



Munich Personal RePEc Archive

Guide to Geographical Indications: Linking Products and Their Origins (Summary)

Giovanucci, Daniele and Josling, Timothy and Kerr,
William and O'Connor, Bernard and Yeung, May T.

International Trade Centre

2009

Online at <https://mpra.ub.uni-muenchen.de/27955/>

MPRA Paper No. 27955, posted 13 Jan 2011 19:07 UTC

Summary Document

GUIDE TO GEOGRAPHICAL INDICATIONS

LINKING PRODUCTS AND THEIR ORIGINS



Daniele Giovannucci - Tim Josling - William Kerr - Bernard O'Connor - May T. Yeung

A brief summary of

GUIDE TO GEOGRAPHICAL INDICATIONS: Linking Products and Their Origins

These excerpts are from the original document published as:

Giovanucci, Daniele, Tim Josling, William Kerr, Bernard O'Connor, May T. Yeung.
2009. Guide to Geographical Indications: Linking Products and Their Origins.
International Trade Centre (ITC): Geneva. Online at: <http://www.intracen.org/publications/>
Corresponding author: d@dgiowanucci.net

What is covered

The source publication explains the pros and cons of GIs, how they work, and the success factors that influence them. We have distilled the lessons from the published literature, including nearly 200 research papers, and the evidence from eight original case studies conducted in Antigua Guatemala, Nariño Colombia, Darjeeling India, Blue Mountain Jamaica, Kona Hawaii, Mezcal regions of Mexico, Veracruz Mexico, and Mongolia.

The book offers a global overview of GIs today and their distribution worldwide by country and by product. It covers not only the economic or competitive value of GIs but also their considerable developmental characteristics. These include: effect on small producers, employment, and rural enterprise, culture and environment. However, it goes beyond the opportunities to suggest areas of cautions and to clearly illustrate how GIs can be problematic and are certainly not appropriate in certain cases.

Best practices and lessons learned are documented in a concise and accessible manner so that anyone interested in GIs can better understand how to structure them, step-by-step, and how to consider the options available to develop them. The book covers the philosophical and political distinctions of different legal protection options and reviews the

differences between EU approaches and those followed in the US and in other major countries such as China and India. This includes insights on the application processes and a set of “Frequently Asked Questions” on GIs in general. The focus is predominantly on the challenges faced by developing countries.

Basics of GIs

Geographical Indications of Origin (GI) are not defined everywhere in the same way, but this description, derived from international agreements, best captures the universal spirit of the concept:

A Geographical Indication identifies a good as originating in a delimited territory or region where a noted quality, reputation or other characteristic of the good is essentially attributable to its geographical origin and/or the human or natural factors there.

What is the role of GIs and how do they function? The concept of GIs has many applications. For example it can be used as a form of market differentiation in global trade, as a means of fostering and valuing local identity, and as a means to biodiversity conservation.

There are currently more than 10,000 protected Geographical Indications or GIs in the world with an estimated trade value of more than US\$ 50 billion. Many are well-known names such as Darjeeling tea, Bordeaux wine, Parmigiano-Reggiano cheese, and Idaho potatoes. Yet many more are less known and often unprotected.

About 90% of GIs come from the 30 OECD¹ countries while in most of the more than 160 other countries, very few have been developed. GIs are now increasingly perceived as an opportunity in many countries that have unique physical and cultural attributes that can be translated into product differentiation. These physical and cultural assets form the basic value-giving characteristics upon which GIs are built.

A GI signals a link not only between a product and its specific place of origin but also with its unique production methods and distinguishing qualities. A certain market credibility and authenticity are therefore implicit in many GIs. It is not surprising then that they have considerable reputations in countries ranging from France and the U.S. to India and Mexico. Yet, we are just beginning to understand why some are successful and others are not.

¹ The majority of the Organization for Economic Co-operation and Development’s member countries are among the most industrialized in the world.

Pros and cons of GIs

Geographical Indications are not exclusively commercial or legal instruments, they are multi-functional. They exist in a broader context as an integral form of rural development that can powerfully advance commercial and economic interests while fostering local values such as environmental stewardship, culture and tradition. GIs are the embodiment of ‘glocalization’ i.e. products and services participating in *global* markets and at the same time supportive of *local* culture and economies.

A holistic framework for development

It is important not to limit the idea of a GI only to its legal recognition or to the economic development of a product. Perhaps the greatest advantage lies in the ability of a GI to offer a coherent basket of development possibilities.

On the development side, some GIs have generated increased and better quality rural employment. They can provide the structure to affirm and protect the unique intellectual or socio-cultural value embodied in indigenous knowledge or traditional and artisanal skills that are valued forms of expression for a particular community.

On the business side, GIs are market-oriented. They often align with emerging trade demands since they tend to have standards for quality, traceability and food safety. For producer regions, GIs convey several unique characteristics that allow products to distinguish themselves and escape the commodity trap of undifferentiated products trading primarily on the basis of price. This differentiation from commodities can offer a valuable competitive advantage that is difficult to erode.

GIs possess many of the characteristics of an upmarket brand. They can have an impact on entire supply chains and even other products and services in a region and thereby foster business clustering and rural integration. GIs capture the distinctive aspects that emerge from a *terroir* and its associated traditional methods of production and processing that are often difficult to duplicate in other regions or countries.

But it is not all a rosy picture. GIs are not easy to establish. Success on a large scale is often measured in decades and requires patient application and sustained commitment. They can have considerable costs, not just for organizational and institutional structures but also for ongoing operational requirements such as marketing and legal enforcement. In some cases, without proper planning and management, developing countries could squander limited resources investing to establish poorly chosen GIs.

GIs are not a viable option in many areas, particularly those whose output lacks distinguishing characteristics. Some studies have indicated that under certain conditions, GIs can even stifle commercial innovation. Some researchers note that using GIs as a means of differentiation can benefit high-quality producers but that low-quality or the poorest producers may not benefit. Indeed, when poorly structured, GIs can be detrimental to communities, traditions and the environment.

The table below outlines the more common cost and benefit elements of a GI. Certainly, not all of these apply to all GIs, but their importance makes them worth noting.

