



COMITÉ  
CHAMPAGNE

# STRATEGY AND CHALLENGES IN PROTECTING THE GEOGRAPHICAL INDICATION “CHAMPAGNE”

## 保护“香槟”地理标志——策略与挑战

2025 EU-CHINA CONFERENCE ON IPR PROTECTION ONLINE & INNOVATION  
2025年欧盟-中国互联网知识产权保护与创新大会  
PANEL C - BEST PRACTICES IN IP ENFORCEMENT ONLINE AND OFFLINE IN CHINA AND EUROPE  
分论坛三：中欧线上线下知识产权执法良好实践

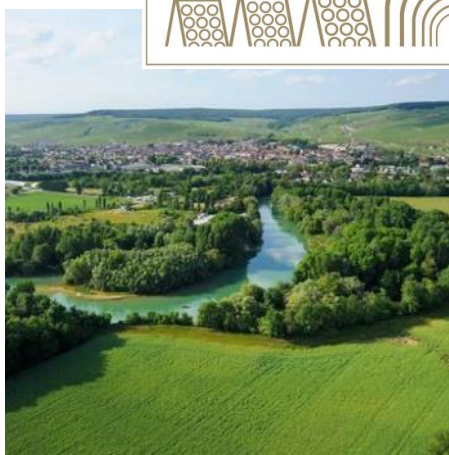
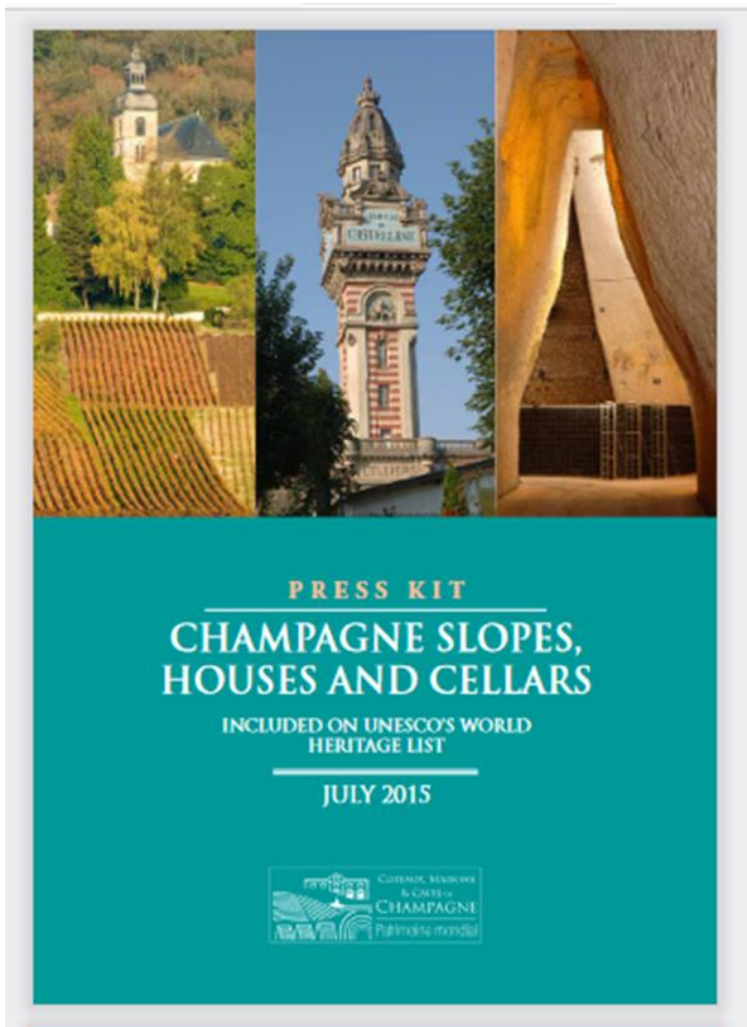
MAY 28, 2025  
2025年5月28日

