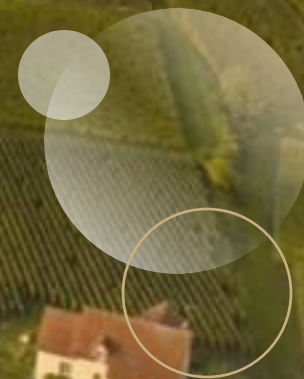




COMITÉ
CHAMPAGNE

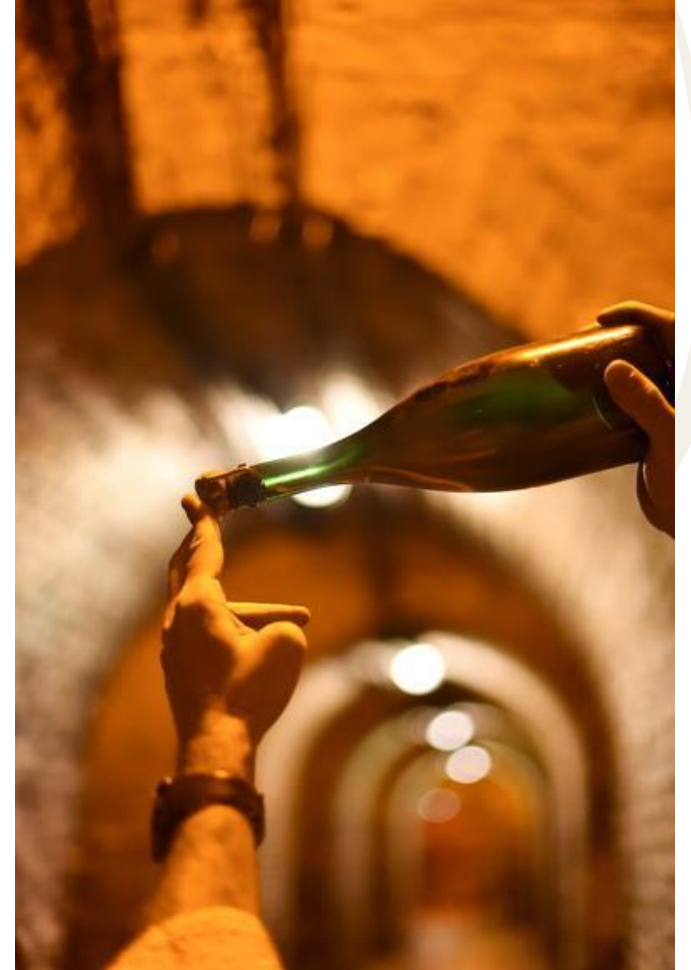
CHAMPAGNE : A UNIQUE ORGANIZATION





CHAMPAGNE

- 1** The name "Champagne" has been used since the late 17th century to **designate sparkling wine from the Champagne region of France.**
- 2** Champagne has become the **wine of festivities and celebrations** the world over. It enjoys an exceptional **international reputation.**



« CHAMPAGNE ONLY COMES FROM CHAMPAGNE, FRANCE »

A GEOGRAPHIC AREA DELIMITED SINCE 1927



A LIMITED AREA



34 200 HECTARES
(4 % of French vineyard)



319 CRUS
(cities and villages)



LOCATED IN 5 ADMINISTRATIVE DEPARTMENTS
Aube, Aisne, Haute-Marne, Marne, Seine-et-Marne

THE RECOGNITION OF AN APPELLATION

KEY DATES AND DEFINITION OF THE CONCEPT OF AOC



1 1935 : creation of the “*appellation d’origine contrôlée*” (AOC) concept (Protected Designation of Origin)

- *Defined geographical area*
- *Recognition expertise*

2 1936 : decree recognizing AOC Champagne

- *Strictly defined geographical area*
- *7 authorised grape varieties*
- *4 authorised pruning techniques*
- *Limited yield per hectare and for the pressing*
- *2nd fermentation in the bottle (“prise de mousse”)*
- *Cellar ageing (15 months minimum for non-vintage wines, 36 months minimum for vintage wines)*
- *Minimum potential alcohol content during the harvest*

