Wipo Symposium on GI

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)

The actual evolution

A powerful tool for implementing 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 public interest (also in the light of the ongoing debate on sustainability)
HOW GI NAMES ARE MANAGED?

By Consortia / GI Groups

A – Direct registration as GIs and/or trademarks

B - Protection in the frame of Free Trade Agreements and Lisbon System

Actions in defense / to protect-enforce the established/recognized IP-GI rights
OPEN ISSUES

- Attempt to register GIs (or part of GI names) as TMs
- Uses (including translation and evocation) of names in conflict with GIs

In this debate, it is crucial to take into account the final user of the product in a given country: the core is the perception of the consumer. The name and its use is misleading or not? the burden of proof must be borne by those who want to use an "alleged common name" in contrast with a recognized GI right.
The efforts and actions of the GI system to protect GI names will be increasingly strong and widespread.

The demand for local products is a global trend.

Rebranding of «alleged» common names?

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