An international agenda for Geographical Indications

EU visuals

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Issues with trademarks

- In Canada, the company Maple leaf foods registered as trademark the name "Parma" in 1971.
- Canadian courts rejected the request made by the Consortium to cancel the trademark on the basis that it was deceptively misdescriptive.
- As a result, the real product can not be sold under its name in Canada.
• The Consortium of Prosciutto San Daniele registered before the USPTO the certification mark (serial number 74336070) on 22 August 1995 (here at left).

• This was insufficient to prevent the use by Daniele Prosciutto, Inc. (a Rhode Island corporation) of the word-mark “Daniele” for meat products and the use of the following logo in the US as ham “made in the US”.

• It cost almost 10 years and 1 million euros to the Consortium to reach an agreement with the company so that their name can not be used in conjunction with ham.
Why TRIPS Article 23 protection should be extended to other products than wine and spirits

"Parma style"
"Prosciutto"
Italian flag
Trademark sounds Italian
... but the ham is made in Australia!
If a name is claimed to be generic in a territory, why is it used in connection with elements evocating the real origin of the genuine product?
Examples of products found in the EU market before "Feta" was registered as GI
The EU network of GI agreements