# WHERE IS THE CHAMPAGNE REGION? 香槟地区位于何处?



# CHAMPAGNE HILLSIDES, HOUSES AND CELLARS – UNESCO WORLD HERITAGE SINCE 2015

香槟地区的山坡、房屋与酒窖——2015年列入联合国教科文组织世界遗产名



# CHAMPAGNE WINE

## 香槟酒



1

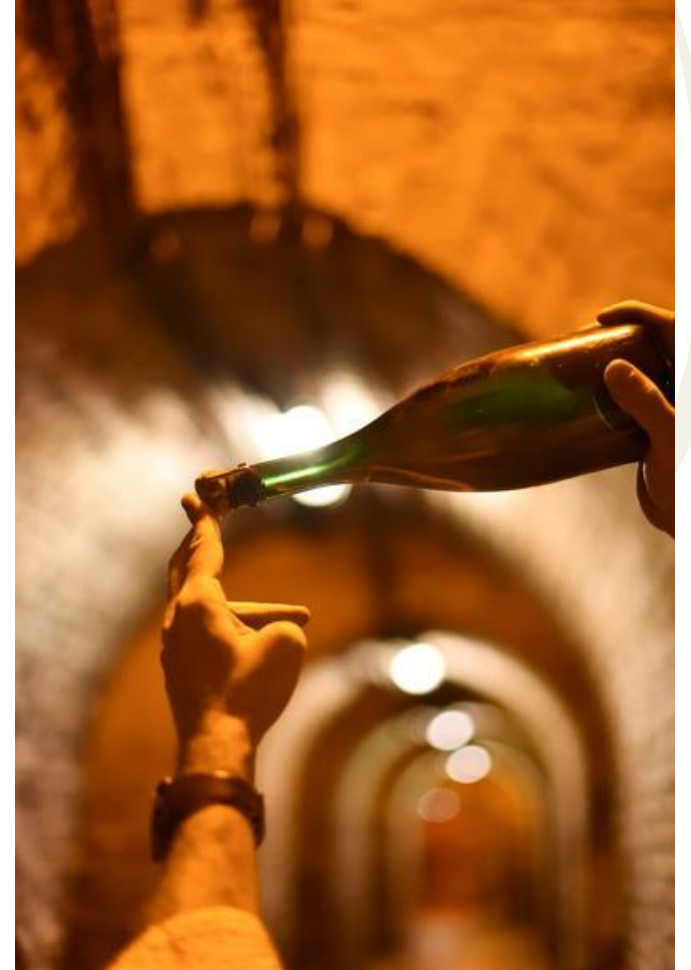
The name "Champagne" has been used since the late 17th century to **designate sparkling wine, made according to strict rules, from the Champagne region of France.**

自17世纪末以来，"香槟（Champagne）"这一名称专指严格遵循酿造规则、产自法国香槟地区的起泡酒。

2

Champagne has become the **wine of festivities and celebrations** over the world. It enjoys an exceptional **international reputation.**

作为全球**庆典与欢聚的标志性饮品**，香槟已享誉世界。




# A GEOGRAPHIC AREA DELIMITED SINCE 1927

## 自1927年起划定的法定地理区域



### A LIMITED AREA 限定产区

 **34 200 HECTARES**  
**34,200公顷**  
(4 % of French vineyard)  
(占法国葡萄园总面积的4%)

 **319 CRUS**  
**319个酒村**  
(cities and villages)  
(涵盖多个市镇与村落)

# A LIMITED PRODUCTION, RECOGNIZED ACCROSS THE WORLD

## 限量生产 全球公认的卓越品质



### A SMALL PRODUCTION 产量精控



**0,5% of global vineyards area**  
全球葡萄园面积占比仅0.5%



**10 % of global sparkling wines consumption in volume**  
起泡酒销量占全球总量10%



**300 MILLIONS** of bottles shipped  
年出口量达3亿瓶



### A WORLDWIDE PRESTIGE 世界级声誉



**1st viticultural PDO in the world in value**  
6 billions € turnover  
全球价值最高的葡萄酒原产地保护命名  
年营业额60亿欧元



**28 % of global sparkling wines consumption in value**  
占全球起泡酒消费总价值的28%



Presence in more than  
产品覆盖超过  
**190 COUNTRIES (57 % export)**  
190个国家 (出口占比57%)

