



## Geographical Indications: Practical Strategies and Pitfalls for Businesses

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# What is this?

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'A Cornish Pasty made by Warrens'

Image: David Johnson

[https://commons.wikimedia.org/wiki/File:Cornish\\_pasty.jpeg](https://commons.wikimedia.org/wiki/File:Cornish_pasty.jpeg)

# Who is speaking today?

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## 1. Eleni Kokkini

- GIs in the Greek jurisdiction
- practical implications for legal practitioners and their clients.

## 2. Ortrun Günzel

- recent case law update and summary
- how the law has implications for brand owners

## 3. Stefan Hubacher

- Protecting names of tourist attractions
- the new 'Swiss made' legislation

## 4. Donna Tobin

- protection of geographical terms in the USA
- how is it done and how does it work in practice?

# What are we talking about today?

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- Terms referring to products from specific geographical places
- TRIPS – Articles 22-24
- Sui generis protection
- Lisbon Agreement
- Unfair competition, consumer protection and labelling laws
- Trade mark systems

# TRIPS: Article 22(1)

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*Geographical indications are, for the purposes of this Agreement, 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.*

# Questions?

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Please save questions for the end...