



Lisbon Webinar Series

Introduction to Geographical Indications (GIs) and the Benefits of the Lisbon System

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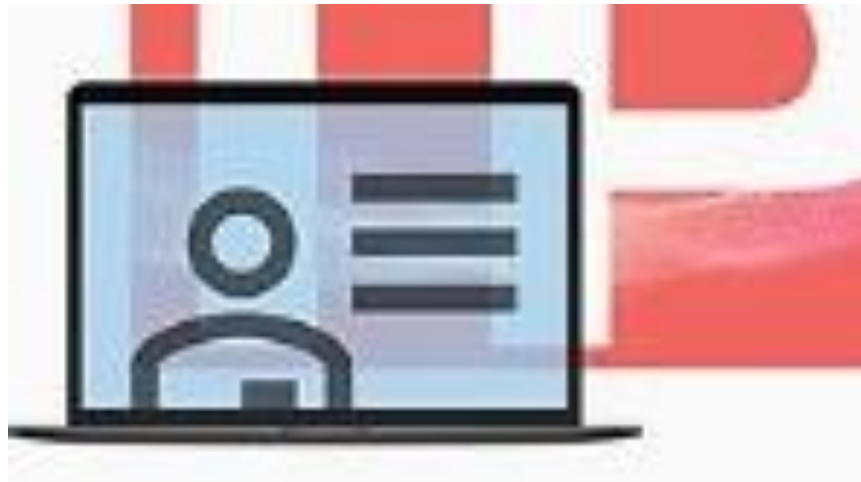
Lisbon Webinars

- 1° ever webinar on the Lisbon System

- 3 Modules

- 3 languages

- Recorded



- https://www.wipo.int/meetings/en/topic.jsp?group_id=344

GI essentials

Concept



Functions



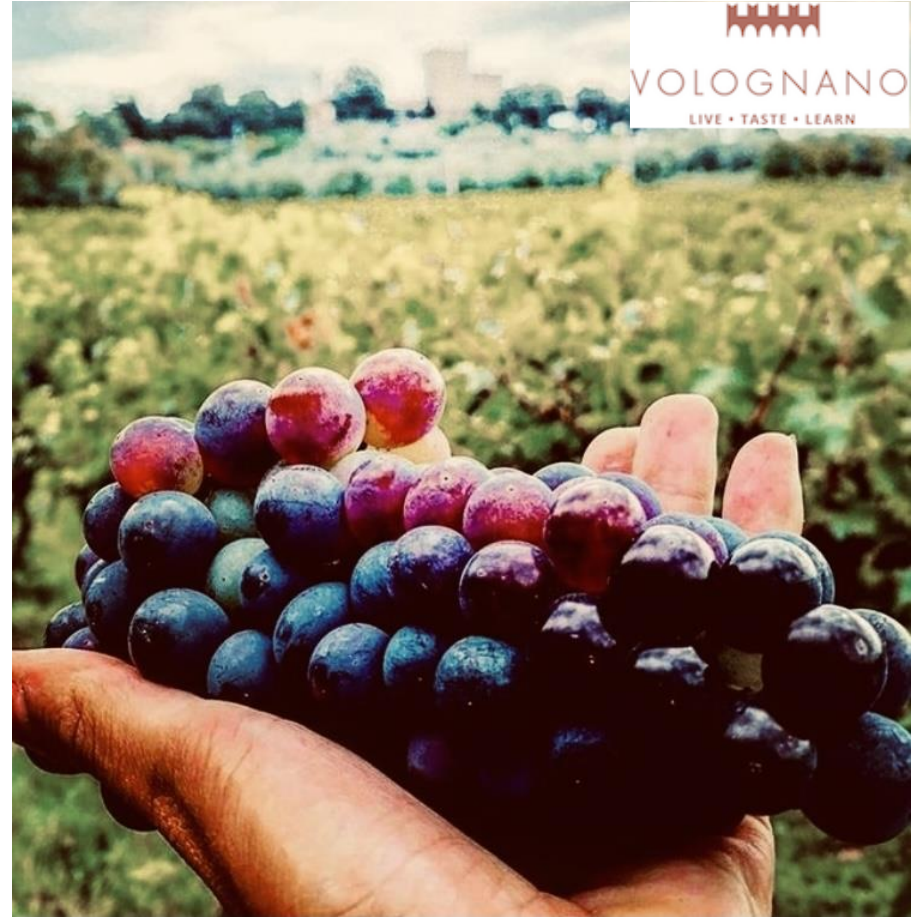
Protecting GIs abroad with Lisbon



Benefits of the new Geneva Act



What is a GI?



GI Concept

■ Origin



■ Qualities



■ Reputation



TOP 10 OF 2018



GI Function

Indicating a Connection between Characteristics of the Product and its Geographical Origin



A GI is ..

