



**Value Extracting by Strategic Use of Intellectual Property Rights (IPRs) in the Branding and Marketing of Agribusiness Products: Role of Trademarks, Certification Marks, Collective Marks and Geographical Indications**

**Regional Forum on Innovation and Intellectual Property as Engines for Competitive Agribusiness: Empowering Women Researchers and Entrepreneurs in Africa, Casablanca, Morocco, November 15, 2017**

**By  
Getachew Mengistie, IP Consultant**

# Challenges in marketing agro-products



# Available IP Tools for Protecting Agricultural or Agriculture Based Brands

- Trademark
- Certification Mark
- Collective Mark
- Geographical Indications

## Role of TM,CEM,COM & GI in Protecting Brands & Marketing Agribusiness Products

- **Distinguish** from similar products in market
- Capture and build **good will & reputation**
- Improve **competitive & market position**
- Maximize **gain**
- Increase brand **recognition & association**
- prevent **unauthorized use & damage** of GW



**Examples of use of TM, CEM, COM & GI in  
Protecting Brands and Marketing  
Agribusiness Products**

# Use of Trademarks

- **Ethiopian Fine Coffees**

- ✓ Harar
- ✓ Sidamo
- ✓ Yirgacheffee



- **Egyptian Cotton**





# Examples of Certification Marks in Agro-Products

- Mukono Uganda Vanilla

Kenyan Tea



# Use of Collective Mark in Agro-products

- Taita basket, Kenya





# Use of GI

- Argan oil produced from the kernels of the fruit of Argan tree



**Thank you very much  
for your attention!!  
Comments & Questions  
are most welcome  
[getachewal@gmail.com](mailto:getachewal@gmail.com)**