24)

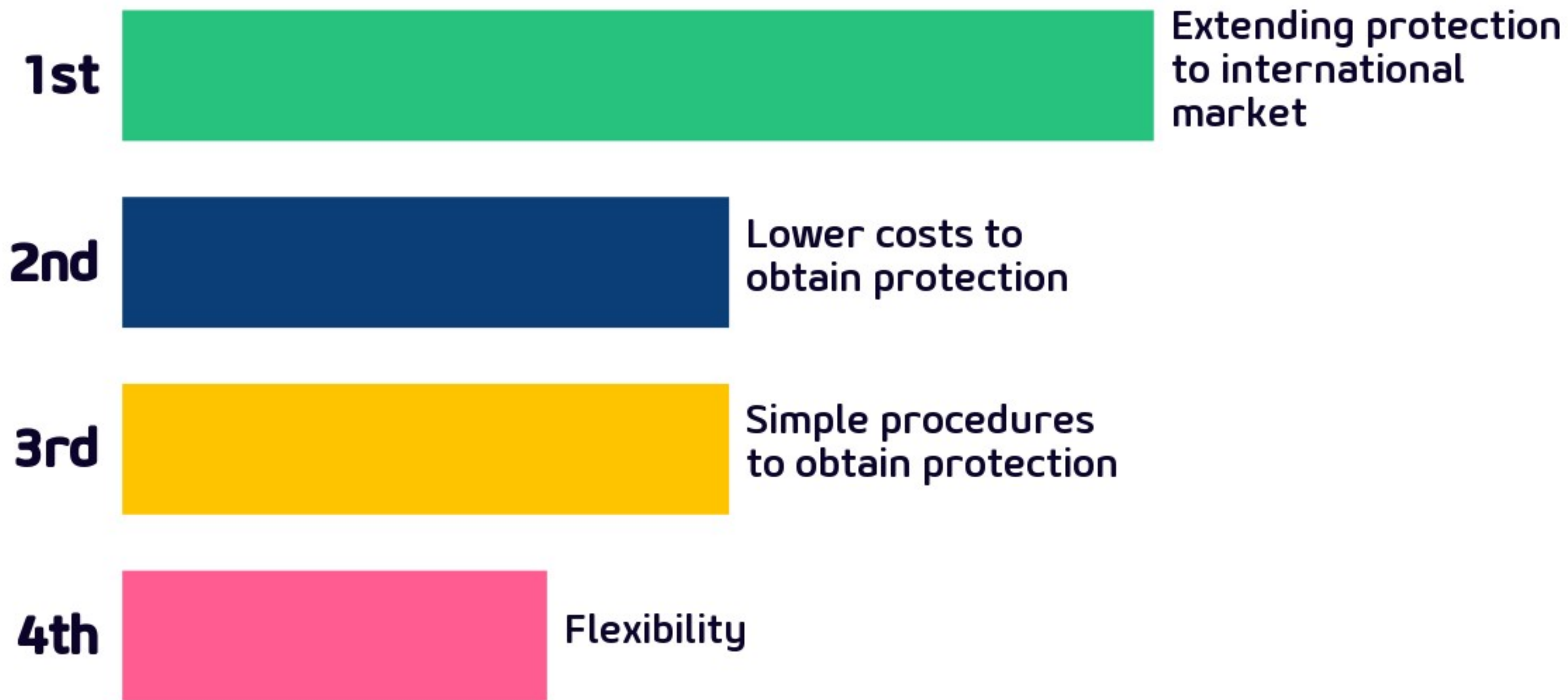
Lisbon System – The International System of Geographical Indications

- *Lisbon Agreement (1958, 1967)*
30 Contracting Parties/Countries
- ***Geneva Act of the Lisbon Agreement (2015)***
6 Contracting Parties (= 33 countries)

Lisbon System overall protection: 53 countries



If your country joins the Lisbon system, what would be the greatest benefit to your local producers? Rank highest to lowest.



The Lisbon System (Geneva Act)

Cost Effective



- Facilitates the **international protection** of appellations of origin (AOs) and geographical indications (GIs) with a **single registration procedure** (*“simple and accessible”*)
- Offers **the only International Register of AOs and GIs**
- Protects **all kinds of products**

The Lisbon System (Geneva Act)

Legal Benefits

- **Indefinite protection** in **all Lisbon Members**
(including in futures ones)
 - *exception: refusal, invalidation, renunciation of protection, and*
 - *as long as the AO/GI is protected in the Contracting Party of Origin (no renewal fees)*
- **High level protection** of the registered **AOs/GIs** in the other Lisbon members
- **Protection against becoming generic** in the other Lisbon members
- **Title for taking legal action**

The Lisbon System (Geneva Act)

Flexibilities



- Flexibility as to the **type of legislation** under which a Contracting Party protects registered **AOs/GIs** (*sui generis*, trademarks, etc.)
- Inclusion of **safeguards**:
 - *prior trademarks rights;*
 - *personal names used in business;*
 - *plant variety or animal breed denominations;*
 - *generic terms;*
 - *possibility for interested parties to request refusal*
- Possibility to request **individual fees**

What products that are closely linked to your country are exported to international markets? State your country and the product



black pearls
coral leis to hawaii
sandalwood
kava
coffee
beef

How to use the Lisbon System to Obtain Protection for your GIs in other Lisbon Members?



How to protect your GI abroad?



Noni juice



Kava



Coconut cream / *Péepée*



International Application



LISBON AGREEMENT FOR THE PROTECTION OF APPELLATIONS OF ORIGIN AND THEIR INTERNATIONAL REGISTRATION AND GENEVA ACT OF THE LISBON AGREEMENT ON APPELLATIONS OF ORIGIN AND GEOGRAPHICAL INDICATIONS

APPLICATION FOR INTERNATIONAL REGISTRATION¹

To be submitted to the International Bureau of the World Intellectual Property Organization (WIPO)
34, ch. des Colombettes, CH-1211 Geneva 20 (Switzerland)
Tel: + 41 22 338 91 11
E-mail: lisbon.system@wipo.int – Internet: <https://www.wipo.int/lisbon>

1. Contracting Party of Origin:
(See Rule 5(2)(a)(i))

2(a) Competent Authority presenting the application:
(Indicate name and address of the Authority; see Rule 5(2)(a)(ii))

2(b) In the case of an application filed directly under Article 5(3) of the Geneva Act, beneficiaries entitled to use an appellation of origin or a geographical indication, or natural person or legal entity having legal standing to assert the rights of the beneficiaries or other rights in the appellation of origin or geographical indication:
(Indicate name, address and contact details of the beneficiaries, natural person or legal entity; see Rule 5(2)(a)(iii))

2.c) Commonly designated Competent Authority that files the application, in the case of a joint application concerning a trans-border geographical area:
(Indicate name, address and contact details of the Authority; see Article 5(4) of the Geneva Act and Rule 5(2)(a)(ii))

¹ Under Rule 5 of the Common Regulations under the Lisbon Agreement and the Geneva Act of the Lisbon Agreement (Common Regulations).

geographical indication in the official language has two or more official languages, in the geographical indication is contained in the text in the Contracting Party of Origin:

Geographical Indication

.....

Geographical indication:
3(a) is in other than Latin characters, a transcription should follow the phonetic rules of the language of the international

languages as the Competent Authority of a Contracting Party, if necessary, use an additional sheet; see Rule 5(2)(a)(ii).

