



Regional Brands in Japan - Regional Collective Trademarks registered with Japan Patent Office (JPO)

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Regional Collective Trademark System

- Name of region + name of goods

ex.) 今治タオル (Imabari Towel) Reg. No. 5060813

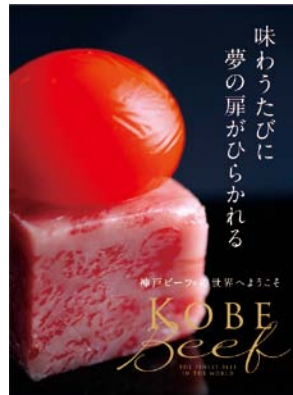
神戸ビーフ (Kobe Beef) Reg. No. 5068214



- Goods having very close relationship with the region

- Owned by collective groups or organizations

- Well-known in a specific geographical area



Regional Collective Trademark System

- Introduced in 2006
- **589** registered marks as of January 31, 2016
- Regional collective trademark system is being used as a tool to protect and develop regional brands in Japan

Regional Collective Trademarks for OVOP products in Oita Prefecture

- One Village One Product (OVOP) movement was born in 1979 in Oita, Japan
- Regional Collective Trademarks registered for OVOP products in Oita

ex.) [関あじ](#) (Seki Aji) Reg. No. 5005587

[関さば](#) (Seki Saba) Reg. No. 5005588

[大分麦焼酎](#) (Oita Mugi Shochu) Reg. No. 5027126

What are the merits?

- Strengthen solidarity among members of community
- Raise brand awareness
- Reduce damage caused by counterfeit goods
- Increase product publicity and enhance product image

For more information

- JPO introduces many cases on the website (Japanese)

https://www.jpo.go.jp/torikumi/t_torikumi/tiikibrand.htm

Thank you