3 1941 : creation of the Comité Champagne

A LIMITED PRODUCTION, RECOGNISED ACCROSS THE WORLD

A SMALL PRODUCTION



0,5% of global vineyards area



10 % of global sparkling wines consumption in volume



325,5 MILLIONS of bottles shipped



A WORLDWIDE PRESTIGE



1st viticultural PDO in the world in value
6 billions € turnover



28 % of global sparkling wines consumption in value



Presence in more than
190 COUNTRIES (57 % export)

NETWORK CONNECTED ALL TOGETHER

A DIVERSITY OF ACTORS



16 200 GROWERS



130 COOPERATIVES



370 HOUSES



GROWERS
MANAGE
90 % OF THE VINES



HOUSES
SHIP MORE THAN
70 % OF THE TOTAL
VOLUME

BENEFITS OF A GEOGRAPHICAL INDICATION

For the producer :

- A temporary and precarious **right to use the designation**
- Strict but **qualitative production requirements**

A restricted yield (determined each year)

A constraining production process (pressing process, ageing...)

BENEFITS OF A GEOGRAPHICAL INDICATION



For the producer :

- **Higher sale prices**

Champagne

x 3

Other sparkling wines with GI

x 8

French sparkling wines without GI

- **An equitable share of the value between winegrowers and houses**

BENEFITS OF A GEOGRAPHICAL INDICATION

Dynamism and innovation in the region :

- Production
- Packaging
- Transport
- Services

Creations of direct jobs :

- 30,000 direct jobs
- 120,000 harvesters



CHAMPAGNE
HILLSIDES, HOUSES
AND CELLARS ON THE
WORLD HERITAGE LIST



BENEFITS OF A GEOGRAPHICAL INDICATION



- **The collective valuation of a unique name**

- A single designation

- Numerous trademarks

- A worldwide success that benefits the whole industry and region

- **A collective protection**

- Co-handled by the administration (French and European)

- Collective and mutualized protection system

- A system that protects both producers and consumers

- **Collective investments**

- Research & Development

- Promotion and education

COMITÉ CHAMPAGNE

CHAMPAGNE'S WINES INTERPROFESSION



The place of the collective since 1941

Private law organization, entrusted with a public service mission, possessing prerogatives of public authority

The objective is to ensure the common interest of Winegrowers and Champagne Houses

In a **balanced** and **consensus-based** manner.

COMITÉ CHAMPAGNE



4 main missions:

- **Market regulation** and **monitoring** the winegrowing activity
- **Quality and sustainability** (viticulture, œnology and environment)
- **Protection** of the appellation
- Champagne **education** and Champagne **promotion**

MARKET REGULATION AND MONITORING OF THE WINE INDUSTRY



Founding date: 1938 - creation of **reserve system**

- Reconciling irregular harvests with market demand
- Record all transactions related to the production of Champagne
- Track the movement and shipment of wine
- Manage Champagne reserves, harvest and inventory declarations, professional registrations, etc.



QUALITY AND SUSTAINABILITY

VINES, WINE & ENVIRONMENT



CULTIVATING AN EFFICIENT AND SUSTAINABLE VINEYARD

- Varietal innovation: preserving existing grape varieties and creating new ones
- Precision viticulture: actively combating diseases and vineyard decline
- Managing and preserving the ecosystem and biodiversity of the vineyard
- Supporting professionals in their environmental certification
- Reducing the ecological footprint of the sector and aiming for carbon neutrality

REAFFIRMING THE SEARCH FOR EXCELLENCE

- Preserve the quality and typicality of wines in a context of climate change
- To ensure the safety of consumers

RESEARCH AND DEVELOPMENT

VINES, WINE AND ENVIRONMENT



4 EXPERIMENTAL VINEYARDS



EXPERIMENTAL CELLAR



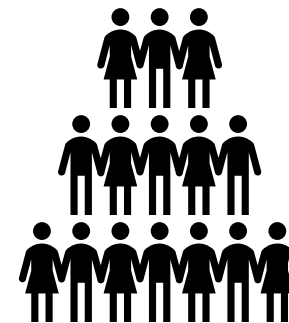
MICROBIOLOGY
LABORATORY



COFRAC ACCREDITED
LABORATORY



TASTING ROOM



NEARLY 60 EMPLOYEES

↘ More than 200
tests per year

VALORISATION OF CHAMPAGNE



UNDERSTANDING THE MARKET

To be able to understand its competitive environment and its consumers.



REPRESENTING THE APPELLATION

To be the voice and gateway of the appellation in France and in the world.



PROMOTING THE APPELLATION

To promote the appellation by highlighting the producers of the appellation.



