



Organization for an International
Geographical Indications Network

Workshop on the Fight Against Counterfeit Goods in Southeast Asia

*Issues and Challenges for EU Producers
Related to IPRs Enforcement Online*



Summary

I. oriGIn

II. Internet: Opportunities & Challenges for GIs in terms of enforcement

III. Some conclusions



oriGIn - The global alliance of GIs (600 members from 40 countries)

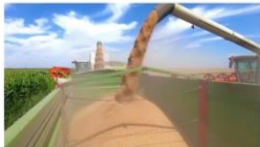
oriGIn is the global alliance of GI groups and institutions dedicated to:

- Campaigning for robust GI protection in national laws and international treaties; and
- Promoting a model of managing value chains which is poised to respond to the emerging economic, social and environmental challenges.



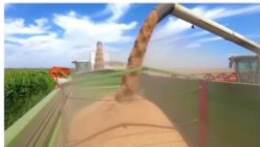
GIs latest trends at the global level

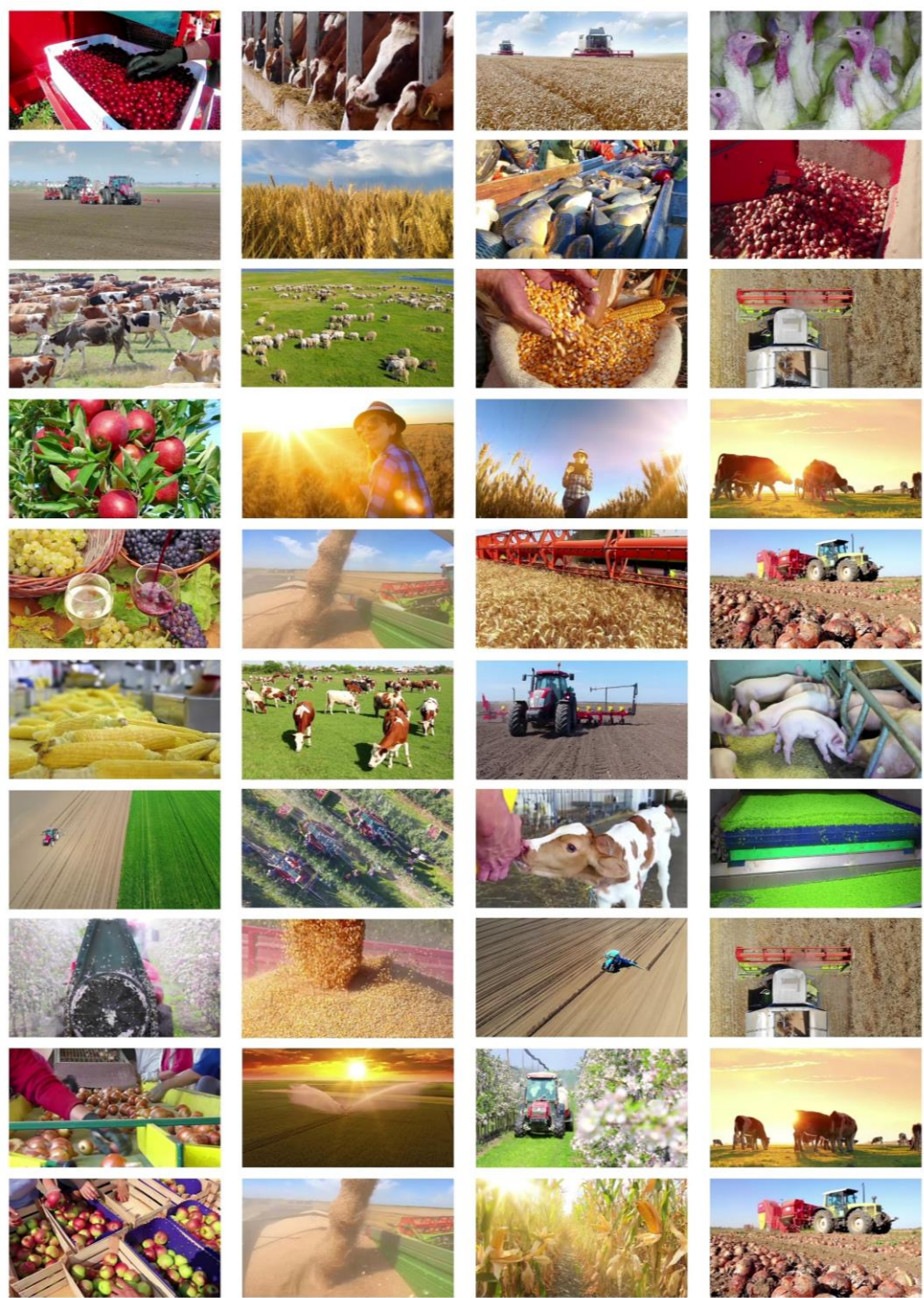
- Global concept: Some 20,000 GIs recognized worldwide
- A robust IPR in national jurisdictions
- Bilateral treaties
- Multilateral agreements (WIPO Geneva Act)
- Interest of GIs in sustainable development policies