Typical cost and benefit elements of a GI

COSTS	BENEFITS
1. Establishing domestic legal structure	1. Improved market access
2. Defining exact physical boundaries	2. Increased sales
3. Establishing the criteria and standards	3. Increased value/profitability
4. Local or domestic information-education	4. Assurance of qualities or characteristics and authenticity
5. Control and certification fees	5. Traceability
6. Marketing and promoting	6. Complementary effect on other products in region
7. Assessing and applying for protection overseas	7. Elevate land values
8. Infrastructure and production investments	8. Induce tourism
9. Adaptation to rules, methods, and specifications	9. Increase employment
10. Product or supply chain segregation from non-GI	10. Increased differentiation or competitiveness as a "brand"
11. Special or limited raw materials	12. Coalesce local governance
13. Commercial or technology limitations	13. Socio-cultural valorization
14. Vigilance and maintaining protection	
15. Administrative and bureaucratic costs	

Protecting GIs can be daunting

The implications of different protection approaches — in terms of requirements, effectiveness and costs — are not clear-cut. The lack of a single or coherent international approach, or even a common registry of GIs, makes it difficult to secure protection in different overseas markets. This is exacerbated by often fragmented, overlapping, and unclear national protection systems. The 167 countries that actively protect GIs as a form of intellectual property fall into two main groups: 111 nations with specific or *sui generis* systems of GI laws and 56 that prefer to use their trademark systems.

The major markets for GI products, including those in the EU and the US, appreciate the validity of GIs yet their marketing and protection systems have evolved to be very different. The original publication offers a clear framework for sorting out the main differences, and the opportunities associated with GIs. It focuses primarily on agri-food

products and does not explicitly cover wines and spirits or crafts though many of the lessons are quite similar and can certainly be extended to them.

Lessons and conclusions

GIs are by no means a panacea for the difficulties of development. They can, however, be a unique and powerful tool when adequately managed. GIs can offer a comprehensive framework for development since they can positively encompass issues of economic competitiveness, stakeholder equity, environmental stewardship, and socio-cultural value.

GIs are a two-edged sword and not always appropriate. There are some potentially negative aspects associated with GIs, though these are largely the result of poor design or having inadequate governance structures. For example, badly managed GIs can be dominated by limited political interests or just a few enterprises. In some cases, GIs can exclude the poorest producers or even stimulate inappropriate outcomes such as the dissolution of traditional practices or the destruction of biodiversity.

Lessons from the case studies and the literature review suggest that, for a GI to be successful, four components are essential:

1. *Strong Organizational and Institutional Structures* to maintain, market, and monitor the GI. The core processes of: (i) identifying and fairly demarcating a GI (ii) organizing existing practices and standards and (iii) establishing a plan to protect and market the GI all require building local institutions and management structures with a long-term commitment to participatory methods of cooperation.
2. *Equitable Participation* among the producers and enterprises in a GI region. Equitable is here defined as the participating residents of a GI region sharing reasonably in not only costs and benefits but also in the control and decisions regarding their public assets.
3. *Strong Market Partners* committed to promote and commercialize over the long term. Many of the GI market successes are the result of mutually beneficial business relations via which consistent market positioning and effective commercialization have led to a long-term market presence.
4. *Effective Legal Protection* including a strong domestic GI system. Carefully chosen protection options will permit effective monitoring and enforcement in relevant markets to reduce the likelihood of fraud that can compromise not only the GI's reputation but also its legal validity.

While GIs do have some private characteristics, they are intrinsically a 'public good'. They broadly affect the people and the resources of a region so it is critical that GI governance and legal protection are both structured to serve the greatest number and avoid capture by a

few elites. GIs can thus serve as useful frameworks to drive an integrated form of market-oriented development that can facilitate equitable participation among all of its stakeholders.

Frequently asked questions (FAQs)

In the relatively new exploration of this field, a number of typical questions tend to arise. This chapter presents straightforward and simple responses to the most common of these. Though the answers are not designed to be exhaustively complete, they provide the most important aspects and point to resources for more information where appropriate. A number of other resources are also provided in the book.

1. What is a geographical indication or GI?
2. Are GIs just place names?
3. When I see “MADE IN CHINA” on a product, is that a GI?
4. How are geographical indications protected?
5. What is a trademark?
6. What is a service mark?
7. What is a certification mark?
8. What is a collective mark?
9. What is a PDO?
10. What is a PGI?
11. What are the differences between the two main EU quality systems?
12. What is a TSG?
13. What is the difference between DOC and DOP?
14. Where can I find a guide to the different language versions of the EU GIs?
15. What types of products can be GIs?
16. What are the most important first steps for those considering a GI?
17. What basic costs can a GI expect to incur?
18. How can a group or association create the necessary recognition for their GI to be successful?
19. Do I have to be a citizen to obtain a registration in a country?
20. How long does it take to get a legal registration?
21. What is the duration of an international registration for a mark?
22. Do I have to register a mark or designation for my GI to be protected?
23. If someone meets the standards of a GI that is registered as a certification mark, can they use the GI designation?
24. Why is it that a term that is geographically descriptive can not be simply registered as a trademark?
25. Among GIs, what are generic names?
26. What GIs and GI product names are already registered?
27. Where can I learn more about GI regulations in the EU?
28. Where can I learn more about GI regulations in the US?
29. Who are the National Authorities Responsible for GIs in each country?
30. Where can I get more in-depth information on GI issues in the arena of international law and agreements?

1. What is a geographical indication or GI?

One description of a “geographical indication” may be found in the World Trade Organization’s Agreement on Trade-Related Aspects of Intellectual Property (TRIPS). The TRIPS Agreement sets forth standards to regulate international intellectual property protection and enforcement and establishes international minimum standards for the protection of geographical indications.

Geographical indications (GIs) are defined as “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 geographic origin.”

This means that a geographical indication is a sign used to indicate the regional origin of particular goods/services and that there must be a link between some characteristic of the good and the particular region where it was produced. For example, the Florida Sunshine Tree is a symbol known to consumers that links citrus products featuring the Sunshine Tree to Florida where the “distinctive-tasting” citrus is grown.

2. Are GIs just place names?

A GI can be a geographic place name (e.g., “Bordeaux” but it may also be a symbol (e.g., a picture of the Eiffel Tower, woman with tea leaf, an orange tree) or the outline of a geographic area (e.g., the outline of the state of Florida or a map of the Dominican Republic), a color, or anything else capable of identifying the source of a good or service.

3. When I see “MADE IN CHINA” on a product, is that a GI?

Probably not. For an indication to function as a GI there must be a link between some characteristic of the good and the particular region where it was produced. That link must inform consumers of some important characteristic of the product that is material in their decision to purchase the good.

Not every indication can rise to the level of a GI. In other words, a geographic name itself is not a GI. In order for a geographic name to function as a GI, it must indicate more than just origin; it must communicate that the product from this region has a particular quality or has a particular reputation. The source-indicating capacity of a GI is key and highlights the distinction between a GI and a mere geographic term that does not function as source-identifier.

