

# IP Key SEA virtual conference on GIs

## Role of GI Protection and Enforcement in Rural Community Development



# Summary

---

- Introduction
- Why GIs protection & enforcement
- How to ensure solid protection & enforcement

# GIs: global reach, impact & sustainability

---



# Key factors for GI success

---

- Quality linked to a geographical area
- Collective approach
- Controls
- **Solid protection & enforcement**



# Why solid protection & enforcement?

---

- Small economic actors
- Reputation, commercial success = infringements
- High legal costs



# Infringements: National and international dimension



# Elements of solid protection & enforcement

---

- Depth of protection
- Relations with TMs
- Administrative protection
- International protection for national GIs

# Solid GIs protection: “evocation”

---

Protection against evocation (CJEU case law):

- “Cambozola” (C-87/97)
- “Parmesan” (C-132/05)
- “Cognac” (joined C-4/10 & C-27/10)
- “Verlados” (C-75/15),
- “Glen Buchenbach” (C-44/17)
- “Manchego/Don Quixote” (C-614/17)



# Use of figurative elements



- “Manchego/Don Quixote” (C-614/17): Spanish company commercializing cheese products through a label with figurative elements + the word “Rocinante”



# How to ensure solid protection & enforcement



Main Provisions and Benefits of the Geneva Act of the Lisbon Agreement (2015)



The complex block contains a blue vertical bar on the left side. To the right of the bar, there is a title 'Main Provisions and Benefits of the Geneva Act of the Lisbon Agreement (2015)'. Below the title is a collage of various agricultural products, including fruits, vegetables, and grains. At the bottom right of the block is the WIPO logo, which consists of a stylized globe and the text 'WIPO'.

**Many thanks for your attention!**

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

[@oriGInNetwork](#)

[www.origin-gi.com](http://www.origin-gi.com)