



Geographical Indications – Where Do We Stand Today?

Marcus Höpferger
WIPO

Where do we begin?

- China 3000 BC



Where do we begin?

- Thailand 1500 BC



Where do we begin?

- Chios 500 BC



Where do we begin?

- Damascus 300 BC



Where do we begin?

- China 800 AD



Where do we begin?

- France 1500 AD



Where do we begin?

- Geneva 1600 AD



Where do we begin?

- India 1800 AD



Where do we begin?

- Brazil 2012 AD



Geographical Indications
Are
Distinctive Signs

Geographical Indications

Are

BRANDS

BRANDS

Are

REPUTATIONAL ASSETS

BRANDS
RESULT IN
**POWERFULLY HELD SET
OF BELIEFS BY THE
CONSUMER AND OTHER
STAKEHOLDERS**



Mercedes-Benz

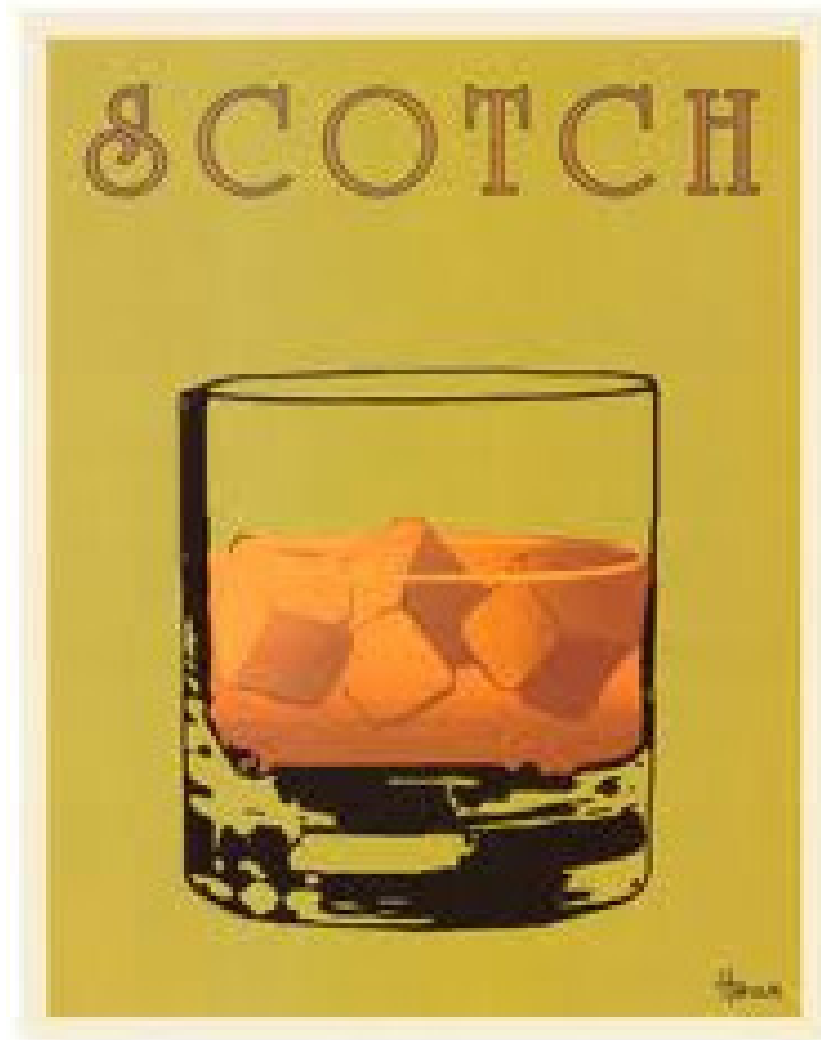


WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION











Economic Considerations

Information Asymmetries

Reputation and Status Goods

BRANDS

Individual

VS

Collective





Legal Protection

Why and How?

Policy Considerations for Geographical Indications Protection

Consumer Protection

Agricultural/Industrial Policy

Rural Development
Market Intervention
Food Safety
Region/Nation Branding
Cultural Identity

Intervention

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sui generis protection, i.e.,
appellations of origin,
geographical indications

administrative protection schemes

collective/certification/guarantee
marks

protection against unfair
competition/passing off

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Paris Convention 1883

Madrid Agreement 1891

Lisbon Agreement 1958

TRIPS Agreement 1994

Bilateral Agreements

Work in Progress
Lisbon Working Group
TRIPS Council Special Session
FAO/UNIDO

New Efforts – Old Issues

Scope of Protection

Generic Terms

Relationship GIs/TMs

A Better Understanding for
Geographical Indications
Enabling of Evidence-Based Policy
Choices
Evaluation for Appropriate
Protection Mechanisms

The Role of

