

Collective Marking, Adding value with GI, Certification Marks and Collective Marks

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Power of coming together

IP Tools within the trademark system such as Certification marks, Collective marks and Geographical indications can be strategically used to promote products and services.

USE own trademarks

Exploit power of Collective marks

Derive strength from Certification marks

What exactly is a Geographical Indication (GI)?

- A GI is the name of a region or locality and designates a product which originates in that region or locality.
- The GI, linked as it is to traditional practices, enjoys a high reputation.
- A GI cannot be created – it can only be recognised. It confirms the value of products which already exist.

GIs: added value for producers - examples

- Added value in price terms: all cheeses covered by GIs - on average euros 2 more per kilo.
- Comté cheese: 10% more paid for milk to producers.
- Bresse chicken: sells at a price 4 times higher than ordinary chicken.
- In Italy, Italian “Toscano” oil is sold at a premium of 20% since it has been registered as a GI in 1998.

Case Study : Consumer Awareness

Two Italian surveys carried out to determine purchasing habits regarding two types of products sold under a GI label (“Parmigiano-Reggiano” cheese and “Parma” ham) showed that the majority of consumers (about 70%) predominantly look for the GI label when purchasing those products and they do so two to three times as much as they look for a trademark.

Case Study : Product Premium

Example:A 1999 EU consumer survey showed that 40% of consumers are willing to pay a higher price (on the average 10% higher) for a product sold under a GI label than for a generic product.**Example:**other studies confirm these results. □ “Jamaican Blue Mountain” coffee has been shown to sell at a premium of \$14.50 per kilo. □ French chicken “Poulet de Bresse” has a market price 4x higher than regular French chicken. □ Italian “Toscano” oil has sold at a 20% premium since it was registered as a GI in 1998.

GI Guarantor of Quality

The positive impact of GI's on price means that Geographical Indications can play an important role as a guarantor of quality for consumers.

The profitability of using GI's acts as an incentive for producers to maintain the high quality and reputation of the GI products for which consumers are willing to pay premium prices.

G.I Employment Generation

Geographical indications can have a positive impact on the local labor market.

A study carried out by the French Ministry of Agriculture regarding “Compté” cheese showed that Compté cheese production has increased at a rate of 3% per year in the last 10 years, whereas the local production of Emmentalcheese (not protected as a GI) has dropped. This steady increase in demand and production has created new employment and limited rural exodus from the region.

Geographical Indications can also have Indirect Economic Benefits for Related Sectors.

Study carried out by the French Ministry of Agriculture on “Compté” cheese has shown economic benefits extending beyond the cheese industry:(i) profitability of milk farms in the Compté region increased and the volatility of milk prices decreased; (ii) the reputation of Compté cheese has created an interest in the region and thereby had a positive impact on tourism and on the local food and hotel sectors.

(The same experience was reported in the region of Parma where Parma ham is produced, and we are all familiar with the tourist attraction of the famous GI wine regions in France.)

GI & Environmental Impact

Geographical indications, to the extent that they preserve traditional knowledge and production methods, can have a positive environmental impact.

The French Ministry of Agriculture study showed that the traditional production methods and production limitations imposed by the GI quality standards for Comptécheese lead to less intensive production practices and a reduced use of fertilizers and herbicides and therefore proved more environmentally friendly in terms of preserving the grasslands and the biodiversity in the region.

GI Regional Prosperity

The benefits generated by a geographical indication stay in the region because the industry linked to the GI cannot be relocated. It is intrinsically and necessarily tied to the geographical place under whose name the product is sold.



KONDAPALLY TOYS



Mysore Agarbathi (insence sticks)

PERFUMERY

Karnataka is renowned for sandalwood agarbathis and dhoops. Cauvery has now introduced agarbathis in various natural fragrances.