Language of the translation

.....

For a geographical indication or other right to assert the rights of the beneficiaries of the geographical indication:
is not possible, by name – if necessary using the phonetic transcription of the name in Latin characters, a transliteration in Latin characters according to the phonetic rules of the language of the international

.....
No.

.....
On behalf of

.....
References dd/mm/yyyy

.....
References dd/mm/yyyy

.....
Information regarding the application fees) in the reference of your

Signature of the Competent Authority:

.....

Signature of the beneficiary(-ies), natural person or legal entity:

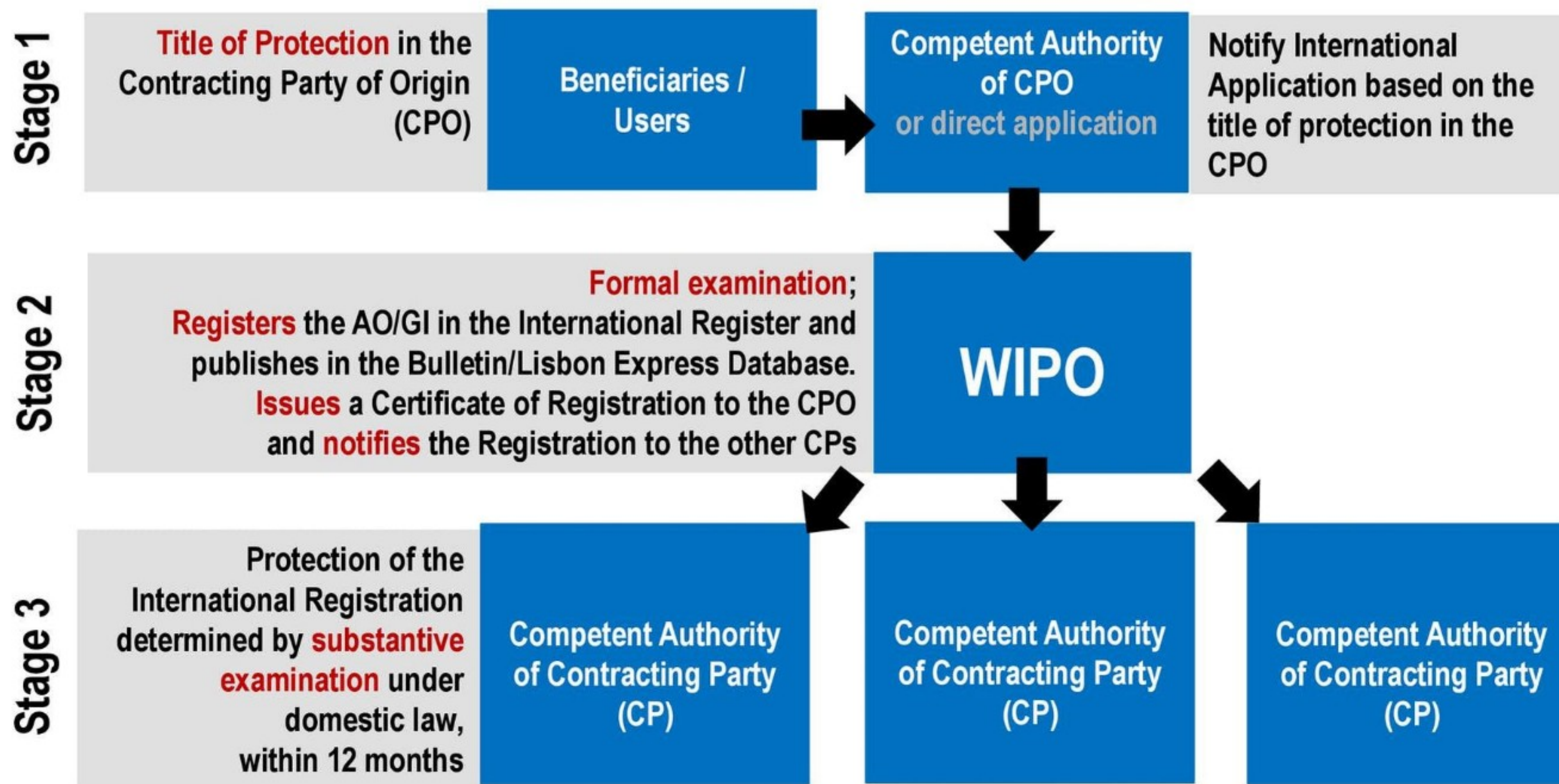
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Application procedure: mandatory requirements (Rule 5(2))

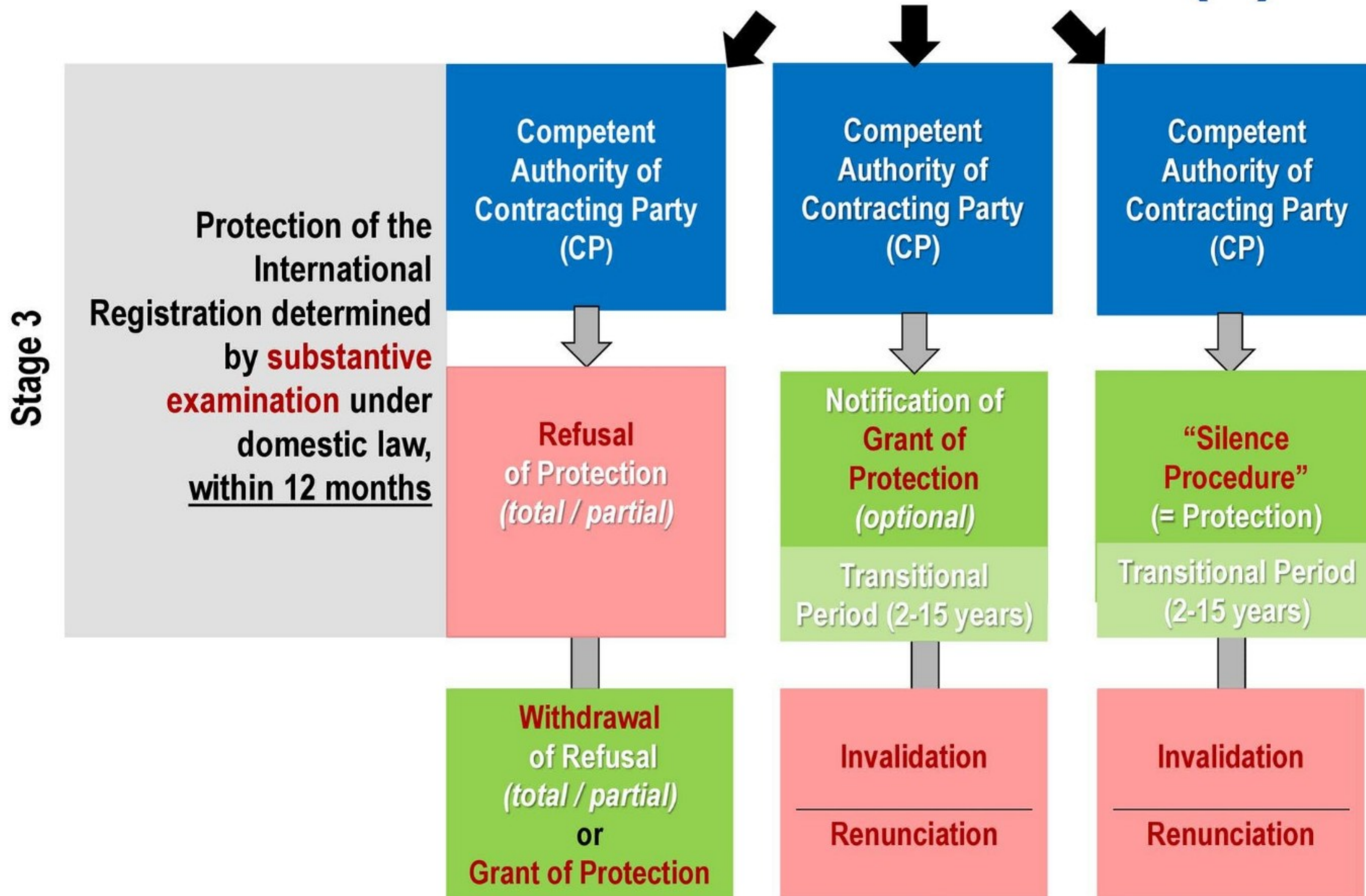
- The **Contracting Party of Origin**
- The **Competent Authority** or (direct) applicants
- The **beneficiaries** or
the natural persons or legal entity referred to in Art. 5(2)(ii)
- The **AO/GI**
- The **good(s)** to which the AO/GI applies
- The geographical **area of production/origin** of the good(s)
- Details of the registration, or legislative or administrative provision, or judicial decision, by virtue of which the AO/GI is **protected in the Contracting Party of Origin**
- **Registration fees** (1000 CHF \cong 1000USD)
+ individual fees (if requested by third CPs)

