“Using Geographical Indications Alongside Other IP Rights”

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Vice-ministry of Commerce and Industries of Panama
Law 35 of 1996 protected:

1. Trademarks.
3. Industrial designs and models.
4. Appellation of origin.
5. Indications of source, etc.

Law 61 of 2012 add the protection of:
Geographical Indications.
THE DEVELOPMENT AGENDA OF WIPO

The experience of Panama protecting geographical indications through the collective marks and certifications marks.

CAFÉ DE PALMIRA
PIÑAS DE LA CHORRERANA
"LA MOLA KUNA"
CAFÉ PALMIRA
(PALMIRA COFFE)
Palmira is located in the district of Boquete in Chiriquí Province, a province that generates 80% of coffee production in Panama.

Agro climatic conditions, such as the volcanic soil characteristics, its height and its fertile soils make of Palmira suitable for coffee production.
2 GROUPS OF COFFE PRODUCERS IN BOQUETE

SMALL FARMER: Depends on selling his beans to a top national company.

BIG COFFEE COMPANIES: produced their own coffe and also buys the beans of the small producer, put their own brands, and sell the coffee nationally and internationally.

FINAL CONSUMER: Pay a higher cost for the same coffee without knowing the true origin.
ACCOR is a small coffee producers association with 23 members dedicated to cultivate and work traditional Arabica coffee, are very fragrant, sweet, but with a nice touch of bitterness.
CAFÉ PALMIRA COLLECTIVE MARK DESIGN

The sun that allows the growing of the coffee seeds

A high mountain showing the microclimate

The name of the area of production in Palmira, District of Boquete.

The symbol of a small community of traditional coffee producers
# COLLECTIVE TRADEMARK REGISTRATION - CAFÉ DE PALMIRA

## Solicitud de Registro

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<tr>
<th>Tipo de Marca</th>
<th>Marca de Productos</th>
<th>Marca de Servicios</th>
<th>Marca Colectiva</th>
<th>Marca de Garantía</th>
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## Identificación

- Personas Natural: ____________________
- Personas Jurídicas: ____________________

## Número de Registro

- Código: 3224

## Marca

- **Descripción de la Marca:** Café de Palmira Panamá & Diseño

## Clases

- **Clase:** 30

## Documentos Adjuntos

- **Firma:** ____________________
- **Diligencias:** ____________________
- **Certificado:** ____________________

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**Nota:** Se declara que los datos que anteriormente se han realizado con los diversos artículos que regulan la propiedad industrial.
ASSOCIATION OF SPECIAL COFFE OF PANAMA (ASCAP)

INCLUDED FOR THE FIRST TIME AN ECONOMIC, SOCIAL STUDY
LA MOLA KUNA “GALU DUGBIS”
Panama’s second-largest indigenous community located in the region formerly known as Kuna Yala from 2011 Guna Yala, in the Atlantic coast of Panama.

The art of making molas is their most important form of artistic expression.

The Molas are a major source of income for Guna families.
The Ministry of Commerce and Industry with WIPO’s assistance in 2000, passed Law No. 20 on “the Special Intellectual Property Regime with Respect to the Collective Rights of Indigenous Peoples to the Protection and Defense of their Cultural Identity and Traditional Knowledge.”

The MOLA, was registered as MOLA (Morra) KUNA PANAMA, alluding to the Comarca Kuna Yala.

The community, with WIPO’s assistance, has developed the mark GaluDugbis.
The Government of Panama creates a "Indigenous Business Development Program."

- 340 female members of 20 communities in the Comarca Kuna Yala

- In the mean while the Guna craftwomen is ready for the commercialization part of the project.

- When the certification mark is ready they just have to add it to the Mola.
PIÑAS DE LA CHORRERA
(CHORRERA PINEAPPLES)
La Chorrera is a district of the province of Panama, located in the western region of the Panama city.

The variety grown throughout the year is the MD-2, also known as golden sweet.

In Panama, pineapple reaches a level of brix or sweetness of 15-17 degrees one of the highest in the region.
We find independent producers called "colonos" which sell pineapples to harvested packers losing the origin of the pineapple.

ANNPEP was the association chosen to protect their PINEAPPLE through the collective mark.

We provide several training about the benefits of having a collective mark.
The green circle represents the brand integrity with nature.

Type of pineapple produced in the area.

La Chorrera waterfall.

The Association was trained.
PIÑA DE LA CHORRERA CASE
Ministerio de Comercio e Industrias
OFICINA DE NEGOCIACIONES COMERCIALES INTERNACIONALES
CONCLUSION

- We have achieved the first step towards the recognition of the hard work of the small farmer or producer.

- The trademark must be measured through the commercialization stage, where results of the collective mark can be seen.

- We are convinced that with the support of the Ministry of Commerce and Industries and WIPO, we will successfully complete the second stage of local and international marketing of these Collective Trademarks.
THANKS FOR YOUR ATTENTION

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