

Collective Mark for Economic Development (Philippines)

IV INTERNATIONAL GEOGRAPHICAL INDICATIONS AND COLLECTIVE TRADEMARK EVENT

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Collective Marks in Philippines

- Distinguishes the origin or any common characteristic or quality of goods or services of different enterprises which use the sign under the control of the registered owner.
- Rights to a collective mark are acquired through registration. The term of protection is ten years and the certificate of registration is renewable upon filing of declaration of actual use and payment of filing and renewal fees.
- The owner of the collective mark collaborates with enterprises to make it easier to market their products by using a common sign to distinguish the goods they produce.

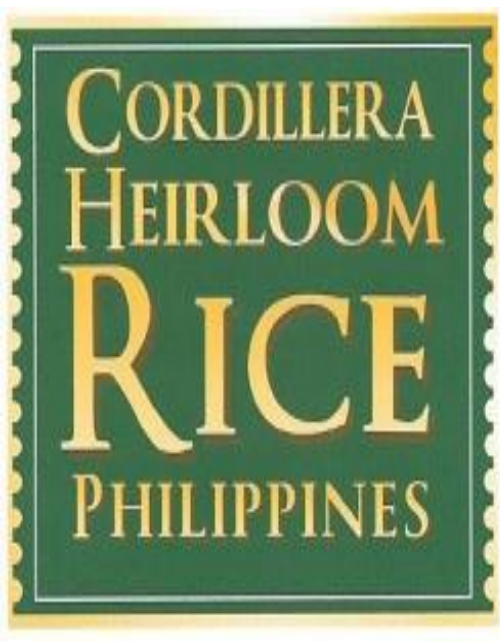


Examples of Registered Collective Marks in Philippines

GUIMARAS IS AN ISLAND IN CENTRAL PHILIPPINES. MANGOES FROM GUIMARAS ARE CONSIDERED ONE OF THE SWEETEST VARIETIES IN THE WORLD.



CORDILLERA IS A MOUNTAINOUS REGION IN NORTHERN PHILIPPINES. HEIRLOOM RICE IS PLANTED IN UPLAND RICE PADDIES. THEY HAVE HIGHER NUTRITIONAL VALUE AND QUALITY COMPARED TO COMMERCIAL RICE.

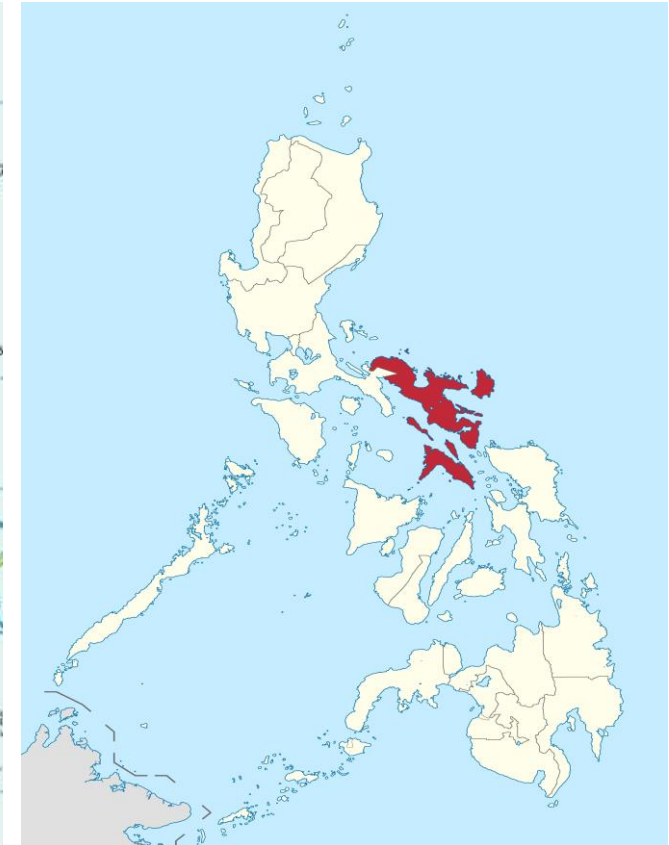


Bikol Pili
Collective Mark



The Place: Bicol Region

- Bicol is in central eastern part of the Philippines. It a zone that receives substantial rainfall every year.
- The region's rich volcanic soil and generous rainfall are the variables necessary to grow the pili tree.
- It is regarded as the largest pili producer in the country and primary location of the pili nut trade. Most of the production centers are located in the Bicol region.