# A DIVERSITY OF ACTORS 多元化主体



	<b>16 200 GROWERS</b> 16,200名葡萄种植者
	<b>130 COOPERATIVES</b> 130家合作社
	<b>370 HOUSES</b> 370家香槟酒庄



**GROWERS**  
种植者  
MANAGE  
**90 %** OF THE VINES  
掌控90%的葡萄园管理



**HOUSES**  
酒庄  
SHIP MORE THAN  
**70 %** OF THE TOTAL  
VOLUME  
承担超70%的香槟总出口量

# COMITÉ CHAMPAGNE

## 香槟委员会



THE PLACE OF THE COLLECTIVE SINCE 1941

自1941年启幕的产业共治平台



- Private law organization, entrusted with a public service mission, possessing prerogatives of public authority
- 私营法人组织，承担公共服务使命并行使公共监管权
- The objective is to ensure the **common interest** of Winegrowers and Champagne Houses
- 目标是保障种植者与酒庄**共同利益**
- In a balanced and **consensus-based** manner
- 采用平衡协商机制

#### 4 MAIN MISSIONS:

##### 四大核心职能

- 1) Market regulation and monitoring the winegrowing activity according to a strict Book of Specifications
- 1) 依据严格的技术准则对种植过程进行市场监管和监测
- 2) Quality and sustainability (viticulture, enology and environment)
- 2) 品质和可持续发展（葡萄种植、酿酒工艺和环境管理）
- 3) **Protection of the appellation**
- 3) **原产地保护**
- 4) Education and promotion
- 4) **教育与推广**



# PROTECTION OF THE APPELLATION 原产地保护

## OUR STRATEGY 策略



## TOWARD AN ABSOLUTE PROTECTION OF THE NAME CHAMPAGNE 香槟名称全域保护

- Zero tolerance against counterfeiting
- 造假零容忍
- Online and offline watches
- 线上线下监测
- Customs trainings and free wine analysis on demand
- 海关开展关务培训，提供免费酒液鉴定服务
- Actions against trademark applications
- 针对商标申请的诉讼
- Actions against any and all kind of misappropriations of the name, including evocation
- 针对任何及所有形式的盗用名称行为采取行动，包含暗示性使用
- A budget of 1,5 million € and a in house team of 4 people
- 150万欧元的专项预算以及4名专职团队
- 1,000 active cases and between 300 and 500 new cases every year
- 年均处理300-500起新案，累计活跃案件1,000宗
- 130 pending TM oppositions, civil and criminal actions
- 130件商标异议程序及民/刑事诉讼同步推进

# CHINA – FIGHT AGAINST COUNTERFEITING

## 中国反侵权实战

### PHISICAL MARKET 实体市场

#### EXEMPLE OF SURVEYS ON PRODUCTS BEARING “香槟” OR “CHAMPAGNE” 使用「香槟」或「CHAMPAGNE」标识的商品

China Food & Drinks Fair in Chengdu (March 20-28, 2025)

成都全国糖酒商品交易会（2025年3月20-28日）

- 22 non alcoholic products were found displaying “Petit Champagne” and just one alcoholic “Petit Champagne”.
- 22款非酒精饮料违规标注“Petit Champagne”（小香槟），仅1款酒精饮品使用“Petit Champagne”名称
- 2 infringing wines bearing “Champagne/香槟”.
- 2款葡萄酒非法标注“Champagne/香槟”
- Raids in cooperation with the Police Authorities and fine.
- 联合公安机关现场查处并处罚金
- Subsequent investigation and possible action.
- 启动溯源调查，保留进一步追责权利

