



#### Wipo Symposium on Gl

*Topic V* Geographical Indications. Trade and Common Names

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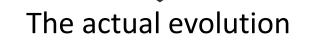


## THE STARTING POINT: WHAT ARE GIS

The starting point

An IP right (internationally recognized)

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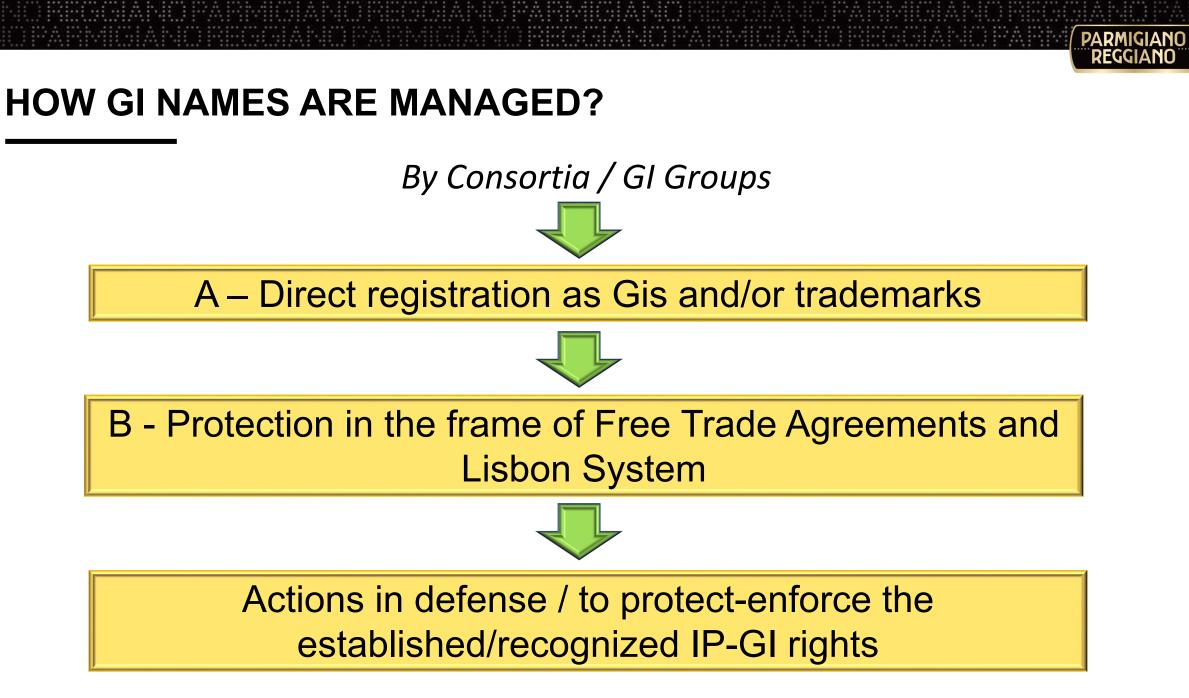


A powerful tool for implemeting rural development policies



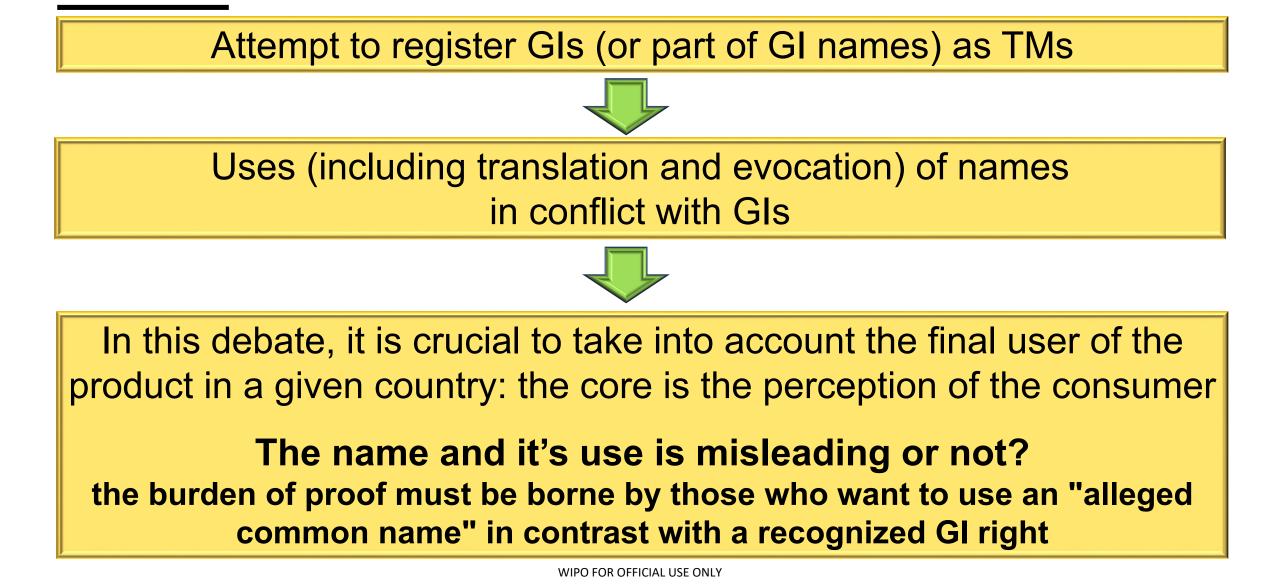
The future debate on GIs

From a technical-legal debate on the IP rights, it is becoming more and more a matter of <u>public interest</u> (also in the light of the ongoing debate on sustainability)



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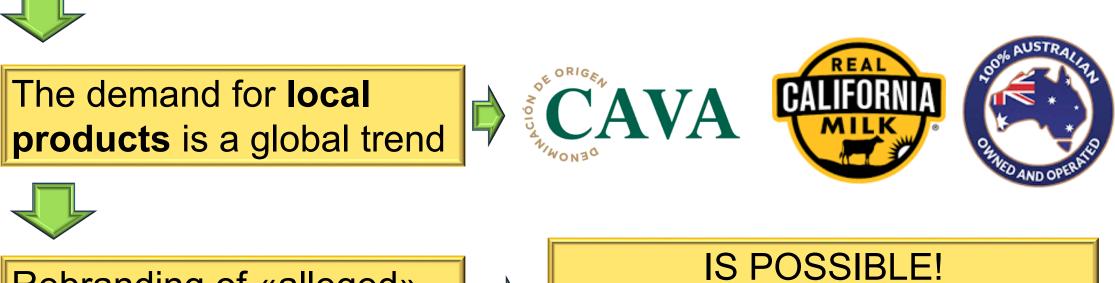
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### **SCENARIOS FOR THE FUTURE**

The efforts and actions of the GI system to protect GI names will be increasingly strong and widespread



Rebranding of «alleged» common names?



IS POSSIBLE! And it is the way to access the GI protected markets