RANGE

- ◆ Incense sticks - Sandal, Jasmine, Rose, Kasturi, Halmaddi, Tulsi and other herbs
- ◆ Sandal Dhoop
- ◆ Sprays of different fragrances
- ◆ Sandalwood oil in vials of different sizes
- ◆ Scented sachets



Rose Wood Inlay of Mysore



Mysore Paintings

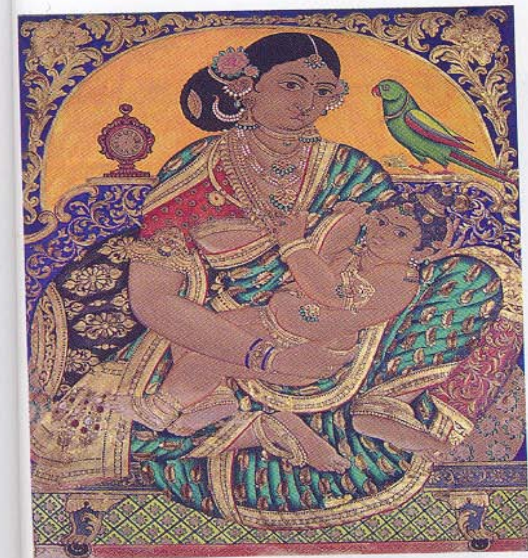
MYSORE TRADITIONAL PAINTINGS

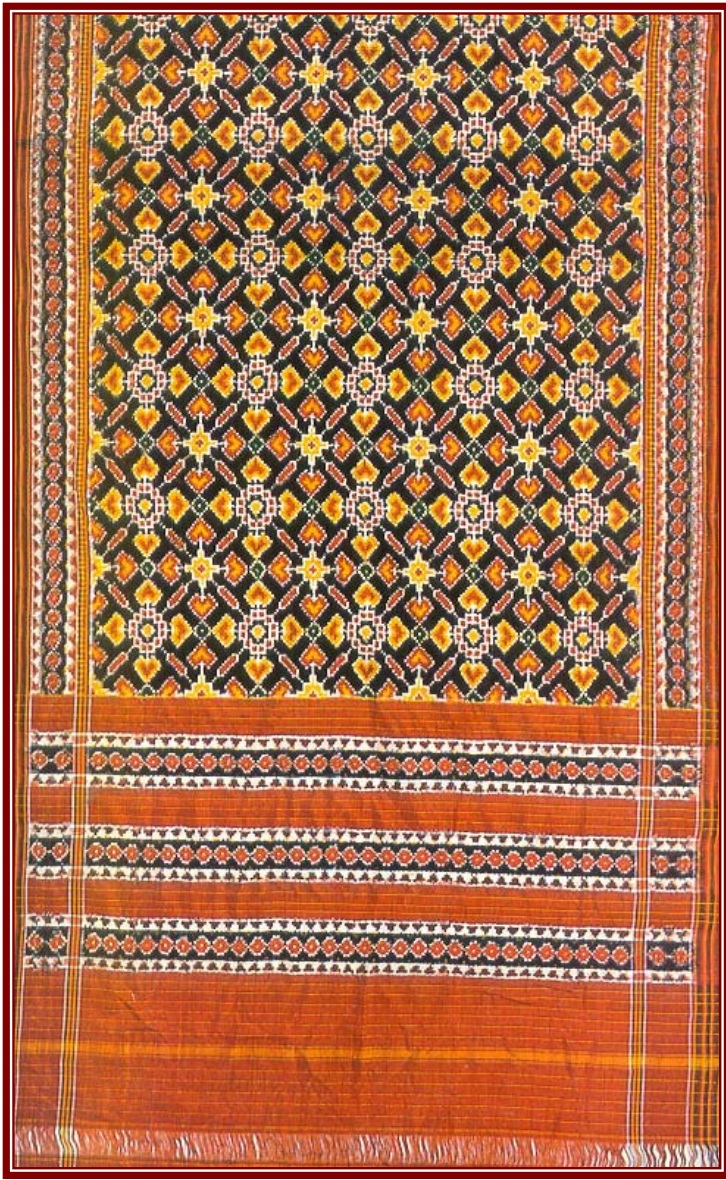
The Mysore style of traditional painting, which had its origins in Ajaṅṭa and Badāmi caves (early centuries A.D.) was crystallized in Vijayanagar (1347-1746). It acquired its unique character in Mysore under the patronage of Wodeyar rulers, especially Krishṇarāja Wodeyar III (1794-1868).

The themes, mostly drawn from epics and mythical lore, are of popular interest, especially the iconographic and narrative paintings. They adorned palace pavilions and wealthy homes and also Bhajana-mandiras where common people gathered.

Paintings are done on board, cloth and paper specially prepared; and colours, indigenously prepared from minerals, leaves and flowers.

Of particular interest is the expert and lavish use of gold (leaves, foil, powder, liquid) and gesso work in the paintings. The Mysore artists evolved their own techniques, different from what prevailed in Tanjore.