How the Geneva Act Works

The International Registration and Protection Process



How the Geneva Act Works (2)



WIPO/LISBON International Registration Certificate




WIPO LISBON
 The International System
 of Appellations of Origin

WORLD INTELLECTUAL PROPERTY ORGANIZATION
 34, chemin des Colombettes, CH-1211 GENEVE 20 (Switzerland)
 Telephone (+41) 22 338 91 11 - Facsimile (Lisbon System): (+41) 22 338 84 10
 E-mail: lisbon.system@wipo.int - Internet: <http://www.wipo.int>

**LISBON AGREEMENT
 FOR THE PROTECTION OF APPELLATIONS OF ORIGIN
 AND THEIR INTERNATIONAL REGISTRATION**

REGISTRATION CERTIFICATE

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications listed on the verso and subsequent pages correspond to the recording made in the International Register of Appellations of Origin, at the date of the registration, in accordance with the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration.

Geneva, March 24, 2014

International Bureau of the World Intellectual Property
 Organization (WIPO)

 Mark/Geneva
 Head
 Lisbon Registry


WIPO LISBON
 The International System
 of Appellations of Origin

APPELLATION D'ORIGINE / APPELLATION OF ORIGIN / DENOMINACIÓN DE ORIGEN

notifiée aux administrations compétentes des pays parties à l'Arrangement de Lisbonne concernant la protection des appellations d'origine et leur enregistrement international, du 31 octobre 1958, révisé à Stockholm le 14 juillet 1967 [Article 5.2 de l'Arrangement] /
 notified to the competent authorities of the countries party to the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration, of October 31, 1958, as revised at Stockholm on July 14, 1967 [Article 5.2 of the Agreement] /
 notificada a las administraciones competentes de los países parte del Arreglo de Lisboa relativo a la protección de las Denominaciones de Origen y su Registro Internacional, del 31 de octubre de 1958, revisado en Estocolmo el 14 de julio de 1967 [Artículo 5.2 del Arreglo].

Date d'enregistrement / Registration Date / Fecha de registro	N° d'enregistrement / Registration No. / N.° de registro
11 mars 2014 March 11, 2014 11 de marzo de 2014	924

Pays d'origine / Country of origin / País de origen
Italie / Italy / Italia

Appellation d'origine / Appellation of origin / Denominación de origen
ASIAGO

Traduction de l'appellation / Translation of the appellation / Traducción de la denominación
 Russo: / Russian: / Русо
 Chinois (Mandarin) / Chinese (Mandarin) / Chino (Mandarin): **阿西阿**
 Administration compétente / Competent authority / Administración competente
 Conformément à la règle 4.1(a)(i) et (ii) / Under Rule 4.1(a)(i) and (ii) / De conformidad con el Artículo 4.1(a)(i) y (ii)
 Office italien des brevets et des marques (UIBM) /
 Italian Patent and Trademark Office (UIBM) /
 Oficina Italiana de Patentes y Marcas (UIBM)

Titulaires du droit d'usage de l'appellation d'origine / Holders of the right to use the appellation of origin /
 Titulares del derecho a usar la denominación de origen
 Consorzio per la Tutela del Formaggio Asiago

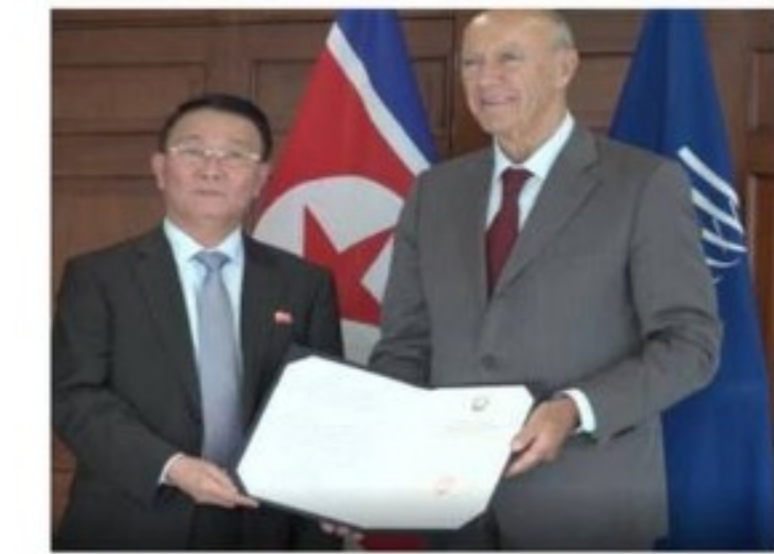
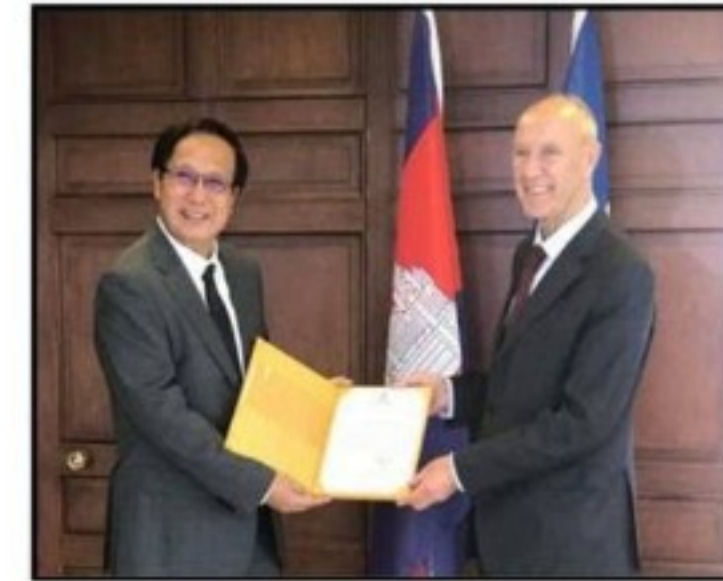
Adresse des/les titulaires du droit d'usage de l'appellation d'origine / Address of the holder/s of the right to use the
 appellation of origin / Dirección del/de los titulares de utilizar la denominación de origen
 Siège social / Registered office / Dirección fiscal:
 Piazzale della Stazione 1, 36012 Asiago (VI), Italy