TRAINING THE PROFESSIONALS

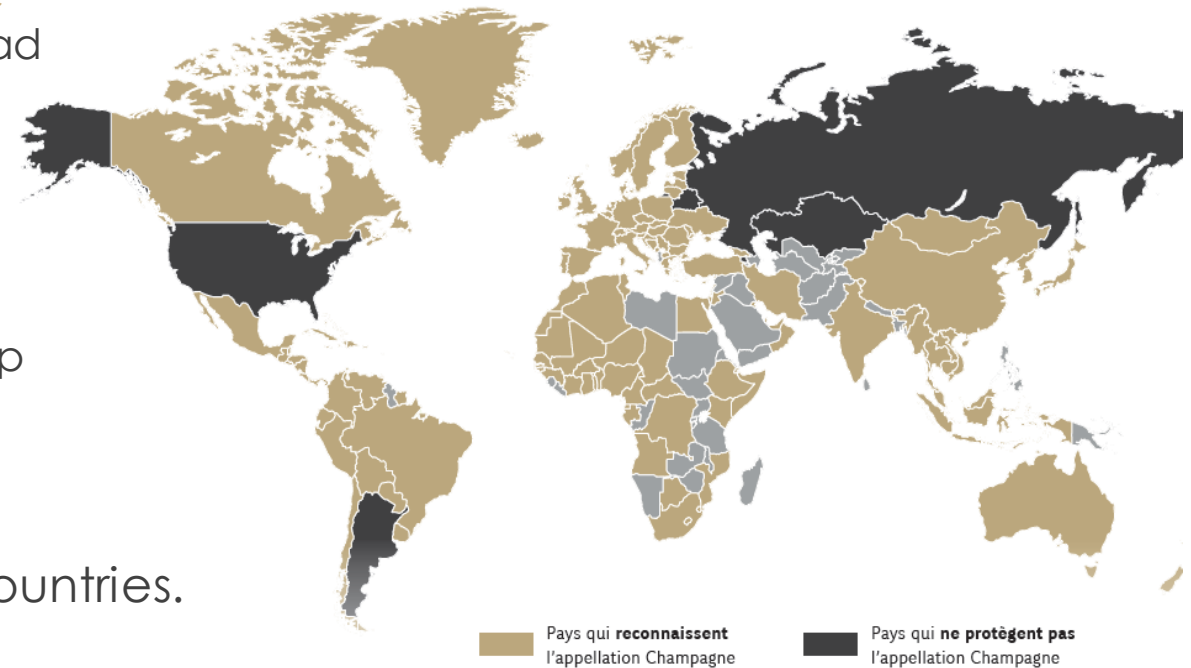
To promote the value and uniqueness of Champagne.

PROTECTION OF THE APPELLATION

MAIN ACTIVITIES

- 1** **Fight against counterfeiting and misuses of the Champagne appellation**, in France and abroad (priority given to amicable settlements).
- 2** **Cooperation and public affairs**, for a better protection in the world, including the follow-up of FTA Agreements (like UE-Vietnam).

Champagne is protected in more than 125 countries.



PROTECTION OF THE APPELLATION

OUR STRATEGY



TOWARD AN ABSOLUTE PROTECTION OF THE NAME CHAMPAGNE

- Zero tolerance against counterfeiting
- Online and offline watches
- Customs trainings and free analyzes on demand
- Actions against trademark applications
- Actions against any and all kind of misappropriations of the name, including evocation
- Relations with the authorities
- In 2023 : 312 new cases, including 47 new proceedings
- 45,438 ads detected and 5514 ads removed from 68 e-commerce platforms
- A budget of 1,2 million € and a team of 4 people

COOPERATION WITH NATIONAL AUTHORITIES

IN FRANCE AND WORLDWIDE



SHARING INFORMATION

1

Training, information, free laboratory analysis, presence on the EUIPO platform since 2014, application for customs assistance



TARGETED OPERATION

2

Participation in WCO and EUROPOL operations (e.g. Opson); Champagne Plan with Gendarmes since 2012



ÉLÉMENTS
D'IDENTIFICATION
D'UNE BOUTEILLE
DE CHAMPAGNE

Vin mousseux de qualité
Exclusivement élaboré en France,
dans l'aire délimitée de la Champagne viticole

