

# GIs Protection: International Scenario

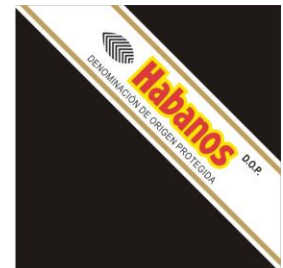


# Summary

---

- I. Introduction
- II. International convergence on a high standard of protection
- III. Remaining challenges

# I. oriGIn – the global alliance of GIs



# Some figures

---

- i. 8.708 GIs currently recognized/registered in national jurisdictions (oriGIn worldwide GIs compilation)
- ii. Sectors: agricultural products (cheese, fruits, vegetables, coffee, ...), wines, spirits, non-agricultural products (handicraft)
- iii. “Sui generis” systems (large majority): EU, Brazil, Russia, China, India, ASEAN countries, OAPI, Morocco, Switzerland, Colombia, Mexico, Peru, Canada, New Zealand (wines), ...
- iv. Some 200 bilateral agreements

# GIs rational

---

- Preservation of tradition, quality & common heritage
- “Capturing” premium price
- Better distribution of value added along value chains
- Prevent rural exodus
- Provide opportunities in unfavoured areas
- Spill over effects (tourism, etc.)

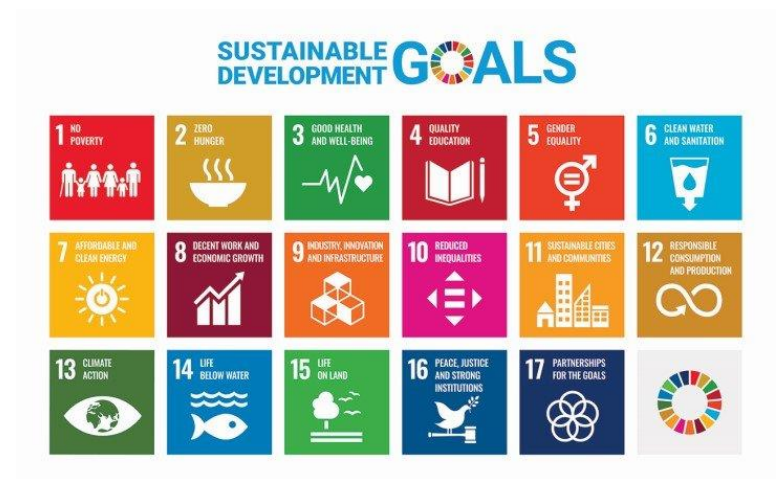
# Key success factors for GIs

---

- A. Quality linked to a geographical environment
- B. Strong system for protection & enforcement
- C. Collective approach
- D. Controls



# Emerging issues related to sustainability



## II. International convergence

---





# Proliferation of bilateral agreements covering GIs

---



# The WIPO Geneva Act of the Lisbon Agreement



# The WIPO Geneva Act: Objectives

---

- Modernize the Lisbon Agreement
- Attract a large number of contracting parties
- Establish a truly international GIs registry

# The WIPO Geneva Act (I)

---

- Introduces GIs under the treaty scope of application (art. 2), previously limited to AO
- Provides a solid the level of protection (strengthened compared to the Lisbon Agreement) for both GIs and AO (art. 11)
- Keep the principle of one unique application – made through WIPO – following which contracting parties have one year to analyze it and give or refuse protection (art. 5)

# The WIPO Geneva Act (II)

---

- Clarifies the relations with prior trademark rights, in line with international norms and jurisprudence (art. 13)
- Gives the possibility to intergovernmental organizations to become contracting parties (art. 28.1.iii)
- Introduces more flexibility in terms of filing applications (groups and beneficiaries are now allowed to file an international application under certain circumstances, art. 5.3) and fees, which make the Geneva Act a treaty attractive for a variety of legal systems and traditions

# The WIPO Geneva Act (III)

---

- With the EU accession in February 2020, it entered into force
- Current Member States: Albania, Cambodia, Côte d'Ivoire, North Korea, EU, Ghana, Lao, Oman, Samoa and Switzerland
- Interest by a raising number of WIPO Member States

# III. Remaining challenges

---



**WORK IN PROGRESS**





# i. Trademarks applications in conflict with GIs

---



## ii. GlS used as ingredients

---



### iii. Legal certainty on the Internet

---



# Counterfeiting, infringements in online platforms

Produits Fournisseurs


champagne type espagnol Recherche de produits

Nourriture & Boissons Vin Equipement de production de boisson Vin à fruit

Accueil > Boissons > Boissons alcoolisées > Vin (20685)

## Vin cave Champagne de type espagnol

par SEA LAND TRADERS INTERNATIONAL SL



Prix de Fob: EUR2.4 - 2.6  
[Obtenir le Dernier Prix](#)

Port: Spanish

[Contacter immédiatement](#)  
Envoyer un Message à ce Fournisseur

[Favorite](#) [Copy URL](#) [Facebook](#) [Twitter](#)  
[Google](#) [Delicious](#) [Reddit](#)

[Voir une plus grande image](#)

### Détails sur le produit

Langue: Français English

#### Détails rapides

Type de produit:	vin	Type:	Scintillement
Goût:	Sec	Point d'origine:	L'Espagne
Nom de marque:	La Palau	Emballage:	Bouteille
Type:	Vin blanc		

#### Spécifications

La meilleure qualité au meilleur prix

Blanc de PRODUIT, Rose, vin cave sec et Brut de Semy (Champagne espagnole) alc de 11.5% vol.  
La fermentation de PROCÉDÉ de FABRICATION de VIN a lieu dans la bouteille  
ORIGINE Espagne  
NOTES d'ÉCHANTILLON miroitant et régénérant  
Idéal de GASTRONOMIE pour accompagner des plats, des ragoûts, des tapas, des pâtes, des pâtisseries, le pâté, le riz, des poissons et des fruits de mer de viande rouge  
Le meilleur de RECOMMANDATIONS de PORTION a servi effrayant  
Boîtes de Bouteille-carton du PAQUET 6. Bouteille traditionnelle légère de Champagne de 0.75l

# Parmigiano Reggiano Italian Parmesan Cheese - Buy Italian

[Sign In](#) | [Join Free](#)

My Alibaba ▾

For Buyers ▾

Products ▾

What are you looking for...

About 339 results: Cheese (160)

Home>Products>Food & Beverage>Dairy>Cheese(4351)



## Parmigiano Reggiano Italian cheese

FOB Price: [Get Latest Price](#)

Min.Order Quantity: 26 Ton/Tons

Supply Ability: 5000 Ton/Ton

Port: Turkey

Payment Terms: T/T

# Internet domain names (www.origin-gi.com)

---

- “www.” (world wide web)
- First level domain after the dot: “.com” (gTLDs) or “.br” (ccTLDs)
- Second level domain: “origin-gi” (first come, first served principle)



## iv. International cooperation

---

- Support to GIs groups
- Establishment of control systems



# Many thanks for your attention!

Web: <https://www.origin-gi.com/>

Email: [massimo@origin-gi.com](mailto:massimo@origin-gi.com)

Twitter: @oriGInNetwork