• Decreto del Presidente de la República de 21 de diciembre de 1978
 • Reglamento (CE) n. 1107/96 de la Comisión de 12 de junio de 1996

Members of the Lisbon System / Geneva Act

6 Contracting Parties = covering 33 countries

- **Cambodia** (March 2018)
- **Albania** (June 2019)
- **Samoa** (October 2019)
- **DPR Korea** (October 2019)
- **European Union** (Nov. 2019)
= **27 EU Member States**
(Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Rep., Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden)
- **Lao PDR** (November 2020)

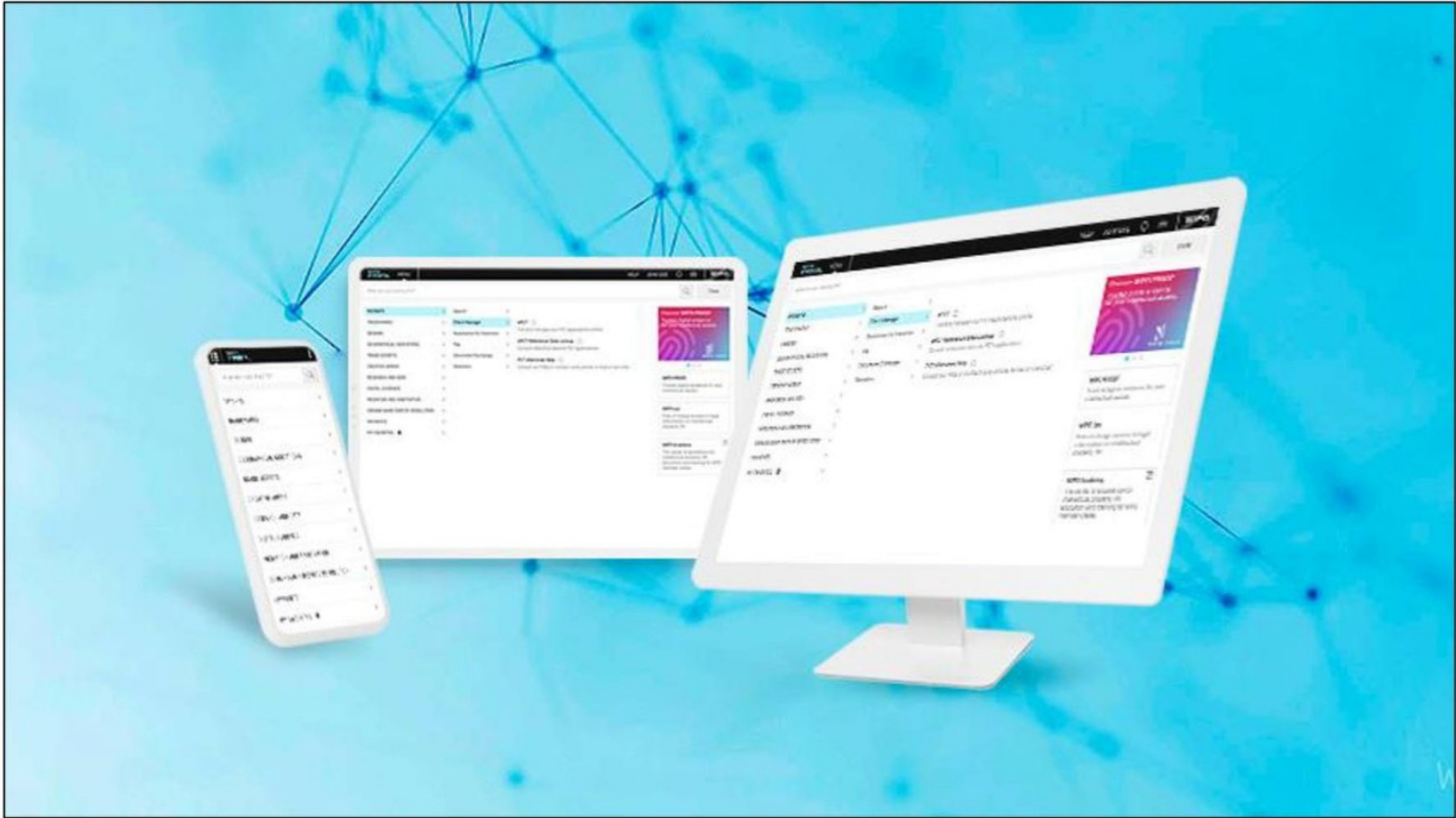


Accession Outlook...



- **Asia/Pacific:** Iran, Oman, Bhutan, Mongolia, Gulf Countries
- **Africa:** Cameroon, Tunisia, Algeria, Cabo Verde, Mozambique, Senegal, OAPI & its MS
- **Americas:** Jamaica, Peru, Costa Rica, Ecuador, Guyana, Mexico, Nicaragua,
- **Europe/Caucasus/Central Asia:** Moldova, Serbia, Switzerland, Russian Fed., EU Member States

WIPO IP PORTAL: “E-Lisbon” ...



Registered Appellations of Origin



The LISBON EXPRESS Database

WIPO IP PORTAL MENU Lisbon Express What is this? x

Search Appellations of Origin (Lisbon Express)

This database contains information on all the appellations of origin entered, in accordance with the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration, in the international register kept by the WIPO International Bureau and which are in force.

results options **Structured Search**

Search =

AND Number =

AND Appellation =

AND Country of Origin =

AND Area of Production =

AND Product =

AND Category =

AND Nice Classification =

AND Holder =

AND Date From:
All To:

AND Status by country =

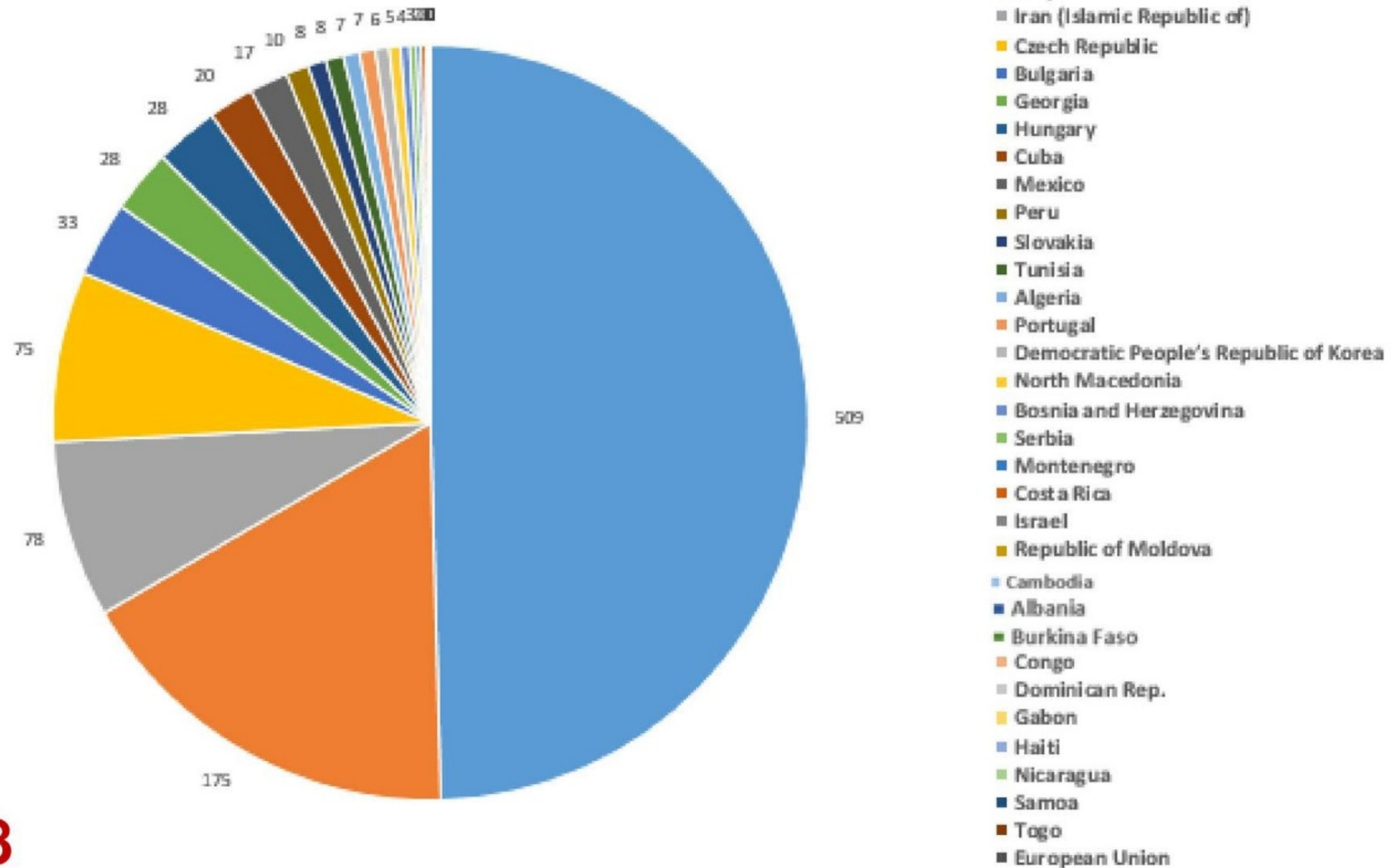
Show cancelled records

The Bulletin



The Bulletin is the official publication of the Lisbon System. It is issued by WIPO for the publication of new registrations and other recordings in the International Register, as well as information concerning changes in the legal framework of the Lisbon System. In addition, the Bulletin contains statistical information concerning registered appellations of origin and geographical indications.

Lisbon Registry



1028
registrations
(received)
 (October 2020)

Examples of Appellations of Origins (AO) in the Lisbon Registry



CAFE VERACRUZ
(840 / Mexico)



BANANO DE COSTA RICA
(900 / Costa Rica)



REBLOCHON
(458 / France)



**NOCCIOLA DEL PIEMONTE /
NOCCIOLA PIEMONTE**
(932 / Italy)



**TOKAJ / TOKAYER /
TOKAY** (527 / Hungary)



VALPOLICELLA
(519 / Italie)



VINHO VERDE
(564 / Portugal)



**NOVOHRADSKÁ PŘÍRODNÍ
MINERÁLNÍ DOBRÁ VODA**
(848 / Czech Republic)



HEREND
(737 / Hungary)



CHULUCANAS
(869 / Peru)



**IRAN'S KORDESTAN
MARBLE** (1105 / Iran)



**SAROUGH HANDMADE
CARPET** (956 / Iran)

Possible risks for a non-protected GI

- Producers outside the zone may use it and benefit from the reputation of the origin product ("**free-riding**")
- Third parties may register the denomination as **trademarks** and prevent the protection of the GI
- The name of the origin product might be transformed into a **generic term** (*common name of a given kind of product*)

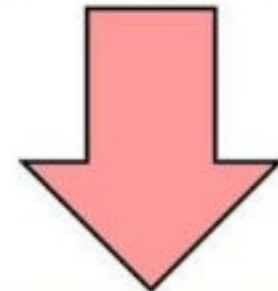
Practical evidence: AO 924 – ASIAGO



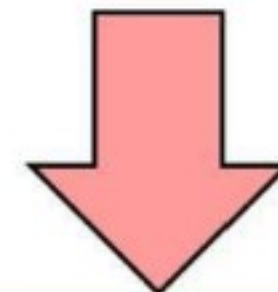
Vs



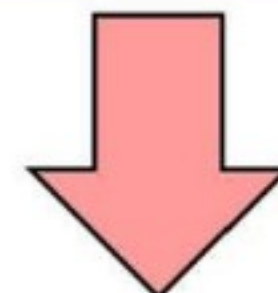
International Application by Cambodia for Kampot Pepper Producers Association



**DIPC-MoC
Cambodia**



WIPO/LISBON



Other Lisbon (Geneva Act) Members (= 32 countries)

LISBON AGREEMENT FOR THE PROTECTION OF APPELLATIONS OF ORIGIN AND THEIR INTERNATIONAL REGISTRATION AND GENEVA ACT OF THE LISBON AGREEMENT ON APPELLATIONS OF ORIGIN AND GEOGRAPHICAL INDICATIONS

APPLICATION FOR INTERNATIONAL REGISTRATION¹

To be submitted to the International Bureau of the World Intellectual Property Organization (WIPO), 48, ch. des Colombettes, CH-1211 Geneva 20 (Switzerland). Tel. +41 22 319 91 11. E-mail: tbl@wipo.int - Internet: <http://www.wipo.int/lisbon>

1. Contracting Party of Origin:
See Rule 3(2a)(i).

2(a) Competent Authority presenting the application:
Indicate name and address of the Authority; see Rule 3(2a)(ii).

2(b) In the case of an application filed directly under Article 5(3) of the Geneva Act, beneficiaries entitled to use an appellation of origin or a geographical indication, or natural person or legal entity having legal standing to assert the rights of the beneficiaries or other rights in the appellation of origin or geographical indication:
Indicate name, address and contact details of the beneficiaries, natural persons or legal entity; see Rule 3(2a)(iii).

2(c) Commonly designated Competent Authority that files the application, in the case of a joint application concerning a trans-border geographical area:
Indicate name, address and contact details of the Authority; see Article 10(1) of the Geneva Act and Rule 3(2a)(iv).

¹ Under Rule 7 of the Common Regulations under the Lisbon Agreement and the Geneva Act of the Lisbon Agreement (Common Regulations).

or geographical indication:
Indicate the name of the appellation of origin or geographical indication in the official language of Origin or, if the Contracting Party of Origin has two or more official languages, in the state in which the appellation of origin or the geographical indication is concerned in the form, by virtue of which protection is granted in the Contracting Party of Origin.