**Need of more protection against use of Champagne for non alcoholic products.**

**非酒精产品滥用“香槟”名称现象激增，亟需更多保护措施**



# CHINA – FIGHT AGAINST COUNTERFEITING

## 中国反侵权实战

TRADEMARK OPPOSITIONS  
商标异议



### FROM GOOD RESULTS ... TO THE WELL-KNOWN STATUS

从屡获胜诉.....到驰名认定

- Good results in Trademark Oppositions against identical or similar trademarks for similar goods but also different goods
- 在同类商品及跨类商品商标异议中屡获胜诉
- November 2023: Decision of the Beijing High Court confirming the Well-Known status of the name "Champagne".
- 2023年11月北京市高级人民法院终审**正式认定**"Champagne"  
(香槟) 为在华驰名商标
- The manufacturer and distributor were ordered to cease using the name and to pay €30,000 in damages to the Comité Champagne.
- 判令侵权方分销商和制造商立即停止使用该名称，并判处被告向香槟委员会支付3万欧元损害赔偿



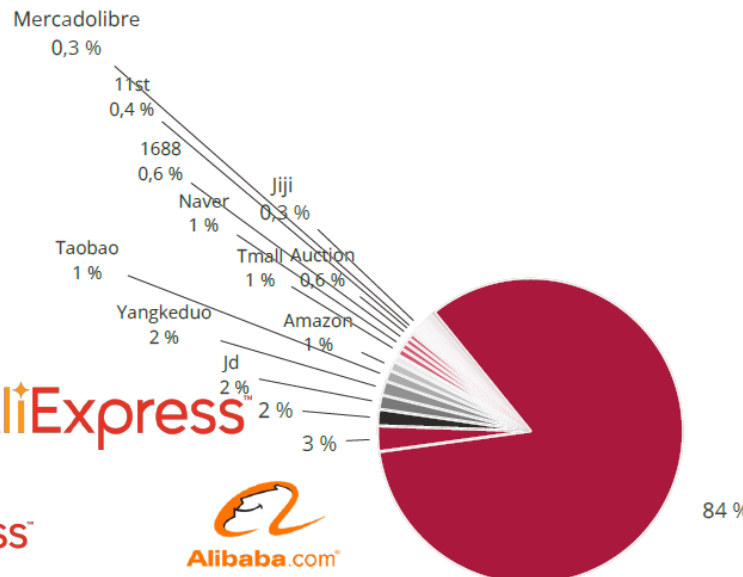
# FIGHT AGAINST COUNTERFEITING WORLDWIDE

## 全球性的打假行动

### E-COMMERCE

#### 电子商务

- In 2024, 99,573 ads detected, 6,000 considered potentially infringing the name Champagne and 4,529 ads removed from 68 e-commerce marketplaces.
- 2024年, 共检测到99573条广告, 其中6000条涉嫌违规使用"香槟"名称, 4529条广告从68个电子商务市场上下架删除。