The Product: Pili

- The pili or *canarium ovarium* is a species of tropical tree that is native to maritime Southeast Asia.
- They prefer deep, fertile, well-drained soil, warm temperatures and well distributed rainfall. They do not tolerate frost or low temperatures.
- The pili tree is a valuable commodity because of its industrial, commercial, environmental and nutritional benefits from its roots, trunks, branches, sap, leaves and fruits.



MARKETING CHANNELS



PRODUCTION

Growers
Landowners
Tenants
Leaseholders



TRADING

Wholesaler
Assembler
Trader-Processor
Agent



PROCESSING

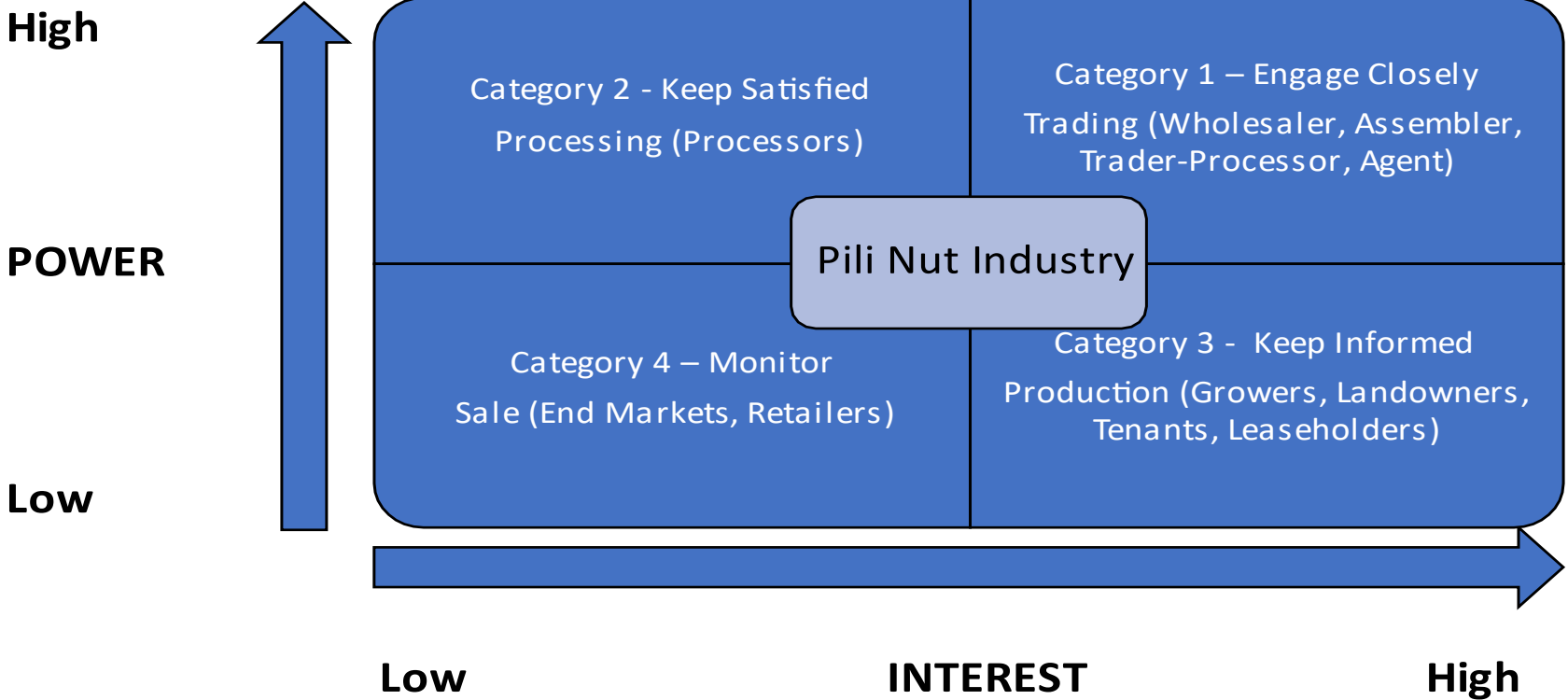
Processors



SALE

End-Markets

Stakeholder Mapping



The Owner: OK Bicol Association, Inc.

