



*Wipo Symposium on GI*

*Topic V*

# Geographical Indications. Trade and Common Names

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# THE STARTING POINT: WHAT ARE GIs

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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?

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*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

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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**

# SCENARIOS FOR THE FUTURE

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