Étiquette représentative de droits (CRD)
Couleur verte, obligatoire pour le marché français,
avec le numéro du département de production :
51 (Marne), 10 (Aube), 02 (Aisne),
77 (Seine-et-Marne), 52 (Haute-Marne)

Champagne
Les factures, tout emballage
(boîtes, étuis, ...) et sur la partie du
corde dans le col de la bouteille

Élaborateur
En toutes lettres sous la forme
raison sociale de l'Élaborateur),
à l'adresse de son siège social)*

Immatriculation
Élaboré par le Comité Champagne
sur le marché et reproduit
page sous la forme d'un code :
CM-MA-ND) et plusieurs chiffres

Bouchon en liège
Le bouchon en liège (le musclé) et revêtu
de la totalité du bouchon et en
sa partie le col de la bouteille

WORKING GROUPS & FORUMS

3

Participation and **monitoring works** in France and worldwide (e.g. CNAC, UNIFAB, INTA)




ProtectionAOCChampagneEurope



OFFLINE MARKET SURVEILLANCE

- Monitoring of physical points of sale: market surveys, monitoring of wine fairs, etc.
- Monitoring of the Champagne appellation and trademarks: application for customs intervention, worldwide monitoring of trademark registrations.

ANNEXE II


N° 12683*02

DEMANDE D'INTERVENTION COMMUNAUTAIRE	
1. Date de réception de la demande d'intervention par le service douanier désigné (au sens de l'article 5, paragraphe 2, du règlement (CE) 1383/2003) JJ/MM/AA: .../.../...	DROITS DE PROPRIÉTÉ INTELLECTUELLE DEMANDE D'INTERVENTION DES AUTORITÉS DOUANIÈRES au titre de l'article 5, paragraphe 4, du règlement (CE) n° 1383/2003
3. Coordonnées du demandeur (titulaire du droit au sens de l'article 2, paragraphe 2, du règlement (CE) n° 1383/2003) * Nom:	



ONLINE MARKET SURVEILLANCE

Alternative Proceedings

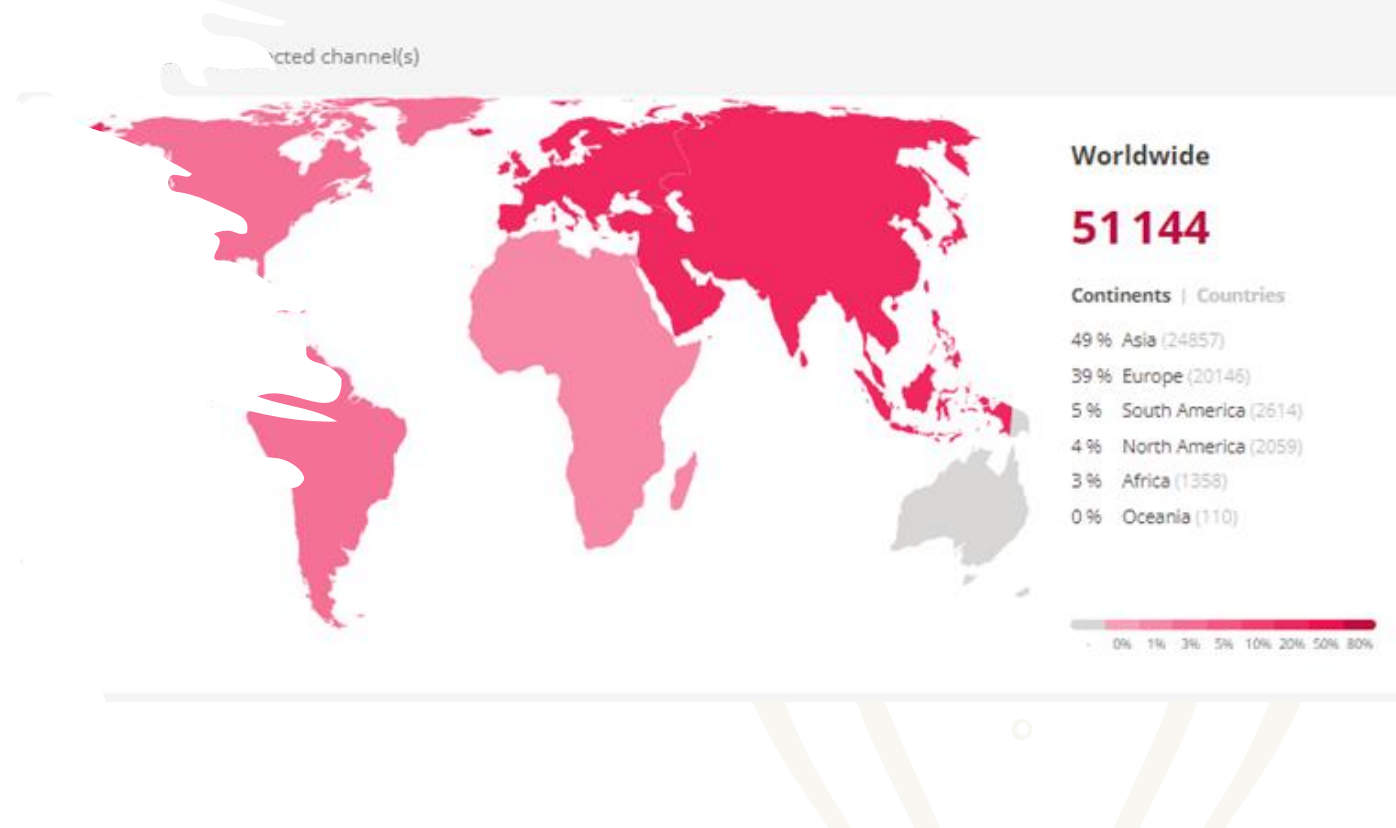
- CEPANI, 20 dec. 2004, [champagnes.be](#)
- OMPI, 4 july. 2005, [champagnes.fr](#)
- UK Dispute Resolution Service, 15 may 2007, [champagne.co.uk](#)
- OMPI, 5 feb. 2008, [champagne.ie](#)
- SYRELI, 10 march 2022 [champagne-co.fr](#)