4. How are GIs protected?

Geographical indications are protected in a number of ways. The form of protection must be in accordance with signed accords and treaties such as the TRIPS Agreement or the Lisbon Agreement. At the national level, they are specifically protected by a variety of laws or instruments depending on the country. These can include:

- Specific or sui generis laws protecting GIs

- trademark laws, particularly, but not exclusively, in the form of certification marks or collective marks
- laws against unfair competition
- consumer fraud protection laws for example, those for truth in labeling
- occasionally with specific laws or decrees that recognize individual GIs

5. What is a trademark?

In some countries, including in certain cases the US, it is possible to protect geographical indications as trademarks. Geographic terms or signs are not usually registerable as trademarks if they are merely geographically descriptive of the origin of the goods. There are a number of exceptions and trademarks can also be used as a corollary form of protection for aspects of the GI. If a geographic name or sign is used in such a way as to identify the source of the product or service and consumers have come to recognize it as identifying a particular company or manufacturer or group of producers, the geographic sign no longer describes only where the product or service originates, it also identifies a somewhat unique source for the product or service. In the US, at that point, the sign has “secondary meaning” or “acquired distinctiveness” and can be trademarked.

The EU, of course, also uses trademarks including the Community Trademark (CTM) and although these can complement a GI they are not primarily used to protect GIs. The CTM is any trademark registered across the whole of the EU, part of a harmonized trademark system. A mark only needs to be used in one member state of the EU to qualify for CTM application. Any item that can be represented graphically in a unique and distinguishable way (words, shapes, designs, the shape of goods or packaging) can be registered.

6. What is a service mark?

Part of trademark law, a service mark is any word, name, symbol, device (or combination) that used to indicate the source of the services and to identify and distinguish the services of one provider from those of others. It is not an active part of GI protection.

7. What is a certification mark?

A certification mark is any word, name, symbol, or device that conveys the certification of a particular pre-defined characteristic(s) of a product or service, which may include geographic origin. It is the most often used method in some countries such as the US and China to protect a GI and it conforms to specifications laid out by the owner, which can apply to place of origin and/or methods of production. The mark requires some verification by a third party that prescribed attributes have been met or are presented.

Unlike trademarks, certification marks are source-identifying in the sense that they identify the nature and quality of the goods and affirm that these goods have met certain defined standards. Certification marks differ from trademarks in three important

ways. First, a certification mark is not used by its owner. Second, any entity that meets the certifying standards set by the owner is entitled to use the certification mark. Third, in most cases, it applies only to the product or service for which it is registered; so a Florida citrus certification mark cannot be used as a certification mark on automobiles or radios. However, a single US certification mark can be tied to a variety of products, producers, and processors in a region i.e. 'Pride of New York' for fresh fruits and vegetables.

8. What is a collective mark?

Collective marks are similar to trademarks and are used only by the members of a cooperative, association, or other collective group to identify their goods or services as having a connection to the collective and its standards. The collective may have a geographic identity i.e. the California Raisin Board and may advertise or promote goods produced by its members. In the EU, a group that has a registered PDO or PGI may also apply for a collective trademark for their GI product's name or graphic representation. The PDO/PGI designation provides a protected indication of quality and origin relationship that is separate from other intellectual property rights. Aspects of PDO/PGI can therefore be subsequently trademarked as a collective trademark, conferring additional protection via intellectual property rights.

9. What is a PDO?

The designation stands for "Protected Designation of Origin" in the EU. It indicates that the product must be both produced and processed within the defined geographic area, exhibiting qualities or characteristics essentially due to that area. A PDO is the name of a place or region used to describe an agricultural product or a foodstuff, the quality and characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors.

10. What is a PGI?

The designation stands for "Protected Geographic Indication" in the EU. To attain this designation, the product must be produced or processed in the geographical area (either or both). The PGI allows greater flexibility than the PDO so long as the product exhibits specific quality, reputation or other characteristics that are attributable to that area. Therefore, so long as some unique contribution is made in the defined geographical area, which can be the production and/or processing and/or preparation the PGI need not include any of the aspects of human contributions and local know how that the PDO includes.

11. What are the differences between the two main EU quality systems?

PDOs and PGIs differ mainly in the extent of their link to a specific geographic region. In general terms a PDO product must not only derive its characteristics from the area (i.e. local raw materials, climate, soil quality or other local factors) it MUST ALSO be produced and processed in the defined GI region. PGIs only need to have at least one of the production or processing stages happen in the defined area. In nearly every other

respect, including application, recognition process, control systems, and consumer guarantees, they are the same.

12. What is a TSG?

The designation stands for “Traditional Specialty Guaranteed” in the EU. It means that the product must be traditional, or established by custom (at least one generation or 25 years). A TSG can exist where the product’s name expresses the specific character of the foodstuff. TSGs may have geographic affiliations but their production can take place anywhere in the world, subject to appropriate controls, so they are not treated as GIs here. Haggis, Mozzarella, Lambic, and *Eiswein* or Icewine are popular TSGs.

13. What is the difference between DOC and DOP?

Both are commonly used terms in Europe. The DOP is synonymous with PDO or Protected Denomination of Origin the EU’s most demanding level of protection for a GI. As DOP, it is the common abbreviation for French, Spanish, Italian, Romanian and Portuguese. The DOC is used primarily for wines and indicates a Controlled Denomination of Origin specifying the wine’s geographical locus of production and certain quality standards (grape variety, acidity, alcohol content, period of aging, etc.). In some regions, DOC was also the GI term for other food products (i.e. cheese, ham, etc.) prior to Regulation 2081/92 that formalized PDO and PGI terms in the EU in 1992.

14. Where can I find a guide to the different linguistic versions of the EU GIs?

Variations of DOP exist in each country. For example, in German it is: g.U., in Polish it is: CHNP and in Finnish it is: SAN. All mean exactly the same. These and other abbreviations can be found in Annex V of EU Regulation 1898/2006.

15. What types of products can be GIs?

The list is rather long and the most popular are wines and spirits. Crafts can be GIs in some nations, i.e. Turkey and India, but are not included in the EU system yet. Here is a sampling of other products that are part of the regulations within the EU or US.

Products covered by Regulation (EEC) No 510/06 and Regulation (EEC) No 509/06:

- Fresh meat and meat based products (cooked, salted, smoked, etc.)
- Products of animal origin (cheeses, eggs, honey, cochineal, milk products excluding butter, etc.)
- Oils and fats
- Fruits and vegetables
- Cereals, bread, pasta, pastry, cakes, confectionery, biscuits
- Fish, mollusks, crustaceans
- Spices
- Beer and beverages made from plant extracts
- Natural mineral waters and spring waters
- Natural gums and resins
- Essential oils

- Cork
- Wool

In the US, any food or agricultural product, including all of the above, will be considered.

16. What are the most important first steps for those considering a GI to consider?

First, it must be determined whether a product has sufficient level of differentiation and whether the stakeholders are interested in the long-term commitment required in terms of both cooperation and resources. If the determination is positive, then a GI must be carefully considered and structured with broad participation, and leadership to permit optimal benefits to the diverse stakeholders of the region. Careful structuring will also reduce disharmony and ensuing difficulties as a GI grows. This includes conducting a feasibility analysis to determine likely marketability and the types of legal structures and protection that will be needed.