- A non-stock non-profit association that was organized to promote various products of Bicol Region in marketing events, trade fairs and other promotion activities in the Philippines and abroad.
- It helps local entrepreneurs and communities realize their potential to make listing economic and social changes in the face of extreme challenges.
- It places emphasis on empowering micro, small and medium enterprises (MSMEs), giving them opportunities to initiate broad and important changes in the society.

Allocation of Rights

- The association owns and holds title to registration of the collective mark. The association does not use the collective mark.
- The members use the mark and promote their products using the collective mark. The members do not own the mark.



Regulations Governing Use of the Collective Mark

1

Specifications and Technical Details of the Collective Mark

2

List of Goods

3

Criteria for Membership in the Association

4

Persons and Organizations Authorized to Use the Collective Mark

5

Conditions of Use of the Collective Mark

6

Sanctions Against Misuse of the Mark



Sub-group 1

Food
(processed)



Sub-group 2

Food
(unprocessed
and semi-
processed)



Sub-group 3

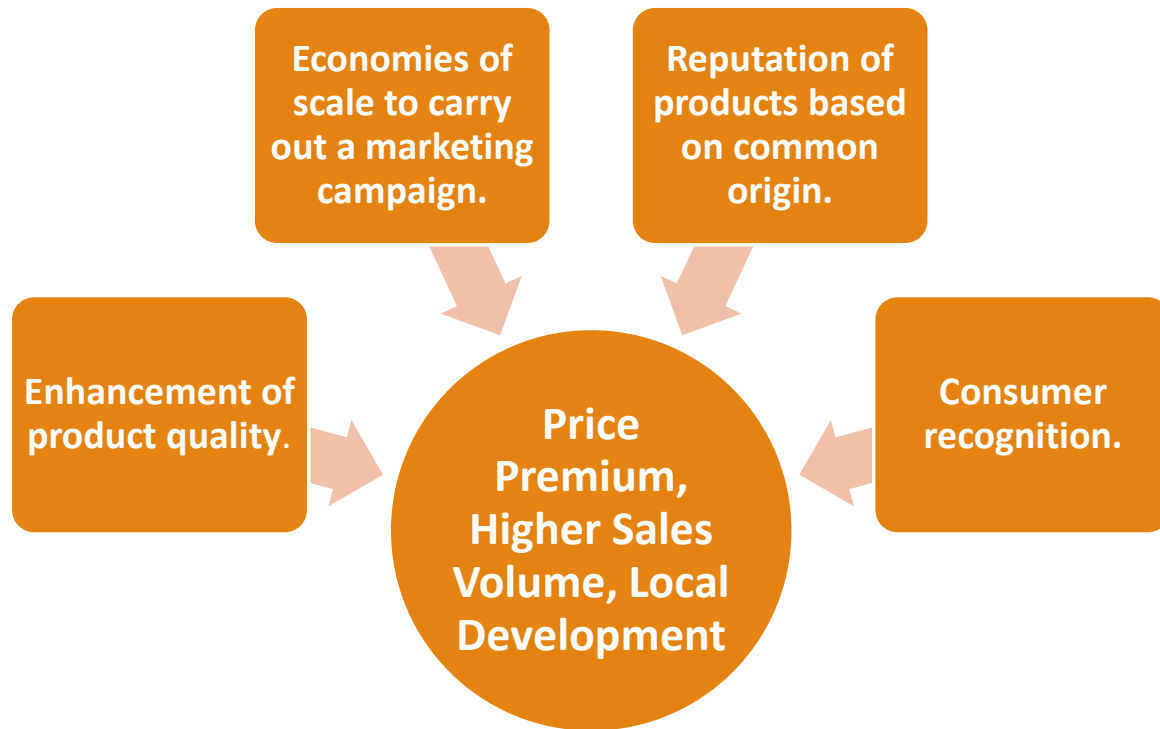
Wearables
and Home
Care



Sub-group 4

Cosmetics
and Skin Care

Collective Mark for Economic Development



Obrigada.