Origin or Geographical Indication

appellation of origin or geographical indication:
Indicate the appellation of origin or geographical indication specified under 2(a) in other than Latin characters, as long as it should be given, this transcription should follow the phonetic rules of the language of the appellation; see Rule 3(2)(b).

appellation of origin: (optional)
Where of origin may be applied in as many languages as the Competent Authority of a Contracting Party in the Lisbon Agreement wishes, if necessary, see an additional sheet; see Rule 3(2)(c).

Language of the translation

If to use an appellation of origin or a geographical indication or legal entity having legal standing to assert the rights of the beneficiaries appellation of origin or geographical indication:
Indicate the name of the beneficiary, natural person or legal entity, by name - if necessary using a collective designation - if necessary, see an additional sheet; see Rule 3(2)(d).

elements referred to in 4(a) above:
Indicate the name of the beneficiary, natural person or legal entity, by name - if necessary using a collective designation - if necessary, see an additional sheet; see Rule 3(2)(e).

Confirmed by WIPO WIPO receipt No. _____

Account with WIPO: _____

Bank account: _____

Payment reference: _____

Payment reference: _____

Date: _____

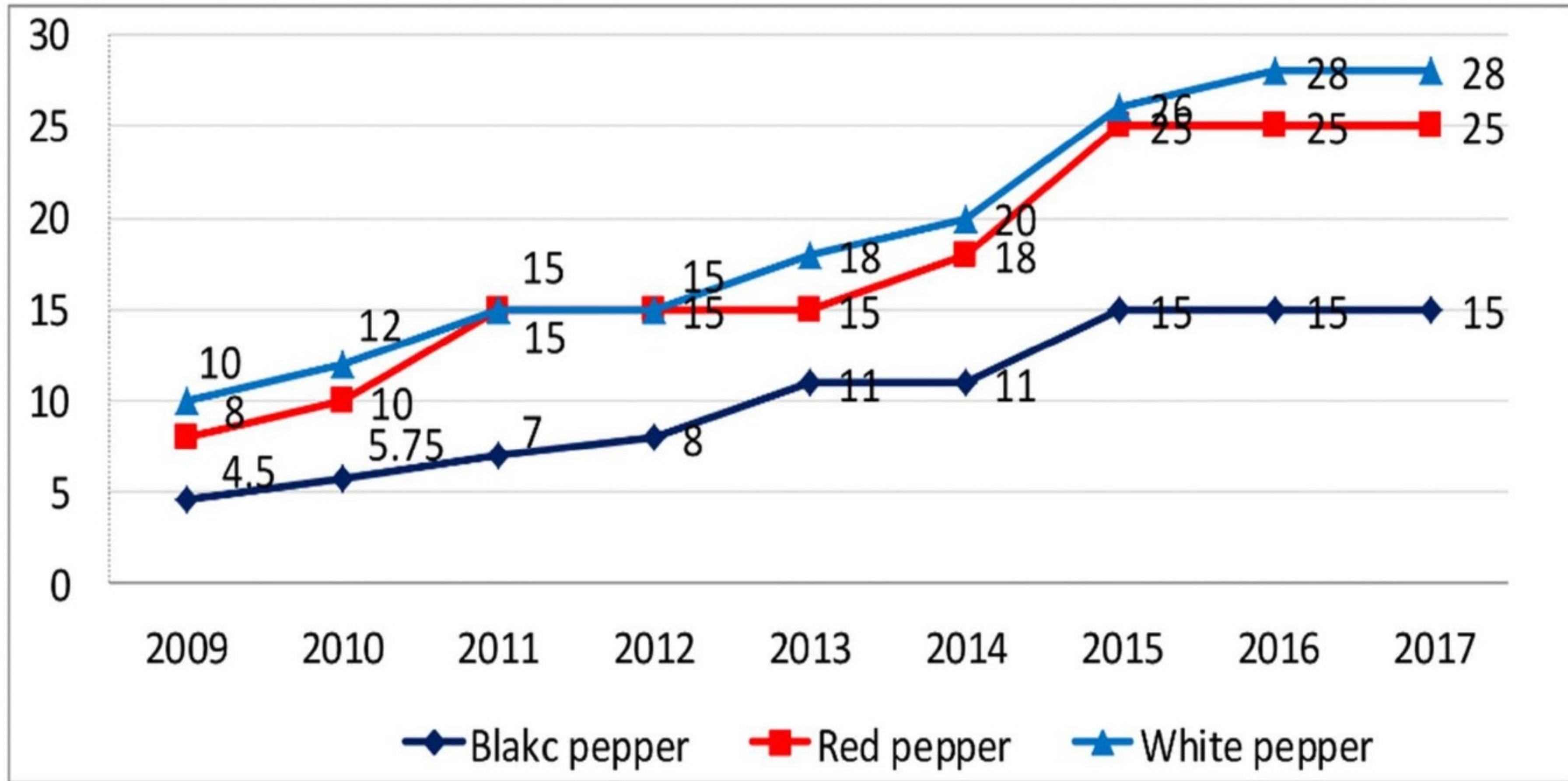
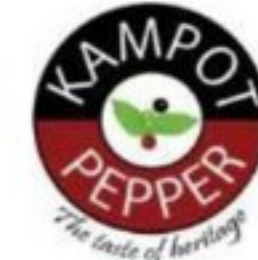
Signature of the Competent Authority: _____

Date: _____

Signature of the beneficiary(-ies), natural person or legal entity: _____

October 21, 2020

Price of Kampot Pepper from 2009 to 2017



Source: H.E. Mr. Thay Bunthou



សមាគមលើកកម្ពស់ទ្រេចកំពត "ស.ល.ប.ក"
 Kampot Pepper Promotion Association (KPPA)