GIs latest trends at the global level

- Reputation / commercial success = counterfeiting and infringements (offline & online)
- Need to follow up on GI registrations with the creation of effective groups and controls

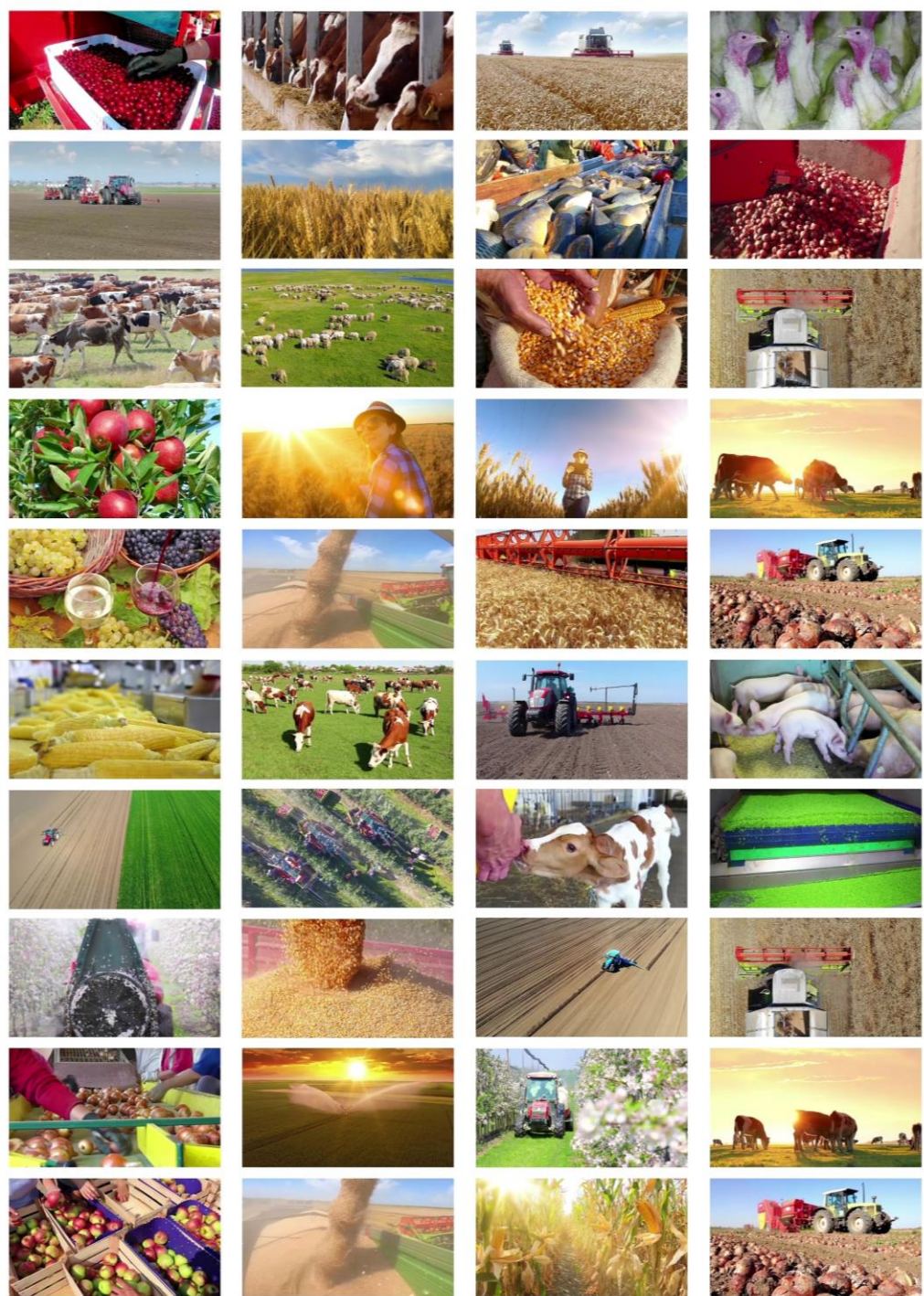




Internet: opportunities for GIs

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





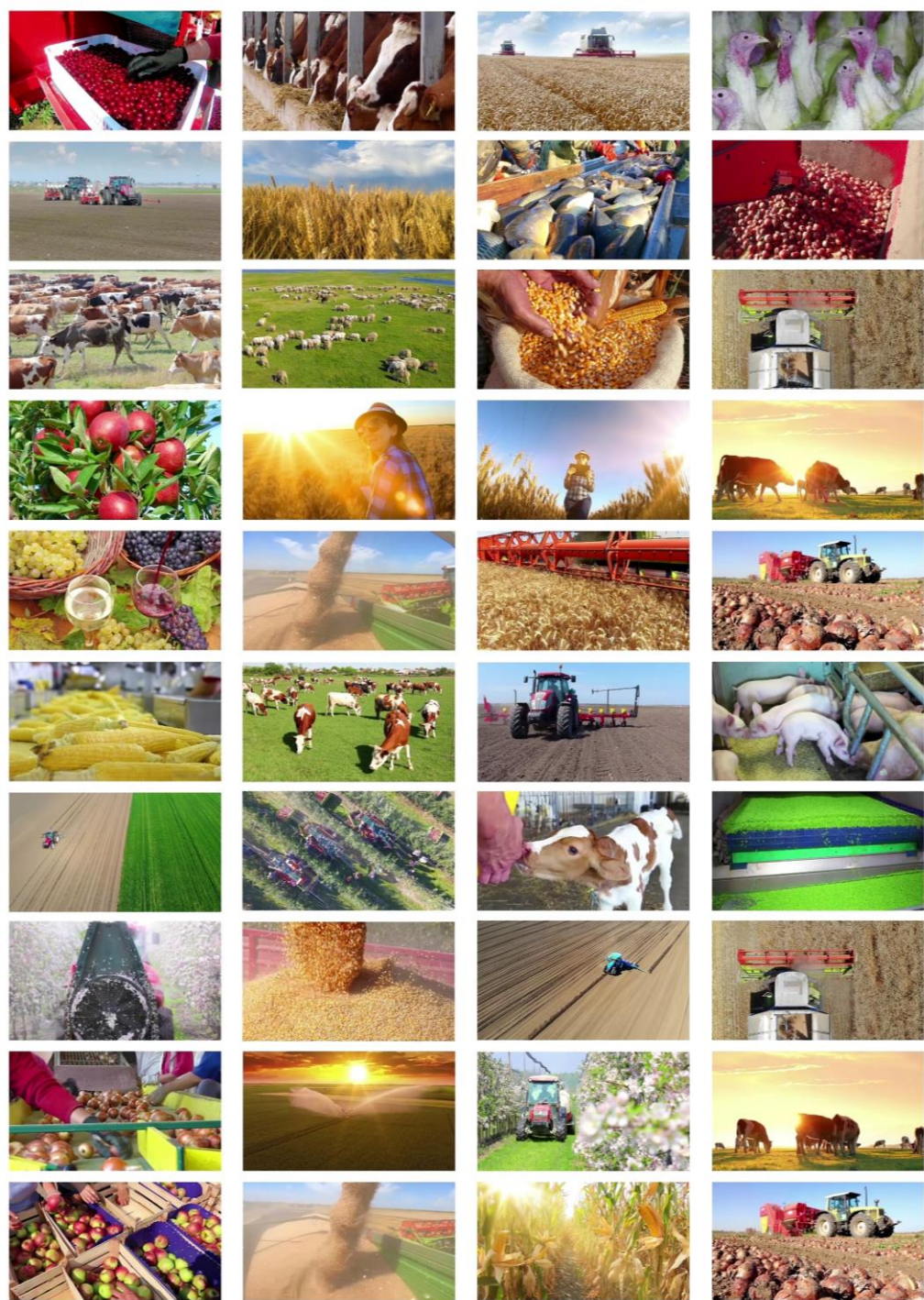
eMarketer Trends, Forecasts, Statistics

- Aisa 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



With opportunities... challenges

- Monitoring
- Counterfeiting and other infringements on Internet Market players and other ecommerce platforms
- “Cybersquatting” (Internet Domain Names)



Counterfeiting and other GI infringements



Counterfeiting and other GI infringements

Bienvenue sur Alibaba.com, Joignez-vous gratuitement maintenant! | Inscrivez-vous

