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Using Geographical Indications Alongside Other IP Rights: A European Perspective

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The European Scheme on GIs:

- A **high level of protection** in the field of **wines**, **spirits** and **foodstuff**, even if the system is complex and is yet to be completed (hand crafted goods).

- This *sui generis* system of protection is **opened to GIs from the EU and from around the world**
The Chinese peach PINGGU DA TAO is registered since late 2012 as a Protected Designation of Origin in the EU
Now, the protection of Geographical Indications, in the EU, through a *sui generis* system, is not exclusive of additional – or complementary – protection through other IP rights. Namely:

- **Trade mark** protection (occupation right)

- **Design** and/or **Copyright** protection (right over an aesthetic creation)
Trade marks and logos
Trade marks and logos
Trade marks and logos
Trade marks and logos

DARJEELING
Trade marks and logos
Trade marks and logos
Geographical Indications and 3D marks

LA TETILLA

MAMELLA
Trade marks as subcategories of GIs
The right choice

- **Individual** Trade Mark?

- **Collective** Trade Mark?

- **Certification** Trade Mark?
In the Community Trade Mark system, collective Community Trade Marks can be registered even if they are descriptive of the geographical origin of the goods.

- Accessible – in particular – to Associations of Producers and to entities governed by public law

- Are registered together with a Regulation of Use
The right choice

Collective CTM

Individual CTM
The right choice

Café de Colombia

Individual CTM
Complementary protection through **Designs**

PGI “**Cerezas de la Montaña de Alicante**”
Complementary protection through Designs

PDO “Parmigiano Reggiano”
Complementary protection through Designs

PDO “Collio”
Complementary protection through Designs
... and/or 3D Trade Marks

PDO “Châteauneuf du Pape”
Complementary protection through Copyright
THANK YOU

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