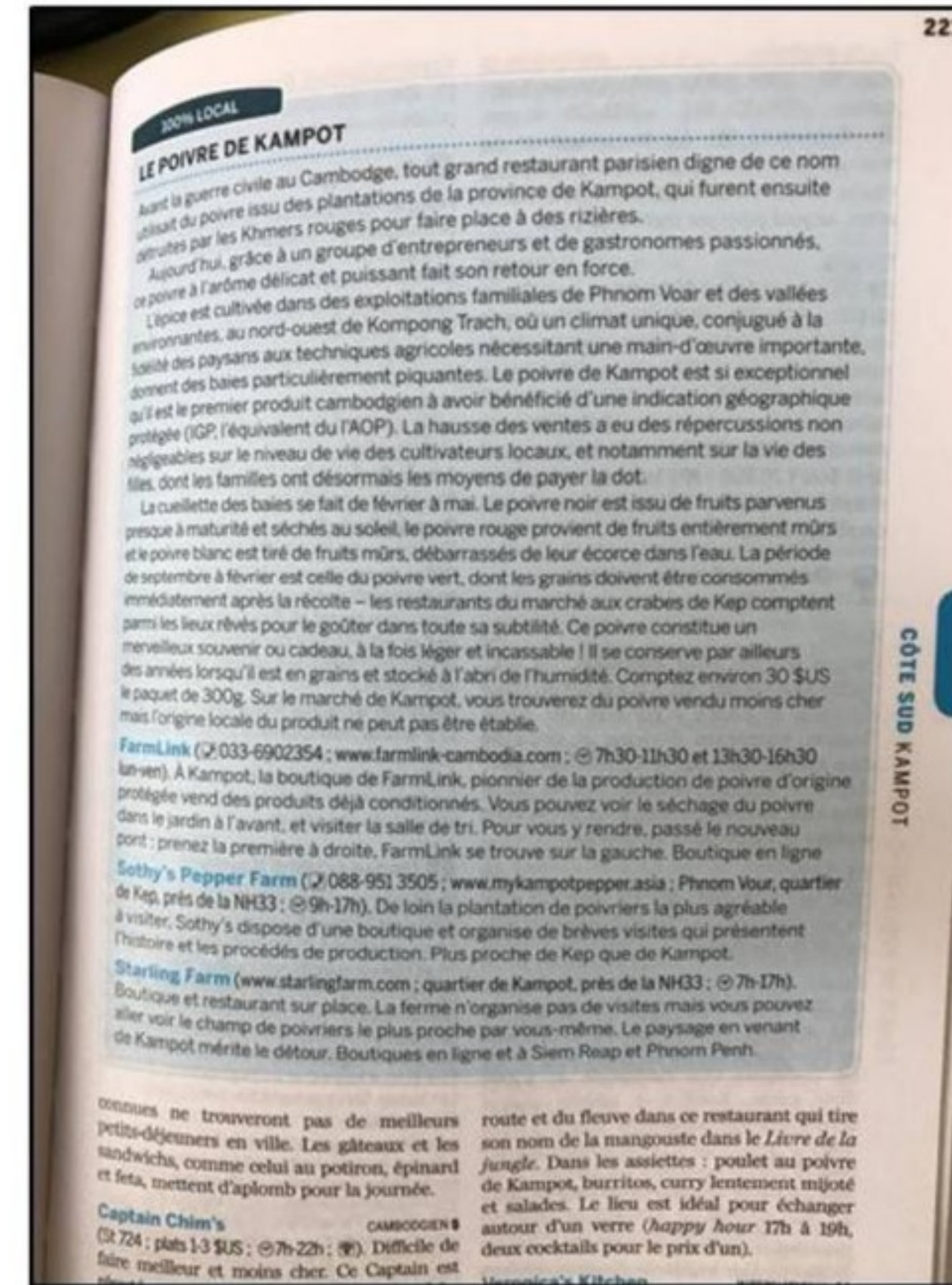
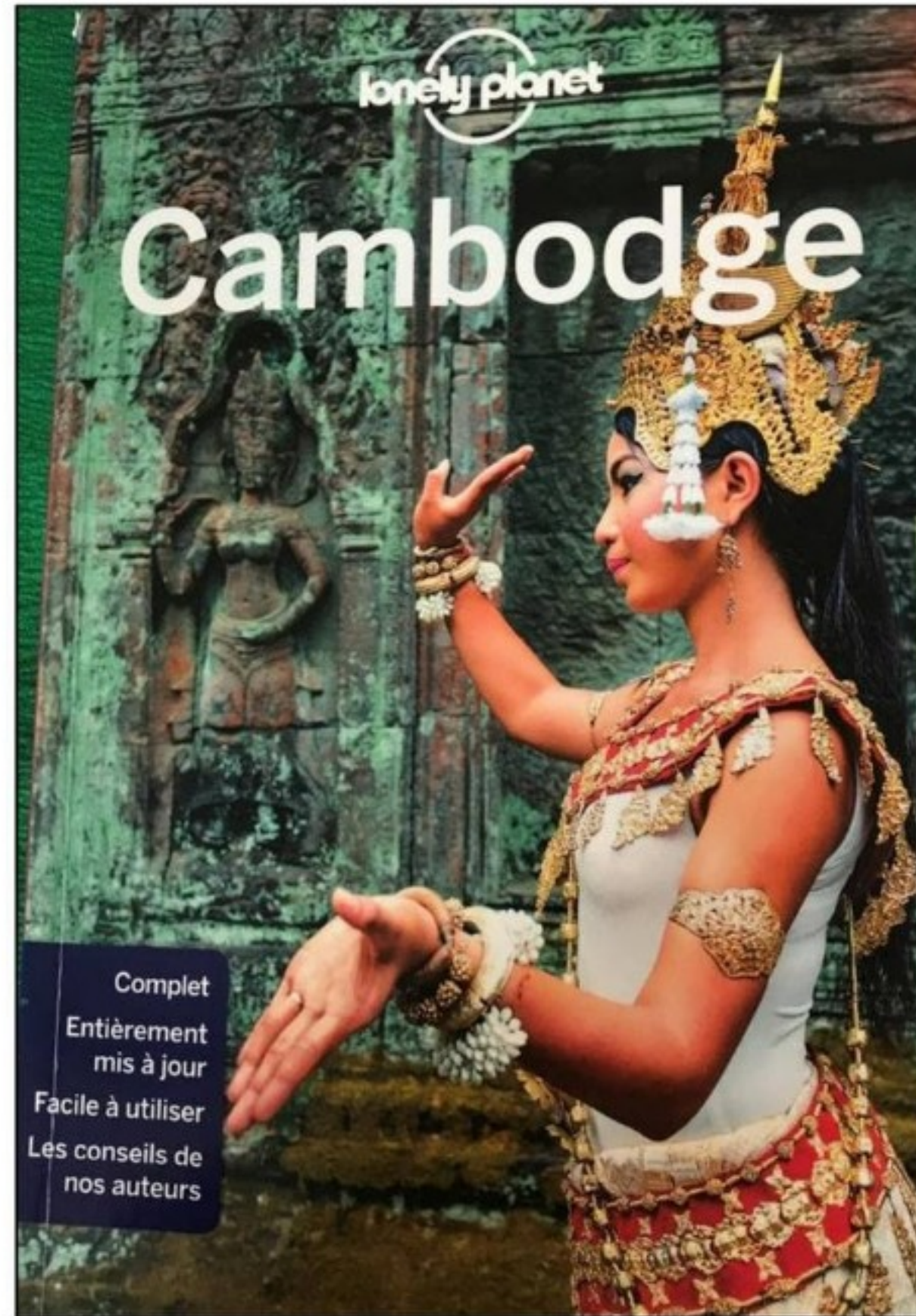
Branding: GIs are Good Story Tellers...



***Consumers
want to know
more about the
products, their
value and their
stories
and they want
to buy "ethical"
→ GIs helps to
do it***



Geographical Indication and Tourism



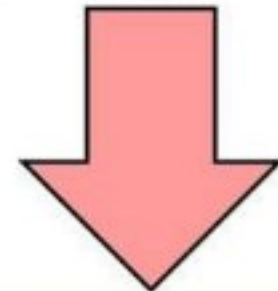
Kampot Pepper: Local Tourism



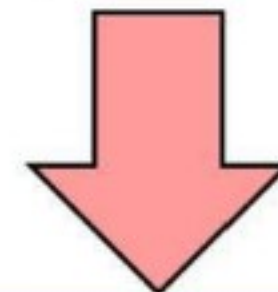
LA PLANTATION
FAIR SPICES PRODUCER



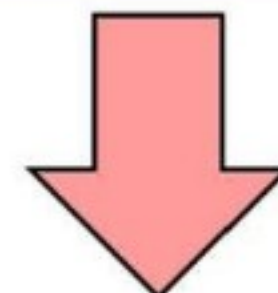
International Application by Cambodia for Kampot Pepper Producers Association



**DIPC-MoC
Cambodia**



WIPO/LISBON



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Tel. + 41 22 319 91 11.
E-mail: tbl@wipo.int - Internet: <http://www.wipo.int/lisbon>

1. Contracting Party of Origin:
See Rule 32(1a)(i).

2(a) Competent Authority presenting the application:
Indicate name and address of the Authority; see Rule 32(1a)(ii).