At the domestic level this means: securing recognition and demarcation, determining the quality or process standards that will apply, supporting associative processes at the level of supply chains and organizations, and securing development or promotional funds to meet basic costs that can add up to hundreds of thousands of dollars before any GI products are sold.

17. What basic costs can a GI expect to incur?

The range is enormous with many factors, ranging from size to level of development, influencing the outcome so it is impossible to determine generically. From assessment to domestic protection can easily cost several hundred thousand dollars and considerable time.

One of the first sets of costs are for determining whether the GI is viable in terms of an interesting product, an interested market, and organized producers. The second stage requires investment in establishing the necessary domestic legal structures and defining the exact physical boundaries and definitions or standards for the GI. It is not uncommon for this to take several years to complete. To support the GI's development, local or domestic information and education are useful as are marketing efforts for the products.

As products become popular, it will be necessary to assess legal protection options and apply for them overseas. Maintaining vigilance and pursuing infractions for GIs marketed globally can be a considerable cost, particularly if litigation is necessary.

GIs will often require further private infrastructure and production investments along with organizational adaptation to new conditions and requirements and sometimes higher costs due to the demand for better quality or simply the heavier demand of required raw materials if these are limited.

18. How can a group or association create the necessary recognition for their GI to be successful?

Recognition often depends on marketing and there are various tools available, beginning with a marketing analysis and plan. In most cases, individual producers independently market and gain recognition but as this grows, they may find that associated efforts are more cost effective in new or larger markets. GIs can typically start with local or regional promotion and development to best establish what works in their systems of management, production, packaging, and marketing. The most successful GIs have good links with commercial enterprises that have a long-term commitment to market the products. Since establishing such linkages can be difficult, weaker origins could consider providing preferential access or terms, at least initially for a suitable partner to invest in the marketing and distribution. Such supply chain partners provide valuable marketing services that many origins can not afford.

19. Do I have to be a citizen to obtain a registration in a country?

Both the US and the EU permit citizens of other nations to apply for any of their protection systems. This is a relatively recent option in the EU and it is not yet clear how simple the process will actually be. In the US, a foreign applicant can file for GI registration if they meet any of the following criteria:

- Actual use of the mark, or good faith intention to use it, in US domestic commerce or commerce between the United States and a foreign country.
- Ownership of a foreign registration (or current application) filed in a foreign country.
- Extending protection, under the Madrid Protocol, of a foreign registration to the US.

20. How long does it take to get a legal registration?

This varies due to a number of factors. Generally speaking, in the EU, the process is expected to take at least one to two years from the date of application if there are no serious problems or objections but the experience with foreign applications has been very limited. Tracking the current status information on application and registration processes requires contacting the relevant authorities with whom it was filed. The US can typically average at least a year or more. However, cases can easily take several years depending on circumstances. Tracking the process or status on applications and registrations can be done through the Trademark Applications and Registrations Retrieval (TARR) database at <http://tarr.uspto.gov/>.

21. What is the duration of an international registration for a mark?

Under the Madrid Protocol, an international registration lasts for ten years from the date of registration and may be renewed for additional 10-year periods by paying a renewal fee to the WIPO International Bureau. The “international registration” option applies only to marks and not to *sui generis* systems and permits the owner of a mark to register it in any other signatory country of the Madrid Agreement Concerning the International Registration of Marks by filing a single application with the International Bureau of the World Intellectual Property Organization.

22. Do I have to register a mark or designation for my GI to be protected?

No, many countries provide protection even for recognized GIs that are unregistered. Cognac is one notable US example. However, it is advisable to have formal registration to publicly inform both competitors and potential users of the ownership claim on the GI and to facilitate possible protective actions with either judiciary or customs authorities.

23. If someone meets the standards of a GI that is registered as a certification mark, can they use the GI designation?

Yes, but only if the registered owner of the certification mark certifies that the product or service meets the standards. The owner – usually a government, public association or group of producers – must be able to control the use of the term, otherwise the certification mark is subject to cancellation. The owner must also permit its use to those that meet the published standards for it and discrimination against a compliant firm or producer subjects the mark to cancellation. The USPTO requires written and publicly available certification standards for each certification mark as part of the official record.

24. Why is it that a term that is geographically descriptive can not be simply registered as a trademark?

Geographic terms are not typically registerable as trademarks if they are simply geographically descriptive of the origin. Mere description may prevent other producers in that area from use of that term to fairly describe the origin of their goods or services.

A GI identifies not just a geographic area but a product linked to it. If over time consumers come to recognize a GI product identification as not merely geographically descriptive, but as also identifying a particular firm or group of producers, then the geographic term no longer describes only where the product comes from, it also describes the perhaps unique "source" of the products. This is a requirement in the US.

Under trademark law the term has then acquired "distinctiveness" or "secondary meaning" (the primary meaning is the geographic place and the secondary meaning is the particular producer or manufacturer that creates the product or service). As such, the term may be protected even as a trademark. A geographical name may however be registered as a certification mark when attached to a particular product even though it may otherwise be primarily geographically descriptive since it permits others in that area to use the term.

25. Among GIs, what are generic names?

A generic name has become the commonly used name for a particular type of product. Though it relates to a place or region where such products were originally produced, that place name has come to designate not a specific source-related product but rather the category of products and these do not necessarily originate in the named region.

26. What GIs and GI product names are already registered?

In some countries, private search firms or attorneys specializing in Intellectual Property law will conduct GI and trademark searches. Such firms may be listed in telephone directories under the heading “Trademark Search Services”.

For the EU, search for PDO or PGI by general category:

http://ec.europa.eu/agriculture/qual/en/1bbaa_en.htm

Search for PDO or PGI by EU country:

http://ec.europa.eu/agriculture/qual/en/1bbab_en.htm

Search for TSG in the EU by category

http://ec.europa.eu/agriculture/qual/en/1bbb1_en.htm

In the US:

Patent and Trademark Depository Libraries are located in many major cities. The main Trademark Public Search Library is located at Public Search Facility - Madison East, 1st Floor; 600 Dulany St.; Alexandria, VA 22313. Use is free to the public.

Search with the Trademark Electronic Search System (TESS) at:

http://tess2.uspto.gov/bin/gate.exe?f=login&p_lang=English&p_d=trmk.