#002 Champagne



# FIGHT AGAINST COUNTERFEITING WORLDWIDE

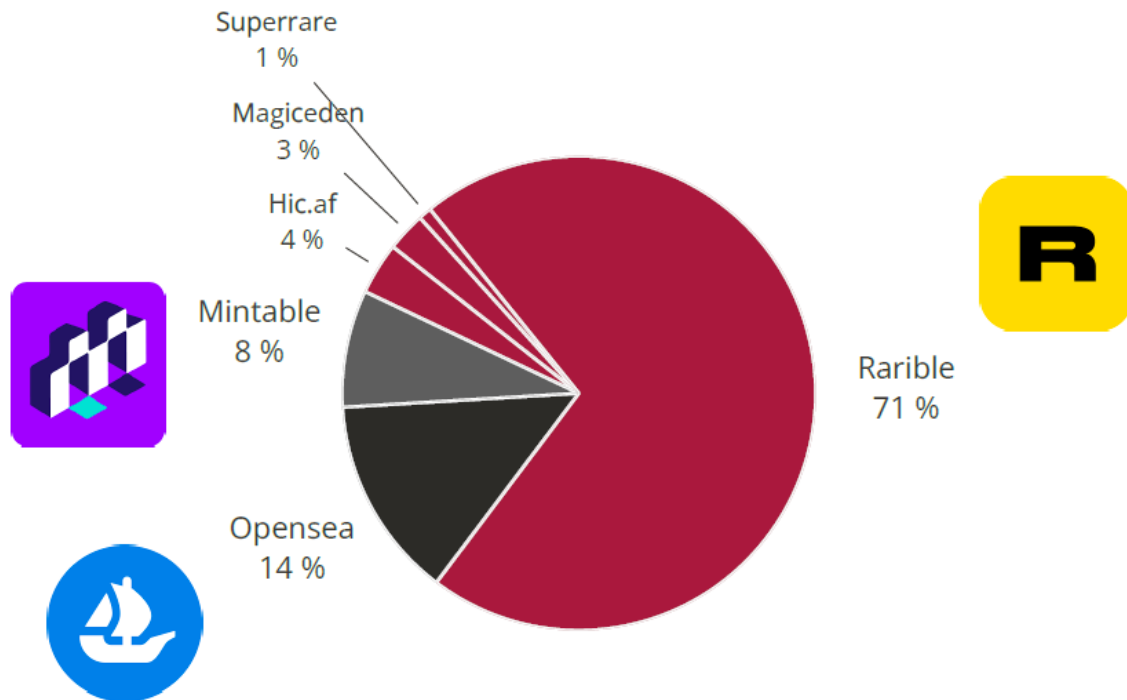
## 全球性的打假行动

NFT

非同质化代币 (NFT)