TRADITIONALPOCHAMPALLY IKAT SILK SAREES

Darjeeling Tea Certificate

प्ररूप 0-2



बौद्धिक
सम्पदा भारत



FORM 0-2



INTELLECTUAL
PROPERTY INDIA



भारत सरकार
GOVERNMENT OF INDIA

भौगोलिक उपदर्शन रजिस्ट्री Geographical Indication Registry

वस्तुओं का भौगोलिक उपदर्शन (रजिस्ट्रीकरण तथा संरक्षण) अधिनियम, 1999
Geographical Indication of goods (Registration and Protection) Act, 1999

धारा 16 (1) के अधीन भौगोलिक उपदर्शन अथवा धारा 17 (3) (ई) के अधीन प्राधिकृत उपयोक्ता के रजिस्ट्रीकरण का प्रमाणपत्र
Certificate of Registration of Geographical Indication under section 16 (1) or of authorised user under section 17(3)(e)

भौगोलिक उपदर्शन संख्या:

Geographical Indication No.: 1

प्राधिकृत उपयोक्ता संख्या
Authorised user No.:

दिनांक

Date: 27.10.2003

प्रमाणित किया जाता है कि भौगोलिक उपदर्शन (जिसकी समाकृति इसके साथ उपाबद्ध है) / प्राधिकृत उपयोक्ता
टी बोर्ड, 14, बी.टी.एम. सरानी (ब्राबोर्न रोड)
पी.ओ. बोक्स. सं. 2172, कोलकाता- 700 001, भारत

के नाम से

30 वर्ग में

1 संख्या के अधीन

27.10.2003

दिनांक को

-याथ

के लिए रजिस्टर में रजिस्ट्रीकृत किया गया है।

Certified that the Geographical Indication (of which a representation is annexed hereto)/ authorised user has been registered in
the register in the name of Tea Board, 14, B.T.M. Sarani (Brabourne Road) P.O.Box
No.2172, Kolkatta - 700 001, India.

in class 30

under no. 1

as of the date 27.10.2003

in respect of Tea

आज दिनांक 29 अक्टूबर

माह

2004

को चेन्नई में मेरे निदेश पर मुद्रांकित किया गया।

Sealed at my direction this 29th day of October

2004. at Chennai.

रजिस्ट्रार, भौगोलिक उपदर्शन
Registrar of Geographical Indication.

CERTIFICATION MARKS

Varieties of certification

Product is
handmade

Specified ecological
requirements have been
respected in the production
procedure

Children have
not been
employed in the
production
process

**Products produced in
specific geographical region**

Products are
made 100% of
recyclable
materials

Products are
made by
certain
indigenous
groups

“RUGMARK”

RUGMARK LABEL IS ASSURANCE
THAT NO ILLEGAL CHILD LABOR WAS
EMPLOYED IN THE MANUFACTURE OF



HELP CHANGE A SMALL PART OF THE WORLD.

Carpet Producer to use this mark has to sign a binding contract with RUGMARK FOUNDATION that carpets are produced without illegal child labor; All looms have to be registered with the foundation and are subject to inspection by the Foundation.

“TOI IHO”

Mark created by Te Waka
Toi, the Maori arts board of
Creative New Zealand, in
consultation with Maori
artists.



Denotes Authenticity, quality
and made by indigenous
Maori craftsmen



craftmark
Hand made in india



Owner: All India Artisans and
Craft workers Welfare
Association (AIACA)

Certifies: that product is genuine
Indian handicraft or handloom

Collective Marks

Small businesses can benefit from their strategic use

Collective Reputation due to Synergy from common basis of origin or other characteristics of the products made by different producers/traders

Sharing of costs related to registration, advertising, enforcement, etc....derive value from economies of scale

Small businesses can benefit from their strategic use

*Raising of standards through
collective efforts and development
of common strategies*

*harmonization of
products/services, enhancement of
quality*

*no licenses needed but standards
need to be maintained...peer group
pressure*

*Offers options for common
marketing strategies*

“Interflora”

- To buy, order and send flowers at almost anywhere in the world
- > 70.000 florists in 150 countries
- emblem : Mercurio with flowers in hand
- Slogan: “Say it with flowers”
- Guarantees freshness, flower quality and value of every Interflora relay order