27. Where can I learn more about GI regulations in the EU?

Council Regulation (EEC) No 510/2006 of 20 March 2006 deals with the legal protection of geographical indications and designations of origin for food and agricultural products. General information and a summary of the legislation are found at:

<http://europa.eu/scadplus/leg/en/lvb/l66044.htm>

Detailed rules of implementation, i.e. Particulars of inspection structures, Council Regulation on the systems known as PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) are available from the Directorate-General for Agriculture and Rural Development at:

http://ec.europa.eu/agriculture/foodqual/quali1_en.htm

Find related legislation on the left-side column of the page:

List of applications (DOOR) for registration of Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) and Traditional Specialties Guaranteed (TSG):

http://ec.europa.eu/agriculture/foodqual/protec/applications/index_en.htm

For further questions, contact the Directorate-General for Agriculture and Rural Development directly at: http://ec.europa.eu/agriculture/contact/infoform_en.htm

28. Where can I learn more about GI regulations in the US?

Basics of the US GI system:

http://www.uspto.gov/web/offices/dcom/olia/globalip/pdf/gi_system.pdf

Links to other information on US GI and related systems of protection:

<http://www.uspto.gov/web/offices/dcom/olia/globalip/geographicalindication.htm>

Access to Policy and notices on GIs and related issues:

<http://www.uspto.gov/main/policy.htm>

The Trademark Manual of Examining Procedure (TMEP) sets forth the guidelines and procedures followed by the examining attorneys at the USPTO:

<http://tess2.uspto.gov/tmdb/tmep/>

The Office of International Relations of the United States Patent and Trademark Office and the US Trademark Assistance Center can also be contacted by phone for more information about US protection for GIs that is not on the USPTO website.

29. Who are the National Authorities Responsible for GIs in the US & EU?

For EU countries see:

<http://ec.europa.eu/agriculture/foodqual/protec/national/authorities.pdf>

For the US see: <http://www.uspto.gov>

30. Where can I get more in-depth information on GI issues in the arena of international law and agreements?

The following is a list of the main documents relating to GI issues from the WIPO Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) and the WTO.

SCT/1/2	Organizational Matters
SCT/3/6	Geographical Indications
SCT/5/3	Conflicts between Trademarks and GIs
	Conflicts between Homonymous GIs
SCT/8/4	Historical Background
	Nature of the Right
	Existing Systems of Protection
	Obtaining Protection in Other Countries
SCT/9/4	The Definition of GIs
SCT/9/5	GIs and the Territoriality Principle
SCT/10/4	Geographical Indications
IP/C/13 and Add.1	Checklist of Issues (Review of Article 24.2 TRIPS)
IP/C/W/253 and Rev.1	Summary of the Responses to Checklist of Issues
IP/C/W/85 and Add.1	Overview of Existing International Notification and Registration Systems for Geographical Indications

WT/MIN(01)/DEC/1	Ministerial Declaration on the Doha Development Agenda (see in particular paragraphs 12 and 18)
TN/IP/W/7 and Rev.1	Main Issues Raised and Points Made (TRIPS Council Special Session on Multilateral Register)
TN/IP/W/12+Add.1+Corr.1	Compilation of Points Raised and Views Expressed on the Proposals (TRIPS Council Special Session)
WT/GC/W/546 - TN/C/W/25	Secretariat's Compilation of Points Made and Issues (on Extension)
JOB(03)/12 and Add.1 and JOB(06)/190	EC Proposal for "Claw-back" (Agricultural Committee Special Session)
WT/DS-174/R and 290/R	Reports of the Panel dealing with the GI Disputes between Australia and the US
World Trade Report 2004	Section 3 deals with economic aspects of GIs

Table of Contents (for the original book)

Preface.....	viii
Acknowledgments.....	ix
Executive Summary	xi
Basics of this work.....	xi
Pros and cons of GIs	xi
Protection.....	xii
Main Lessons and Conclusions.....	xiii
Acronyms and Short Abbreviations.....	xv
Glossary of terms	xvii
Introduction.....	1
Basis and purpose of this work	1
Focus and target audience	3
CHAPTER 1 Geographical Indications - definitions and overview	6
What is a GI?	6
Why Are GIs Popular? The values that a successful GI can deliver.....	8
A global overview of GIs today.....	10
Economic Value of GIs.....	11
Distribution of protected GIs worldwide by country and by product category.....	12
Why GIs need protection	16

CHAPTER 2 Valuing GIs: Their pros and cons	22
Are GIs worth pursuing?	22
Understanding the costs and benefits of GIs	24
General costs to establish and operate a GI	25
General benefits related to GIs.....	28
Improved prices and market access for GIs	32
GIs as a model for development.....	37
Developmental Characteristics: Competitiveness and economics	38
Developmental Characteristics: Smallholders, employment, and rural enterprise	40
Developmental Characteristics: Society and Culture.....	41
Developmental Characteristics: Environment and ecology	43
CHAPTER 3 Global overview of legal protection for GIs.....	46
International Agreements on GIs	48
TRIPS Agreement of the WTO.....	48
The Madrid System	49
The Lisbon System.....	50
The Paris Convention.....	51
CHAPTER 4 GI protection – differences around the world.....	56
Selecting GI protection	56
Public and private features of protection	60
Contrasting approaches of the world’s two largest markets: Marks and <i>sui generis</i>	63
The EU’s philosophy and approach	67
The PDO and the PGI	68
Official labels for PDOs and PGIs in Europe	69
EU policy objectives for GIs.....	71
EU Trade Agreements and GIs	71
The US philosophy and approach to GIs	73
The US trademark system.....	73
US certification marks	74
US collective marks	75
Trade agreements and other approaches to protection.....	76
Emergence of GI protection systems in Asia	76
China’s approach to GIs.....	77
GI registration and protection under China’s Trademark Law	77
China’s ‘Special Label’ system.....	79
Challenges for China.....	81
India’s approach to GIs	82
Registered and new GIs in India	83
Application and registration processes for GIs in India.....	84
Chapter 5 Practical aspects – applying for GI protection.....	86
Common elements of the application process.....	86

CHAPTER 6 Deciding to undertake a GI – key points to consider.....	99
Market presence	99
First steps towards a GI.....	100
Assessment and Strategic plan.....	101
1. Assessment	101
2. Strategic plan	102
Main factors that influence the success of GIs.....	103
a. Organizational and institutional structures.....	104
b. Equitable participation	104
c. Strength of market partners	105
d. Effective legal protection	106
Findings from Case Studies and experiences of existing GIs	106
Good Governance Structure.....	107
Delineation of the GI territory	108
Relation of quality to the reputation and success of the origin.....	109
Costs of putting and keeping a GI on the market.....	111
Market Saturation.....	112
Time required to mount a GI.....	112
Caveats on equity and distribution of benefits.....	112
But GIs are not for everyone.....	117
CHAPTER 7 Frequently asked questions (FAQs).....	119
CHAPTER 8 Conclusions.....	130
GIs offer opportunities	130
Caution: GIs can be problematic.....	131
Success Factors that Influence GIs	132
Bibliography	134
Annex I. Useful websites and organizations	157
Annex II. Countries using marks and those using <i>sui generis</i>	160
Annex III. Wine classifications.....	164
Case Studies	
1.....	Antigua Coffee, Guatemala
2.....	Darjeeling Tea, India
3.....	Gobi Desert Camel Wool, Mongolia
4.....	Blue Mountain Coffee, Jamaica
5.....	Kona Coffee, Hawaii
6.....	Mezcal Beverage, Mexico
7.....	Nariño Coffee, Colombia
8.....	Café Veracruz, Mexico