Obstacle : UDRP = trademark requirement

- OMPI, 21 june 2011, [champagne.co](#)

Judicial Proceedings

- TGI Paris, 7 sept. 2001, [champ-pagne.com](#)
- TGI Paris , 15 dec. 2005, [vins-de-champagne.com](#)
- TGI Paris, 5 oct. 2007, [auchampagne.com](#)
- TGI Paris 10 april 2008 [champagne.ch](#)



RAND ARGOS™ NFT

ROXANE DE VARINE

416 Résultats bruts

10 Ignorés

0 En cours d'investigation

20 Verification Client

311 Signalements

542 Suppressions

1 299 Tous les résultats

Titre T	Blockchain	Prix	Date de capture	Dernière modification
WAKES and Awake with Champs By Finley	Ethereum	318,54 € ETH 0,22	14 mars 2023	14 mars 2023
#002 Luxury Champagne	Polygon		05 avril 2023	05 avril 2023
#003 Luxury Champagne	Polygon		05 avril 2023	05 avril 2023

PROTECTION OF THE APPELLATION

COMBATING TRADEMARK INFRINGEMENT

- **Position : oppose identical or similar trademarks, in all classes of goods and services**

- Abroad : rulings highly protective of the appellation

- Moldavia : rejection of the trademark



filed in class 32 (23 Jan. 2024)

- Portugal : rejection of the trademark



filed for restaurant (2 Feb. 2024)

- South Korea : rejection of the trademark

CHAMPAGNE 3CON

filed for sunglasses (13 Feb. 2024)

- Germany : rejection of the trademark

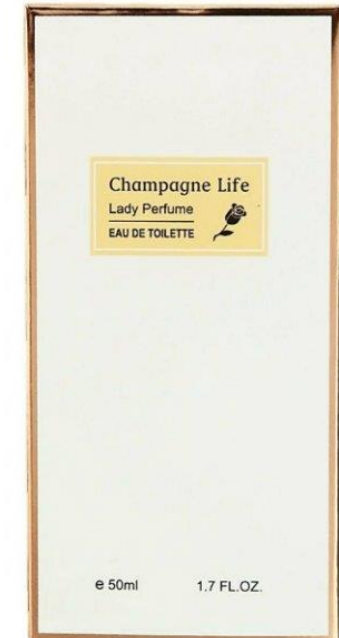


filed for restaurant (21 Feb. 2024)

PROTECTION OF THE APPELLATION

COMBATING MISAPPROPRIATION OF THE REPUTATION

- Position: settle disputes amicably / if not, take appropriate legal action



CONTACT



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THANK YOU FOR YOUR ATTENTION