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



Jamdani saree



Why GIs ?

- Benefits for consumers

- Benefits for producers

- Benefits for rural areas

- Benefits for overall region / country

GI Positive effects

Economic

Premium price

Tourism



Social

Employment

No Rural exodus



Cultural

Identity

Traditions



Environmental

Biodiversity

Landscape

GI stories: Kampot Pepper

■ National registration in 2010:

- average purchase price
- production value
- export sales



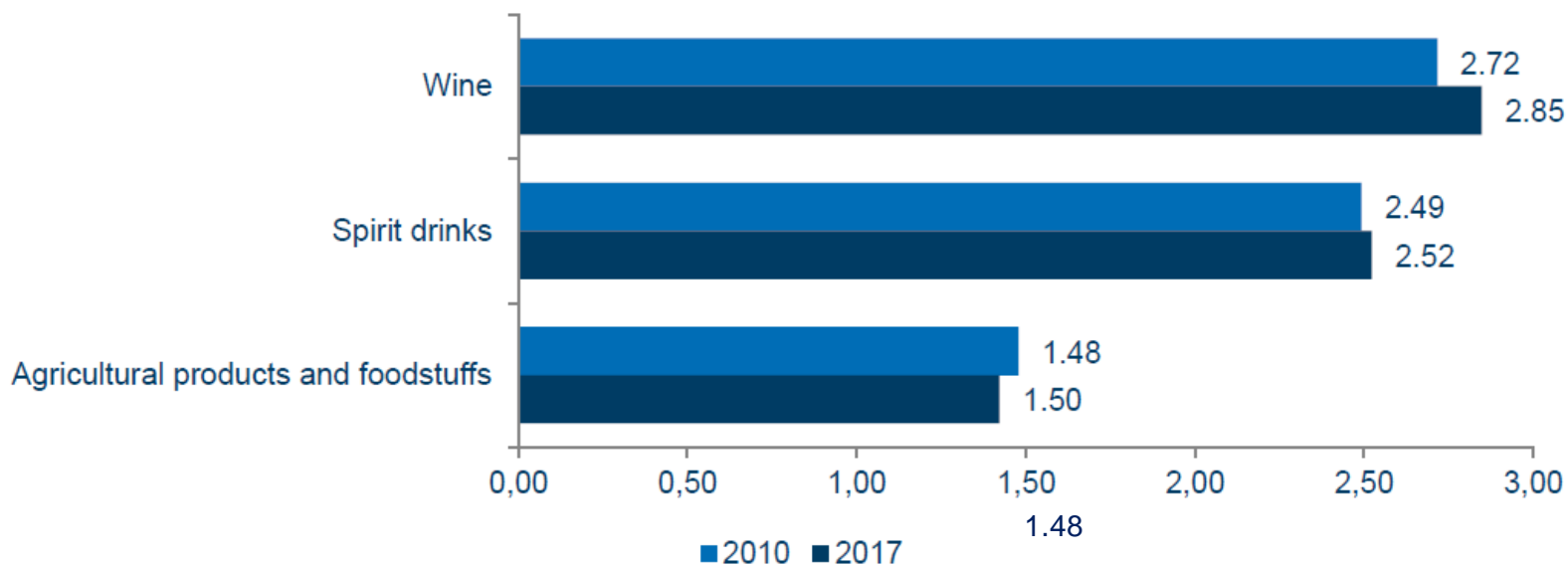
■ International registration with Lisbon in 2021

- First under the Geneva Act



A competitive hedge for producers

- The average **value premium** rate for GI products in the European Union is estimates at **2.07**



Source: AND International study for DG Agri

!\\ does not reflect the value added and/or profitability of GI schemes, as it does not consider the economic impact of compliance with GI specifications.

Study on economic value of EU quality schemes, geographical indications (GIs) and traditional specialities guaranteed (TSGs): <https://op.europa.eu/en/publication-detail/-/publication/a7281794-7ebe-11ea-aea8-01aa75ed71a1>

GIs and Intellectual Property

Unlock the
INTANGIBLE ASSETS
in a cup of coffee



**TRADE MARK
& BRAND**

A brand name
associated with
high-quality coffee



Your **ideas** are business assets.
Uncover your **intangible assets** to safeguard
and grow your business.