Vin cave Champagne de type espagnol

Alibaba.com
Global trade starts here.[™]
Français | English

Produits Fournisseurs


champagne type espagnol Recherche de produit

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

Accueil > Produits > 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

Contactez immédiatement
Envoyer un Message à ce Fournisseur

Favorite Copy URL Facebook Twitter
Google Delicious Reddit

Voir une plus grande image

Détails sur le produit

Détails rapides

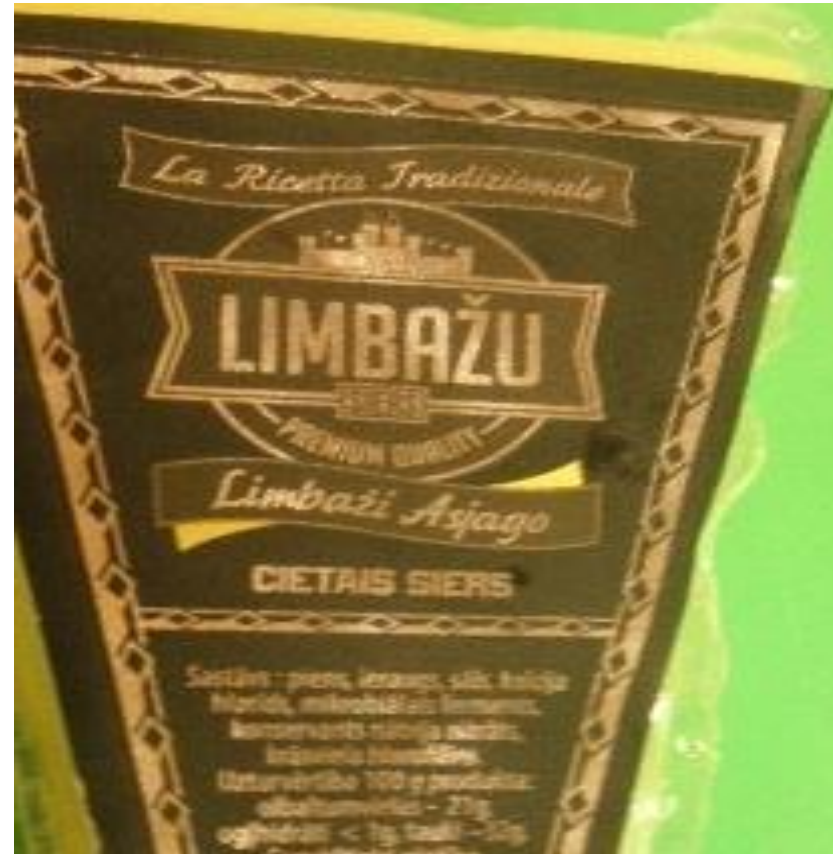
Langue: Français English

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



Counterfeiting and other GI infringements



Counterfeiting and other GI infringements



Parmigiano Reggiano Italian Parmesan Cheese - Buy Italian Cheese Proc

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

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

Products | What are you looking for...

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



[See larger image](#)

Parmigiano Reggiano Italian Parmesan cheese

FOB Price: [Get Latest Price](#)
Min. Order Quantity: 25 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
Processing Type: Raw
Shape: Block
Weight (kg): 30

Type: Hard Cheese
Origin: Cattle
Fat Content (%): 28.4
Place of Origin: Italy

Cheese Type: Parmigiano Reggiano
Packaging: Box, Bulk, Sachet
Shelf Life: 2years



IPRs protection mechanisms/programs of Internet Market Players



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)



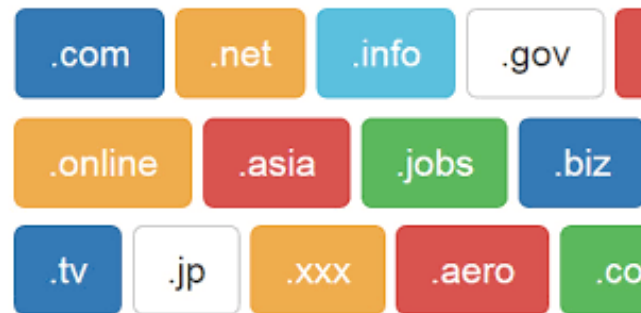
“Cybersquatting”

- 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)



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”



Risks of “Cybersquatting”

.WINE / .VIN

Registering Reserved Names

Thank you for your interest in using .WINE and .VIN domain names. Certain .WINE and .VIN domain names have been reserved for various reasons. If you are interested in registering a reserved .WINE or .VIN domain name please complete the [contact form](#). Following submission, you will be contacted as soon as possible.

 CONTACT



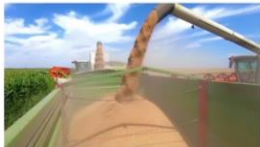
Reg. (EU) 2024/1153 on wines, spirits & agri GIs - similar approach in Reg. (EU) 2023/2411 on craft & ind. GIs

- Art. 35: Protection of geographical indication in domain names
- Art. 42: Verification of the use of geographical indications in the market and enforcement
- Art. 43: Obligations of providers in the online market



Some conclusions

- Online monitoring & enforcement is a major challenge for GI groups, especially for small entities
- Need of support by public authorities
- Interesting path by the Regulation (EU) 2024/1153



Many thanks!

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

Email: massimo@origin-gi.com

X: @oriGInNetwork