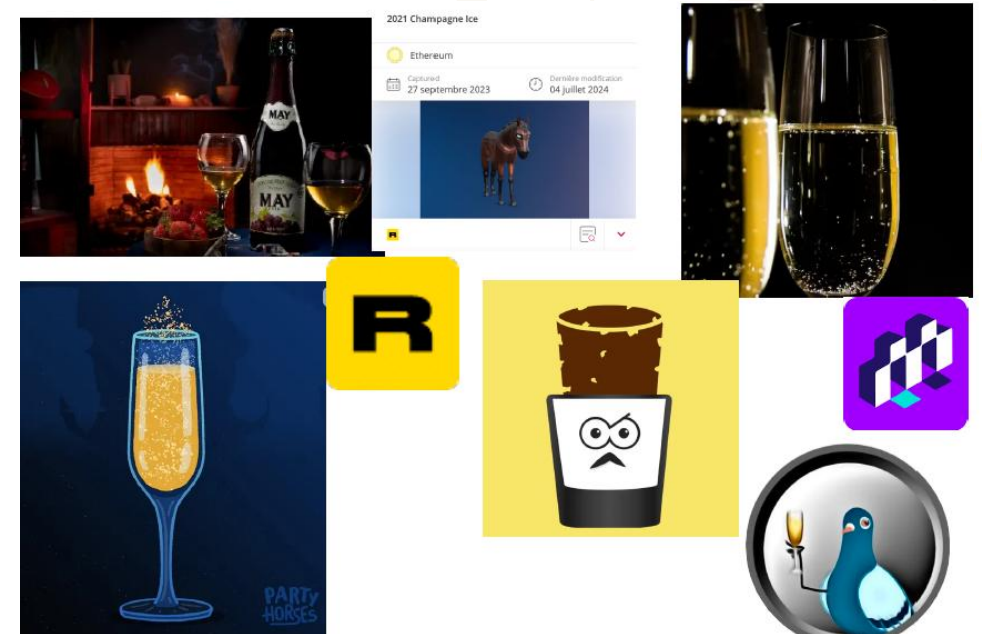
### NFT PLATFORMS

NFT交易平台



### TYPE OF CONTENT

内容类型



FOR A BETTER PROTECTION IN THE DOMAIN NAME SYSTEM  
构建更完善的域名系统保护机制

### A WIDE RANGE OF INFRINGEMENTS...

#### 多元化的网络侵权形态...

- Cybersquatting : *champagne.co.uk*
- 域名抢注: *champagne.co.uk*
- Typosquatting : *champgne.fr*
- 误植域名: *champgne.fr*
- Domain name parking : *champagneetvodka.com*
- 域名停放: *champagneetvodka.com*
- Counterfeiting : *champagnelecarrosse.com*
- 虚假官网: *champagnelecarrosse.com*
- Misappropriation of reputation : *champagnedreams.ch*
- 声誉盗用: *champagnedreams.ch*
- Disparagement : *boycott-champagne.fr*
- 贬损性使用: *boycott-champagne.fr*
- New gTLDs : *champagne.sexy*
- 新顶级域滥用: *champagne.sexy*

### ... BUT SOME LIMITS TO REACTION

#### ...维权路径的局限性

- **Court Proceedings**
- **司法诉讼**
  - Time & Costs
  - 耗时且成本高昂
  - Action not limited to the transfer of the domain name
  - 诉求不限于域名转移
- **Alternative Dispute Resolution**
- **替代性争议解决**
  - Best approach to get the transfer of a domain name
  - 实现域名转移的最优策略
  - Good outcomes with several ccTLD Policies : *.be*, *.fr*, *.co.uk*, *.ie*
  - 比利时 (*.be*)、法国 (*.fr*)、英国 (*.co.uk*)、爱尔兰 (*.ie*) 等国域名政策支持的成功案例
- **But GIs are not included as valid rights under UDRP**
- **然而地理标志排除在统一域名争议解决政策有效权利之外**
  - Trademark required
  - 认可商标权
  - Need to go to Court
  - 需经过法院诉讼程序

# SUCCESSFUL EXAMPLES

## 成功案例

### SEVERAL EXAMPLES OF CCTLDS RECOGNIZING GIS AS A VALID TITLE

下列顶级域名已经承认地理标志作为有效的权利名称



(.FR)

• Susceptible de porter atteinte à des droits de propriété intellectuelle



(.CO.UK)

Rights means rights enforceable by the Complainant, whether under English law or otherwise, and may include rights in descriptive terms which have acquired a secondary meaning;



(.CN)

(h) Specify the rights or legitimate interests on which the complaint is based with regard to the disputed domain name, annexing all materials evidencing the rights or interests;



(.IE)

Paragraph 1.3.1 of the IEDR Policy provides that "Protected Identifiers for the purpose of this Policy are:

1.3.3 geographical indications that can prima facie be protected in the island of Ireland. Geographical indications are, for the purposes of this Policy, indications which identify a good as originating in a territory or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. A Complainant is deemed to have rights in a geographical indication for the purposes of this Policy, if it has standing to bring an action based on the alleged infringement of the geographical indication before the courts of Ireland.

### SEVERAL EXAMPLES OF PRACTICAL APPLICATIONS

下列实际应用示例：

[www.champagnes.fr](http://www.champagnes.fr) (WIPO)

[www.champagne.ie](http://www.champagne.ie) (WIPO)

[www.champagne.be](http://www.champagne.be) (CEPANI)

[www.champagne.co.uk](http://www.champagne.co.uk)  
(NOMINET)

# UNSUCCESSFUL EXAMPLE: WWW.CHAMPAGNE.CO

## 败诉案例：WWW.CHAMPAGNE.CO

WIPO – JUNE 21, 2011

世界知识产权组织 (WIPO) · 2011年6月21日



- A Name which is identical or confusingly similar (fulfilled)
- 构成相同或混淆性相似的名称 (成立)
  