IPCS
international



Risks for a non-protected GI

- Free-riding
- Prior trademark registration
- Genericness

Different domestic means of GI protection

■ *Sui generis* legislation



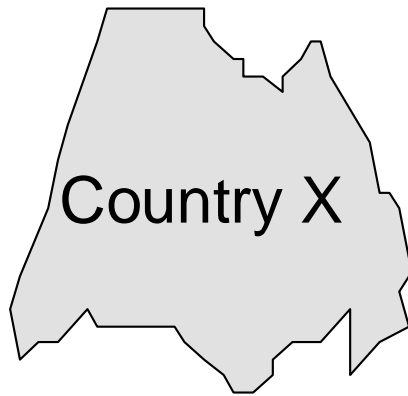
■ Trademark system (collective/certification marks)



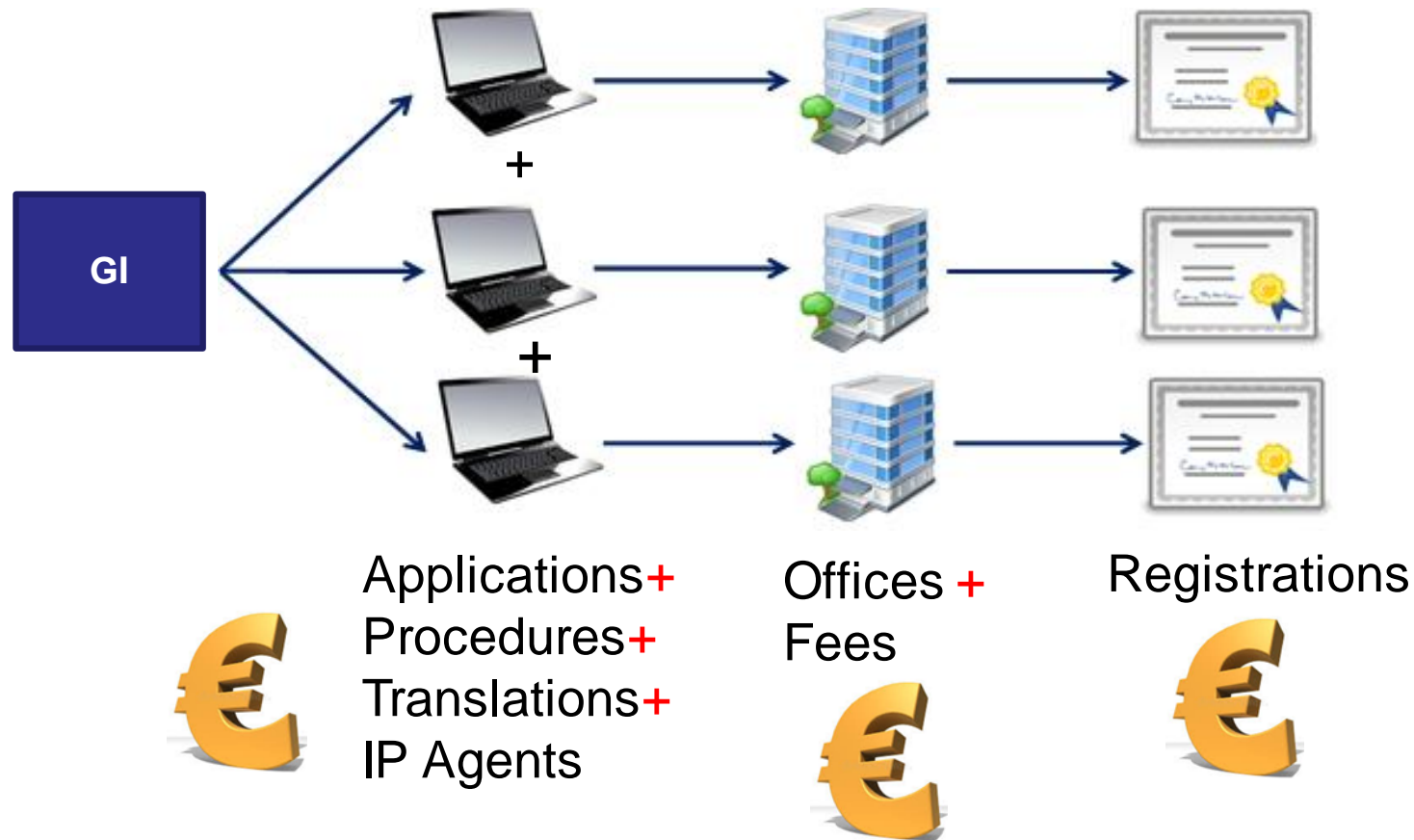
■ Administrative systems

■ Unfair competition laws

How to protect your GI abroad?



Several direct applications (National or Regional offices)



Lisbon is Accessible

Single registration with WIPO



- One application, one language, one set of fees
- Protection in several countries
- Centralized management

Lisbon is **Easy**

- 1 condition to apply: prior domestic protection in party of origin (based on any system)
- WIPO notifies new AO/GI to all members
- Each member can refuse protection (within 1 year)
- Protection in all Lisbon members

Lisbon is Convenient

- International protection with one registration
- The only international GI register
- Covers all kinds of products



**INSTRUMENTS DE MUSIQUE
DE KRASLICE**
(21 / Czech Republic)



AMBAR DE CHIAPAS
(842 / Mexico)



HEREND
(737 / Hungary)

Lisbon Legal Benefits

- Unlimited in time protection
- High level protection
- Protection against genericness
- Title for legal action

Lisbon is Global

- 53 countries overall
- Recent accessions: European Union, Laos, Cambodia, France, DPRK, Albania
- Soon members: Russia, Switzerland, Iran, Cameroon, Jamaica, Oman ...

