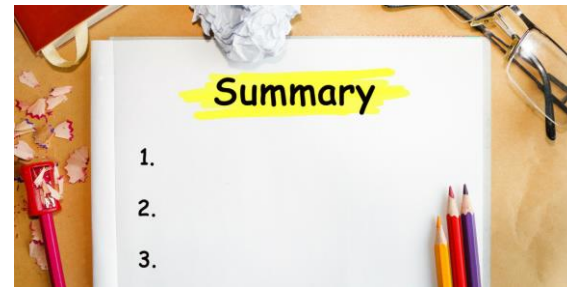


IPKey webinar

Protection of GIs in the online market: Producers' perspective



Summary



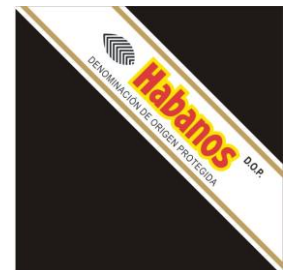
I. oriGIn presentation

II. Some data concerning ecommerce

III. Challenges

- a. Counterfeiting/infringements
- a. Internet domain names (“cybersquatting”)

I. oriGIn – the global alliance of GIs



II. Ecommerce, data & opportunities



Some data

(eMarketer Trends, Forecasts, Statistics)



- 2020: \$3.914 trillion in global ecommerce retail sales (+16.5 %, down from + 20.2% in 2019)
- 2020: Asia-Pacific (42,3%), North America (22,9%), Europa Occidental (16,2%)

Some data

(eMarketer Trends, Forecasts, Statistics)

- China is the largest ecommerce market in the world
- In 2025: online retail sales will represent between 15% and 20% of the overall worldwide sales of the food and drink industry



Opportunities for GIs (online marketplace platforms)

- Alibaba
- JD.com
- Pinduoduo
- Amazon (Whole Foods)
- Walmart
- eBay



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Exemples

Recevez-vous gratuitement maintenant! | Inscrivez-vous

Produits Fournisseurs


champagne type espagnol Recherche de produit

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

Accueil > Nourriture & 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

Examples

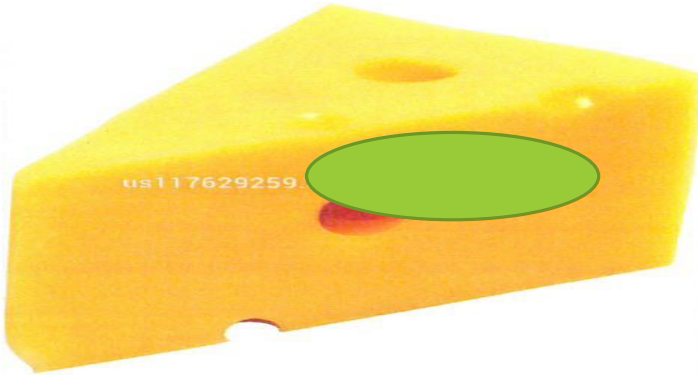
— Parmigiano Reggiano Italian Parmesan Cheese - Buy Italian Cheese Proc —

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

[For Buyers](#) ▾ [For Suppliers](#) ▾ [Help](#)

Products ▾ What are you looking for...

About 339 results: Cheese (160)
Home>Products>Food & Beverage>Dairy>Cheese(4351)



us117629259

[See larger image](#)

Parmigiano Reggiano Italian Parmesan cheese

FOB Price: [Get Latest Price](#)

Min.Order Quantity: 26 Ton/Tons

Supply Ability: 5000 Ton/Tons per Month

Port: Turkey

Payment Terms: T/T

[Contact Supplier](#)

[Leave Messages](#)

[Add to Inquiry Cart](#) [Add to My Favorites](#)

Product Details

Company Profile

[Report Suspicious](#)

Quick Details

Product Type:	Cheese	Type:	Hard Cheese	Cheese Type:	Parmigiano Reggiano
Processing Type:	Raw	Origin:	Cattle	Packaging:	Box, Bulk, Sachet
Shape:	Block	Fat Content (%):	28.4	Shelf Life:	2years
Weight (kg):	30	Place of Origin:	Italy		

The way forward



- Encourage MoU and other cooperation agreements between platforms and national competent authorities (ex: Italian and Spanish Ministries of Agriculture)
- In those agreements, look at the issue of applicable law (“product to be shipped...”)
- **Need to take into account third markets’ jurisdictions where a given GI is protected**

III.b Challenges



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

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



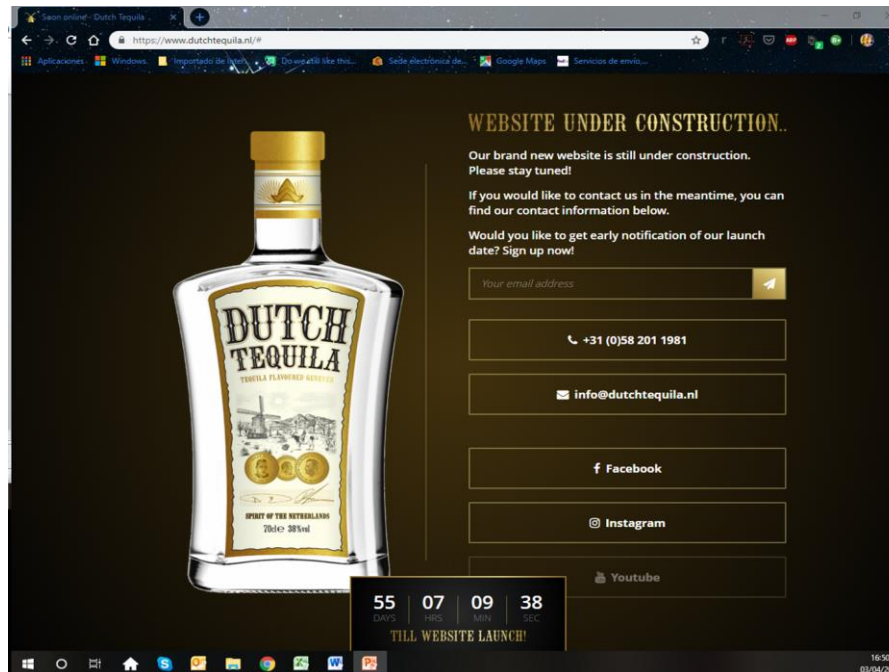
Internet domain names



- Traditional gTLDs (.com, .coop, .info, .org, .pro, ...) until 2012
- More than 1.000 gTLDs (.bank, .food., .wine, .coffee, .organic, ...) were authorized by ICANN in 2012
- This increased dramatically the risks of “cybersquatting”

“Cybersquatting”

Conflict between a registered second level domain in a given gTLD or ccTLD and an IP right (GI or TM)



Dispute resolution in gTLDs: UDRP

- Uniform Dispute Resolution Policy: finalized within ICANN & implemented by centers around the world (including the WIPO one)
- Rule 3.b.vii (TM is the only valid title to active the UDRP)
- CIVC v. Steven Vickers (WIPO Case, No. DCO2011-0026)

Dispute resolution in ccTLDs

- Every ccTLD has its own policy
- A growing number of them consider GIs a valid title to activate curative mechanisms



[illegible]

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oriGIn / EFOW proposed clause

“In connection with each Party's system for the management of its country-code top level domain (ccTLD), appropriate remedies, such as revocation, cancellation, transfer, damages, or injunctive relief, shall be available, in cases where a person - not being the recognized holder of a geographical indication - registers or holds a second-level domain name that is identical or confusingly similar to the said geographical indication”

Many thanks!

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