- A Right in a Trademark (not fulfilled)
- 商标权 (不成立)
  - Panel satisfied that CIVC holds rights in Champagne as an appellation of origin or as a protected designation of origin, but out of scope of the Policy
  - 专家组认定香槟委员会对"Champagne"享有原产地名称/地理标志权，但超出政策管辖范围
  
  - Panel not satisfied that CIVC holds unregistered trademark rights in Champagne: no acquired distinctiveness to confer trademark status under English action for passing off
  - 专家组未认可香槟委员会基于普通法获得的未注册商标权：根据英国仿冒之诉标准，缺乏通过使用获得的显著性
  
- Rights or Legitimate Interests (issue not addressed)
- 合法权益问题 (未予审查)
- Registered and Used in Bad Faith (issue not addressed)
- 恶意注册与使用品牌 (未予审查)

# INTERNET

## 互联网

FOR A BETTER PROTECTION IN THE DOMAIN NAME SYSTEM  
构建更完善的域名系统保护机制



**Our objective is to have rules amended to include Geographical Indications**

我们的目标是**推动域名管理规则修订，将地理标志保护纳入全球体系**

- Validate arguments shared by all stakeholders
- 整合并验证全产业链利益相关方的核心诉求
- Find the right intermediaries and put forward a collective position
- 遴选关键协调机构，确立香槟产业统一立场



ori**G**In

Organization for an International  
Geographical Indications Network



International  
Trademark  
Association

# CONTACT

## 联系方式



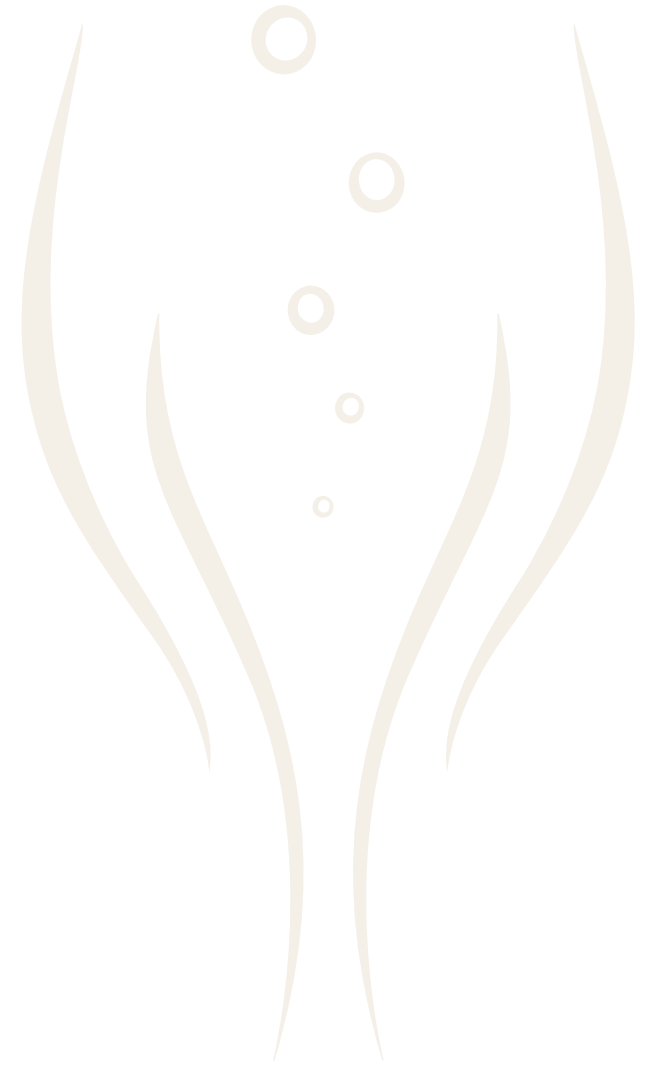
### **Giulia BELINCI**

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**THANK YOU FOR YOUR ATTENTION**  
感谢您的支持