Members of the Lisbon System

Lisbon Agreement (30 countries)

- **Asia (3)**: Islamic Republic of Iran; Israel; DPR Korea
- **America (7)**: Costa Rica; Cuba; Dominican Republic; Haiti; Mexico; Nicaragua; Peru
- **Africa (6)**: Algeria; Burkina Faso; Congo; Gabon; Togo; Tunisia
- **Europe (14)**: Albania, Bosnia and Herzegovina; Bulgaria; Czech Republic; France; Georgia; Hungary; Italy; Moldova; Montenegro; Portugal; Serbia; Slovakia; North Macedonia

Geneva Act (32 countries)

- **Asia/Pacific (3)**: Cambodia, DPR Korea, Samoa
- **Africa (1)**: *Ivory Coast**
- **Europe (3)**: Albania, France
European Union (= 27 countries)

1016 registrations

Top 3

■ France	509
■ Italy	175
■ Czechia	75



REBLOCHON
(458 / France)



PROSCIUTTO DI PARMA
(843 / Italy)



BOHEMIA GLASS
(74 / Czech Republic)

Lisbon users



TEQUILA
(669 / Mexico)



MEGRULI SULGUNI
(1105 / Georgia)



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



OHRID PEARL
(1002 / North
Macedonia)



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



BANANO DE COSTA RICA
(900 / Costa Rica)

Geneva Act (2015) of the Lisbon Agreement: Lisbon becomes more ..

Accessible

Global

Flexible

Effective

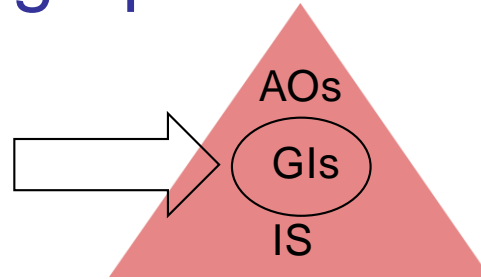
Inclusive

Modern



The Geneva Act: What's **New** ?

Extension to Geographical Indications **+Accessible**



Open to Intergovernmental Organizations **+Global**



Flexibility on national GI systems **+Inclusive**

Strong protection **+Effective**

Safeguards **+Modern**

Geneva Act **Extension to GIs** = more products benefit from the Lisbon System



Luangprabang Silk
(Lao PDR)



Darjeeling Tea
(India)



Jamaican Jerk
(Jamaica)



Alor Islands Vanilla
(Indonesia)



Bangladeshi Hilsha
(Bangladesh)



Chuao Cocoa Bean
(Venezuela)

WIPO IP PORTAL

WIPO IP PORTAL MENU HELP ENGLISH LOGIN WIPO

ALL PATENTS MARKS DESIGNS **GEOGRAPHICAL INDICATIONS** TRADE SECRETS CREATIVE WORKS RESEARCH AND DATA DIGITAL EVIDENCE IP ALTERNATIVE DISPUTE RESOLUTION DOMAIN NAME DISPUTE RESOLUTION PAYMENTS

Lisbon Statistics

▶ Lisbon Express ▶ Geographical indication Statistics

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Lisbon Express

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LISBON EXPRESS

water  

5 results

- AO 14 MARIANSKO-LAZENSKA RUDO...
- AO 848 NOVOHRADSKA PRIRODNI MIN...
- AO 881 Koryo Sindoksan Saemmul
- AO 883 Devinska naturalna mineraln...
- AO 884 Kangso Yaksu

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WORLD CLOCK

12:03	06:03
TUE Oct 06	TUE Oct 06
Switzerland	United States of America/Eastern

QUICK LINKS

 WIPO Lisbon

[Add a link](#) or drag and drop a link.

NOTEPAD

▶ Lisbon Express [GEOGRAPHICAL INDICATIONS]

Next webinar: Module II

- **Why and How to use the new Lisbon System (Geneva Act) to Protect your GI abroad?**
- Tuesday, March 9 (10:00 a.m. Geneva time)
- <https://register.gotowebinar.com/register/7483908770439620365>

Kampot pepper: 1st registration under the Geneva Act



Questions?

More info

www.wipo.int/lisbon/en/index.html

Lisbon Express Database:

www.wipo.int/ipdl/en/search/lisbon/search-struct.jsp



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