Geographical Indications: a product’s given quality or reputation linked to a geographical origin

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Definition of GI (Art. 22.1)

- *indications* which identify a good
- as *originating* in the territory of a Member, 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
How to protect GIs?

- Collective or certification marks
- *Sui generis* GI systems

*In common: certification requirement*
Elements of a certification system

- Standards
- Certification
- Information to consumers

Establish standards

WHAT

Description of the product
- characteristics
- species and varieties used

Definition of geographical area

Description of methods of obtaining the product
- Harvesting
- Processing
- Storage
- Roasting
Establish standards

**WHO**

all parties of the supply chain

- Harvesters
- Processors
- Roasters...

Establish standards

**HOW**

- significant
- objective
- controllable
Certification

By whom:

- participatory guarantee system
  - organised by the group
  - locally focused, not for export

- third party
  - independent certification body
  - internationally recognized

Certification

Accreditation

External certification

Internal certification

Self-verification
Certification and control

Traceability as a tool

- to guarantee product differentiation
- involves higher costs, but part of scheme of adding value to a product

Information to consumers

How? → labelling
Conclusion

- GIs can be useful IP rights to help differentiate products in a competitive market.

- To function, GIs require certification and control:
  - Involves costs
  - Adds value to the product
  - Facilitates exports

- GIs do not function alone. Accompanied by:
  - Active promotion
  - Other differentiation tools (ex. packaging design)