Bibliography (of original book)

Abbott, Frederick. 2008. Post-mortem for the Geneva Mini-Ministerial: Where does TRIPS go from here? Information Note 7. International Centre for Trade and Sustainable Development: Geneva

Abbott, Frederick. 2005. Geographical Indications. In Roffe, P. and C. Spennemann (Eds.) Resource Book on TRIPS and Development. UNCTAD and ICTSD: Geneva Available at: http://www.iprsonline.org/unctadictsd/docs/RB_2.15_update.pdf

Acampora, Teresa and Maria Fonte. 2007. Productos Tipicos, Estrategias de Desarrollo Rural y Conocimiento Local. In Ranaboldo, C. and Maria Fonte (Eds.) Territorios con Identidad Cultural. Perspectivas desde América Latina y la Unión Europea Universidad Externado de Colombia-RIMISP-Università di Napoli: Bogota. Available at: http://www.uexternado.edu.co/finanzas_gob/cipe/opera/2007.html

Addor, F., A. Grazioli. 2002. Geographical Indications beyond Wines and Spirits, a Roadmap for a Better Protection for Geographical Indications in WTO/TRIPS Agreement. *World Intellectual Property*, 5 (6): 865-898.

Agency for International Trade Information and Cooperation. 2005. Geographical Indications: Protecting Quality or Markets? Citing presentation by the European Commission's Paul Vandoren in Osaka, Japan, March 2004. Available at: http://www.acici.org/aitic/documents/notes/note35_eng.htm

Anders, Sven and Julie Caswell. 2008. The Benefits and Costs of Proliferation of Geographical Labeling for Developing Countries. Department of Resource Economics Working Paper No. 2008-7. University of Massachusetts: Amherst, Massachusetts

Arfini, F. 2000. The Value of Typical Products: The Case of Prosciutto di Parma and Parmigiano Reggiano Cheese. In Sylvander, B., Barjolle, D., Arfini, F. (Eds.) The Socio-economics of Origin Labelled Products in Agri-food Supply Chains: Spatial, Institutional and Co-ordination Aspects, *Actes et Communications*, 17(1).

ARSIA (Agenzia Regionale per lo Sviluppo e l'Innovazione Agricolo-forestale). 2006. Guida per la Valorizzazione dei Prodotti Agroalimentari Tipici: Concetti, Metodi e Strumenti: Firenze, Italy

Babcock, Bruce and Roxanne Clemens. 2004. Geographical Indications and Property Rights: Protecting Value-Added Agricultural Products. Midwest Agribusiness Trade Research and Information Center Briefing Paper 04-MBP. Iowa State University: Ames, Iowa

Baeumer, L., 1999. Protection of geographical indications under WIPO treaties and questions concerning the relationship between those treaties and the TRIPS Agreement. In WIPO (1999).

Balganesh, S. 2002. Systems of Protection for Geographical Indications of Origin: A Review of the India Regulatory Framework. *Journal of World Intellectual Property*, (1) 6.

- Barham, Elizabeth, David Lind and Lewis Jett. 2005. The Missouri Regional Cuisines Project: Connecting to Place in the Restaurant. In P. Barlett (Ed.) *Urban Place: Reconnections with the Natural World*. MIT Press: Cambridge, Massachusetts
- Barham, Elizabeth. 2003. Translating Terroir: The Global Challenge of French AOC Labeling for Rural Development. *Journal of Rural Studies*, (19): 127–138
- Barjolle, D. and B. Sylvander. 2002. Quelques Facteurs de Succès des Produits d'Origine dans les Filières Agroalimentaires Européennes. *Économies et Sociétés* series on Systèmes Agroalimentaires (25):1441-1462.
- Barjolle, D. and J.M. Chappuis. 2001. Transaction Costs and Artisanal Food Products. Institute of Agricultural Economics Swiss Federal Institute of Technology: Zurich
- Barjolle D. and B. Sylvander. 1999. Some Factors of Success for Origin Labelled Products in Agri-Food Supply Chains in Europe: Market, Internal Resources and Institutions. Paper presented at the 67th EAAE Seminar: Le Mans, France 28-30 October. Cited In Barjolle and Chappuis 2001
- Barton, John, Judith Goldstein, Tim Josling, and Richard Steinberg. 2005. *The Evolution of the Trade Regime: Politics, Law and Economics of the GATT and WTO*. Princeton University Press: Princeton, New Jersey.
- BBC News. 2006a, Oct 26, 'Starbucks in Ethiopia Coffee Row'. Available at: <http://news.bbc.co.uk/1/hi/world/africa/6086330.stm>
- BBC News. 2006b, Nov 30, 'Ethiopia and Starbucks talks fail'. Available at: <http://news.bbc.co.uk/2/hi/business/6159305.stm>
- Belletti, G., T. Burgassi, E. Manco, A. Marescotti, A. Pacciani, and S. Scaramuzzi. 2007a. Chi Sostiene i Costi di DOP e IGP Lungo la Filiera. *L'Informatore Agrario* 1:2007 (32-35)
- Belletti, G., T. Burgassi, E. Manco, A. Marescotti, A. Pacciani and S. Scaramuzzi. 2007b. The Roles of Geographical Indications on the Internationalisation Process of Agri-food
- Belletti, G., T. Burgassi, A. Marescotti, and S. Scaramuzzi. 2007c. The Effects of Certification Costs on the Success of a PDO/PGI. In L. Theuvsen, A. Spiller, M. Peupert, G. Jahn. (Eds.) *Quality Management in Food Chains*. pp. 107-123. Wageningen Academic Publishers: Wageningen: The Netherlands
- Belletti, Giovanni and Andrea Marescotti. 2006. *GI Social and Economic Issues. SINER-GI WP2 Report (D2)*. University of Florence: Florence, Italy
- Belletti, G. 2003. Le Denominazione Geografiche nel Supporto all'Agricoltura Multifunzionale. *Politica Agricola Internazionale*. No. 4 Oct-Dec 2003 pp81-102
- Bérard, Laurence, Marie Cegarra, Marcel Djama, Sélim Louafi, Philippe Marchenay, Bernard Roussel, François Verdeaux (Eds). 2005. *Biodiversity and Local Ecological Knowledge in France*. CIRAD, IDDRI, IFB, INRA

