

The Role IP Plays in Tourism:

An introduction, understanding the relationship

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June 30, 2025



What is IP?

**Set of exclusive rights (monopoly)
granted by national authority to
creators of new ideas, which are worth
being protected**

Principle of TERRITORIALITY



Trademarks

A trademark is a distinctive sign that identifies certain goods or services as being produced or provided by a specific individual or a company.

® indicates that the trademark has been registered, while the ™ indicates an unregistered trademark right



Types of Trademarks in Tourism



MARKETING CONSIDERATIONS:

- a) easy to read, write, spell, pronounce ... remember;
- b) the big idea (why are you different/better?);
- c) colour/s;
- d) font;
- e) language (must match your service, customers, your brand);
- f) interesting forms;
- g) suitable for all types of media;
- h) no undesired connotations in any relevant country.

LEGAL REQUIREMENTS

- + Distinctiveness**
- NOT conflicting with prior signs / «Novelty»**
- NOT misleading**
- NOT essentially Descriptive**
- NOT generic**
- NOT contrary to public order/morality**

Is this mark distinctive?

MANDARIN



Collective Marks

A collective mark is a type of a trademark that is used by the members of an association to identify their goods or services and differentiate them from those of competitors.



Collective Trademarks: examples / good practices

- ✓ LOGIS de FRANCE: collective mark in France for hotels and accommodation
- ✓ ASSERT: collective mark in the Gambia for handicraft



Certification Marks

Signs used to indicate that the goods/services in connection with which it is used are certified by the proprietor of the sign in respect of origin, materials, mode of manufacture, quality, accuracy or other characteristics.

NB: not confined to membership requirements



Geographical Indications

A geographical indication is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.



Examples of Geographical Indications



Geographical Indications and Trademarks as Driver for Rural Development



Kampot pepper – Cambodia

The soil, climate, and production methods in Kampot province, Cambodia, contribute to its exceptional quality and unique taste. The pepper farm offers visitors the opportunity to discover ancient recipes passed down through centuries of cultivation.

Cha das Calderas – Cabo Verde

The vineyards are located at an elevation of more than 1,500 meters. The wine's unique characteristics are also due to the island's volcanic soil and the dry climate with extreme temperatures.



Closing Ceremony Marks End of Successful Geographical Indication Project in Georgia

Irakli Khuturidze is a dynamic 21-year-old entrepreneur from Tusheti in Georgia, who has become one of the youngest and most passionate producers of Guda cheese. With a deep connection to the local culture and traditions, Irakli recently took part in an initiative between WIPO and National Intellectual Property Center (SAKPATENTI) to promote the value of the GI for Tushetian Guda cheese.



Some IP for Impact Stories

Transforming Bali's Tourism Through Intellectual Property: A WIPO Project Highlight

The IP Boost for Bali's Tourism

The project, entitled "Boosting Tourism Development through the use of IP", aimed to promote IP knowledge and skills through training and mentoring programs, and enabled 25 Small and medium-sized enterprises (SMEs) to incorporate IP strategies into their business models.



Some IP for Impact Stories