2(b) In the case of an application filed directly under Article 5(3) of the Geneva Act, beneficiaries entitled to use an appellation of origin or a geographical indication, or natural person or legal entity having legal standing to assert the rights of the beneficiaries or other rights in the appellation of origin or geographical indication:
Indicate name, address and contact details of the beneficiaries, natural persons or legal entity; see Rule 32(1a)(iii).

2(c) Commonly designated Competent Authority that files the application, in the case of a joint application concerning a trans-border geographical area:
Indicate name, address and contact details of the Authority; see Article 10(1) of the Geneva Act and Rule 32(1a)(iv).

Origin or Geographical Indication

Appellation of origin or geographical indication:
Indicate the appellation of origin or geographical indication in the official language of Origin or, if the Contracting Party of Origin has two or more official languages, in the state in which the appellation of origin or the geographical indication is concerned in the form, by virtue of which protection is granted in the Contracting Party of Origin.

Appellation of origin: (optional)
Where of origin may be applied in as many languages as the Competent Authority of a Contracting Party in the Lisbon Agreement wishes, if necessary, see an additional sheet; see Rule 32(1a)(v).

Language of the translation

Account with WIPO: WIPO account No. _____
_____ Official of _____

Bank account: Payment reference: 4010003333
IBAN: CH 20 3000 0000 0000 0000 0000
ZZZZZZ

Postal checking (no payments only): Payment reference: 4010003333
IBAN: CH 20 3000 0000 0000 0000 0000
ZZZZZZ

Purpose of your payment and information regarding the application (in name and number, and type of fees) in the reference of year

Date: _____ **Signature of the Competent Authority:** _____

Date: _____ **Signature of the beneficiary(-ies), natural person or legal entity:** _____

1 Under Rule 7 of the Common Regulations under the Lisbon Agreement and the Geneva Act of the Lisbon Agreement (Common Regulations).

October 21, 2020



Knowing what you know now about the LISBON SYSTEM, what features of the system interest you most or make most sense to your country?

1 questions
0 upvotes

More information on the Lisbon System



■ Web Page Lisbon System:

<https://www.wipo.int/lisbon/ru/index.html>

■ Lisbon Express Database:

<https://www.wipo.int/ipdl/en/search/lisbon/search-struct.jsp>

■ Bulletin:

<https://www.wipo.int/lisbon/en/bulletin>

WIPO LISBON
Лиссабонская система – международная система наименований мест происхождения и географических указаний

Covid-19 – Важная информация

Лиссабонская система международной регистрации наименований мест происхождения и географических указаний позволяет получить охрану наименования места происхождения или географического указания во всех государствах-членах с помощью однократной регистрации и одноразовой уплаты полного набора пошлин.

Лиссабонская система – это Лиссабонское соглашение об охране наименований мест происхождения и их международной регистрации 1958 г. (Лиссабонское соглашение) вместе с последней редакцией этого документа, получившей название Женевского акта Лиссабонского соглашения о наименованиях мест происхождения и географических указаниях 2015 г. (Женевский акт).

Регистрации, полученные по процедуре Лиссабонской системы, публикуются в официальном бюллетене и размещаются для удобства поиска в базе данных Lisbon Express.

В развитие темы

- Информация о Лиссабонской системе
- Цели и основные особенности Лиссабонского соглашения
- Интерактивная карта мира Лиссабонской системы
- Этапы развития Лиссабонской системы
- Основные положения и преимущества Женевского акта Лиссабонского соглашения

Что нового

Документы Дипломатической конференции по принятию Нового акта Лиссабонского соглашения об охране наименований мест происхождения и их международной регистрации опубликованы онлайн
15 апреля 2020 г.

Гарантии на случай несоблюдения срока и продления сроков
1 апреля 2020 г.

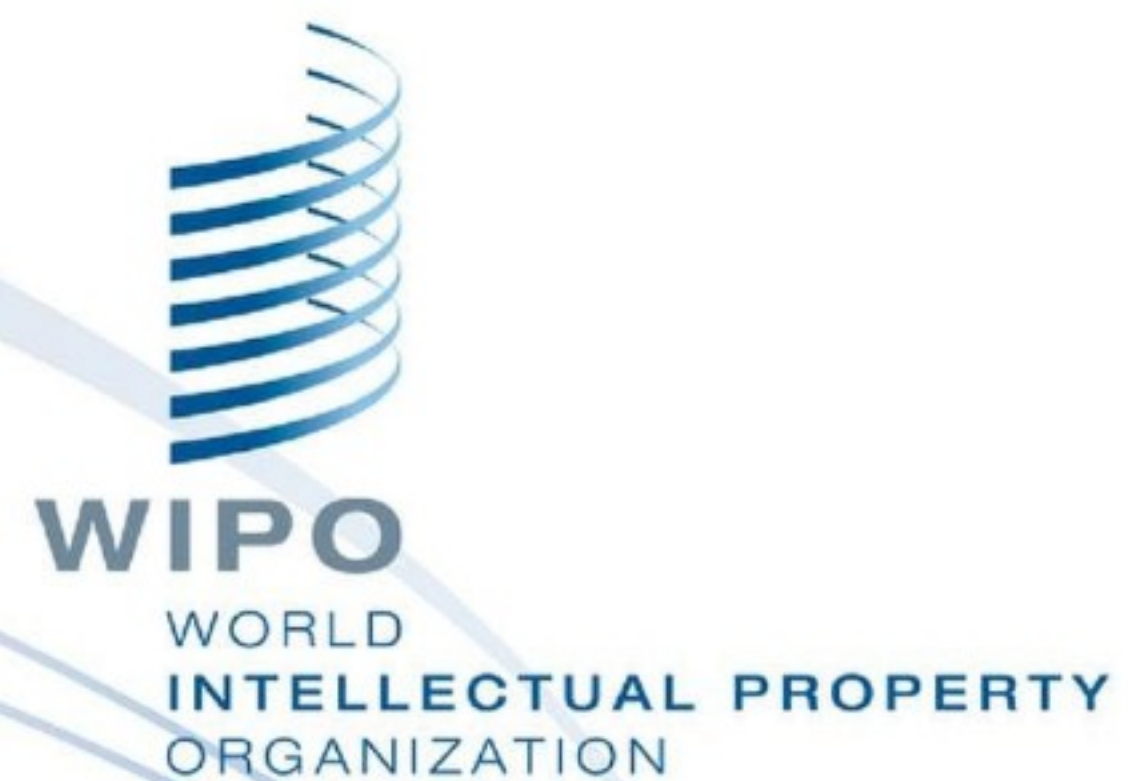
Новый комплект бланков для Лиссабонской системы
25 марта 2020 г.

Уведомления

Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications - Entry into Force (No 43)
November 20, 2019

Другие новости

Информационные сообщения



More information :



alexandra.grazioli@wipo.int



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