- Bérard, L. and P. Marchenay. 1996. Tradition, Regulation and Intellectual Property: local agricultural products and foodstuffs in France. In S. B. Brush and D. Stabinsky (Eds.) *Valuing local knowledge: Indigenous peoples and intellectual property rights*. 230-243. Island Press: Covelo, CA
- Berenguer, A. 2004. Geographical Indications in the World. Presented at Montpellier workshop June 7-10 on Promoting Agricultural Competitiveness through Local Know-How. World Bank: Wash., D.C. and CIRAD: Montpellier, France.
- Berger, Christian. 2007. Geographical Indications - A Business Opportunity and a Rural Development Tool. Presentation made at conference on Protecting Local Uniqueness and Identity: Tools to protect product distinctiveness in the global economy. Dewey Ballantine LLP/ oriGIn Conference September 19, 2007 Washington, D.C.
- Berger, C. 2003. "Geographical Indications: A Business Opportunity and a Rural Development Tool," Food and Rural Affairs, Ministry of Agriculture, France.
- Berizzi, P., 1997. The impact of Community protection measures introduced by Regulation (EEC) N.2081/92 and by Regulation (EEC) N.2082/92. Paper presented at the 52nd European Association of Agricultural Economics Seminar: Parma, Italy, June 19-21.
- Blakeney, M.. 2001. Geographical indications and TRIPS. Occasional paper no. 8. Quaker United Nations Office, Geneva.
- Boger, S., J.E. Hobbs and W.A. Kerr. 2001. Supply Chain Relationships in the Polish Pork Sector, *Supply Chain Management*, 6 (2): 74-82.
- Boisvert, Valérie. 2005. International Protection of GIs: Challenges and Opportunities for Southern Countries. In Bérard et al. (Eds). *Biodiversity and Local Ecological Knowledge in France*. CIRAD, IDDRI, IFB, INRA
- Bowen, Sarah and Peter Gerritsen. 2007. Reverse Leasing and Power Dynamics Among Blue Agave Farmers in Western Mexico. *Agriculture and Human Values*. Vol. 24:473-488
- Boyhan, G. and R.L Torrance. 2002. Vidalia Onions -- Sweet Onion Production in Southeast Georgia. Comprehensive Crop Reports. East Georgia Extension Center. University of Georgia: Statesboro, Georgia. Cited in "Why Can't Vidalia Onions Be Grown in Iowa." Roxanne Clemens MATRIC Briefing Paper 02-MBP 3. September 2002: Iowa State University: Ames, Iowa
- Boyhan, G. and R.L Torrance. 2001. Production Costs and Marketing. In *Onion Production Guide*. Edited by Boyhan, D. Granberry, and T. Kelley. Bulletin 1198. Cooperative Extension Service. The University of Georgia. Cited in "Why Can't Vidalia Onions Be Grown in Iowa". Roxanne Clemens MATRIC Briefing Paper 02-MBP 3. September 2002: Iowa State University Ames, Iowa
- Branstetter, Lee, Raymond Fisman and Fritz Foley. 2004. Do Stronger Intellectual Property Rights Increase International Technology Transfer? Empirical Evidence from U.S. Firm-Level Panel Data. World Bank Policy Research Working Paper No. 3305: Washington, D.C.

- Brauneis, Robert. 2006. Geographic Trademarks and the Protection of Competitor Communication. *Trademark Reporter*, 96(4): 782 GWU Law School Public Law Research Paper No. 233
- Bridges. 2001. Post-Doha ministerial issue. International Centre for Trade and Sustainable Development. 5(9), November/December.
- Broude, Tomer. 2007. Conflict and Complementarity in Trade, Cultural Diversity and Intellectual Property Rights. Hebrew University International Law Research Paper No. 11.
- Broude, Tomer. 2005. Taking 'Trade and Culture' Seriously: Geographical Indications and Cultural Protection in WTO Law". *University of Pennsylvania Journal of International Economic Law*, 26(4): 623-652.
- Brunori, Gianluca. 2006. La Strategia Di Valorizzazione E Le Aree Strategiche. In Guida per la Valorizzazione dei Prodotti Agroalimentari Tipici - Concetti, Metodi E Strumenti. Agenzia Regionale per lo Sviluppo E l'Innovazione Nel Settore Agricolo-Forestale: Florence, Italy. Available (in Italian) at: www.arsia.toscana.it
- Busch, L., D. Thiagarajan, M. Hatanaka, C. Bain, L. Flores. 2007. The Relationship of Third Party Certification to SPS Measures and the International Agri-food Trade. Michigan State University: Lansing, Michigan.
- Calboli, Irene. 2006. Expanding the Protection of Geographical Indications of Origin under TRIPS: Old Debate or New Opportunity?. *Marquette Intellectual Property Law Review*. Vol. 10, p. 181.
- Capdevila, Gustavo. 2003. Trade: Geographical Indications a New Snag in Agricultural Talks. Global Information Network: New York.
- Cerdan Claire, Delphine Vitrolles, Otavio Luis Pimentel and John Wilkinson. 2007. Gaúcho Pampa da Campanha Meridional Meat (Brazil). WP5 Case study, Siner-GI project.
- Chaturvedi, Sachin. 2002. India, the European Union and Geographical Indications: Convergence of Interests and Challenges Ahead. Centre de Sciences Humaines, EC Delegation, Fundacao Oriente, JNU European Union Studies Project and Konrad Adenauer Foundation Seminar on India, The European Union, and the WTO, October 16-17, 2002: New Delhi.
- Cotton, Amy and David Morfesi. 2007. Key Ingredients for Geographical Indications: Collectivization and Control: How Market-Based Trademark Systems Encourage Collectivization and Control (Without Taxpayer Revenue). United States Patent and Trademark Office. Washington, D.C. Available at: http://www.uspto.gov/web/offices/dcom/olia/globalip/gi_protection_wipo.htm
- Cotton, Amy. 2008. A Little Shot of Reality to Go in Your Coffee. ICO Geographical Indications Seminar Presentation; May 20, 2008. London
- Das, K. 2007. Protection of Geographical Indications, an Overview of Select Issues with Particular Reference to India. Working Paper. Centad: New Delhi, India

- Dasgupta, P. and P. David. 1994. Toward a New Economics of Science. *Research Policy*, 23(5), 487-521.
- DeCarlo, Thomas, Rich Pirog, and Veronica Franck. 2005. Consumer Perceptions of Place-Based Foods, Food Chain Profit Distribution, and Family Farms. Leopold Center for Sustainable Agriculture: Ames, Iowa.
- DEFRA - United Kingdom Department of Environment, Food and Rural Affairs. 2003. Protecting Food Names - Guidance on EC Regulations, Available at: <http://www.defra.gov.uk/foodrin/foodname/pfn/approc/pdf/guidance.pdf>
- DEFRA. EU Protected Food Name Scheme (PFN) Scheme, FAQ, Available at: <http://www.defra.gov.uk/foodrin/foodname/pfn/approc/pdf/faq.pdf>
- de Rosa, M., G. di Napoli and N. Gargano. 2000. The Asymmetric Distribution of the Benefits from the PDO between Farmers and Food Producers. In B. Sylvander, D. Barjolle, F. Arfini, (Eds.) *The Socio-economics of Origin Labelled Products in Agri-food Supply Chains: Spatial, Institutional and Co-ordination Aspects*. (Cited in Rangnekar 2004) *Actes et Communications*, 17(2):383-86.
- Downes, D. and S. Laird. 1999. Innovative Mechanisms for Sharing Benefits of Biodiversity and Related Knowledge: Case studies on geographical indications and trademarks. Prepared for UNCTAD BioTrade Initiative.
- du Plessis, Ilse. 2003. EU Wants to Have Its Feta and Eat It. *Futures and Commodity Market News*. Tradingcharts.com Inc.
- Dua, Ajay (Secretary, Ministry of Industry & Commerce in Government of India). Summary of Statement, International Symposium on Geographical Indications from June 26 to 28, 2007: Beijing. Available at: http://www.wipo.int/meetings/en/details.jsp?meeting_id=13243
- Dunn, Heather A. 2004. Geographic Indications at Issue in Idaho Spud Case. *National Law Journal*. 26 (21): 10-12.
- Dupont, Franck. 2004. Effects of Geographic Indications. Paper presented Montpellier workshop June 7-10 on Promoting Agricultural Competitiveness through Local Know-How. World Bank: Wash., D.C. and CIRAD: Montpellier, France.
- Dutfield, G. 2005a. The US and Europe are 'Intellectual Property Fundamentalists'. Science and Development Network: London.
- Dutfield, G. 2005b. Disclosure of Origin: Time for a Reality Check? in M. Chouchena-Rojas, M. Ruiz Muller, D. Vivas and S. Winkler (Eds.), *Disclosure Requirements: Ensuring Mutual Supportiveness between the WTO TRIPS Agreement and the CBD*, Gland: IUCN & ICTSD.
- Dutfield, G. 2005c. Turning Knowledge into Power: Intellectual Property and the World Trade System [2005] 59(4) *Australian Journal of International Affairs* 533-547, ISSN: 1035-7718.
- Dutfield, G. 2000. *Intellectual Property Rights, Trade and Biodiversity*. Earthscan: London.

Dutta, Indrani. 2007. "How Tea Board won GI Battle: Prohibition of use of Darjeeling GI in non-tea goods and services in France". Hindu Times. 02/05/07

Echols, Marsha A. 2003. Geographical Indications for Food, TRIPS, and the Doha Development Agenda," *Journal of African Law*. 47, 2 , p.199-220.

Economist, The. 2006. December 2- 8, 'Storm in a coffee cup: Starbucks v Ethiopia', p.66-67

Erasmus, Gerhard. 2003. Why build capacity in international trade law? TRALAC Working Paper.

Escudero, S. 2001. International protection of geographical indications and developing countries. TRADE working papers no. 10, South Centre, Geneva. Available at: <http://www.southcentre.org>

Escudero, Sergio. 2001. International Protection of Geographical Indications and Developing Countries. Trade-Related Agenda, Development and Equity (T.R.A.D.E.) Working Paper number 10. South Centre: Geneva

European Commission. 2007. European Policy for Quality Agricultural Products. European Communities: Luxembourg.

European Commission. 2006a. - Registration in the EU of Geographical Indications and Designations of Origin Procedures Applicable for Groups and Individuals Outside the EU. Regulation (EC) No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs, Version: 3 April 2006. AGRI F.4/AOP-IGP/001/2006 final. Available at: http://ec.europa.eu/agriculture/foodqual/protect/thirdcountries/index_en.htm

European Commission. 2006i. European Commission Regulation (EC) No 1898/2006 of 14 December 2006 detailed rules of implementation of Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. Available at: http://eur-lex.europa.eu/LexUriServ/site/en/oj/2006/l_369/l_36920061223en00010019.pdf

European Commission. 2005. Trade Mark Protection in the EU Gets Cheaper, EC Press Release, Brussels, 17 October 2005 Available at: <http://europa.eu/rapid/pressReleasesAction.do?reference=IP/05/1289&format=HTML&aged=0&language=EN&guiLanguage=fr>

European Commission. 2004. Directorate General for Agriculture, Food Quality Policy in the European Union, Protection of Geographical Indications, Designations of Origin, and Certificates of Specific Character for Agricultural Products and Foodstuffs – Working Document of the Commission Services, Guide to Community Regulations, 2nd Edition, August 2004

European Commission. 2003. "Fischer Hails Signature of Wine and Spirits Accord as 'Great Achievement for EC-Canada Trade Relations.'" E.U. institutions press release, European Commission, September 17. Accessed April 2007 Available at:

http://europa.eu.int/rapid/start/cgi/guesten.ksh?p_action.gettxt=gt&doc=IP/03/1256|0|RAPID&lg=EN& display=

European Commission. 2003a. *Trade Issues*, 30 July 2003 Available at:
http://europa.eu.int/comm/trade/issues/sectoral/intell_property/argu_en.htm

European Commission. 2003b. 'Intellectual Property: Why do Geographical Indications Matter to Us? Brussels, 30 July 2003 Available at:
http://ec.europa.eu/trade/issues/sectoral/intell_property/argu_en.htm

European Commission. 2002. Ex-post Evaluation of the Community Initiative LEADER II. Geographical Report Germany. EC: Brussels

European Commission. (n.d). Annex II: Single document for applications, Council Regulation EC No 510/2006 on protected geographical indications and protected designations of origin, Available at: http://ec.europa.eu/agriculture/foodqual/protec/thirdcountries/proced_en.pdf

European Commission. (n.d). Annex III – Statement of Objection, Council Regulation EC No 510/2006 on protected geographical indications and protected designations of origin, Available at:
http://ec.europa.eu/agriculture/foodqual/protec/thirdcountries/proced_en.pdf

European Union. 2006a. Council Regulation (EC) No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs, Official Journal of the European Union, L 93, Volume 49, 31 March 2006, Available at:
<http://europa.eu.int/eur-lex/lex/JOHtml.do?uri=OJ:L:2006:093:SOM:EN:HTML>

European Union. 2006b. Activities of the European Union - Summaries of legislation Agriculture: General Framework > Food Safety: General Provisions > Protection of Geographical Indications and Designations of Origin, last updated 5.7.2006 Available at:
<http://europa.eu/scadplus/leg/en/lvb/l66044.htm>

European Union. 2004. Activities of the European Union - Summaries of legislation Intellectual Property > The Union's Institutions, Bodies and Agencies > Community trade mark, last updated 13.12.2004 Available at:
<http://europa.eu/scadplus/leg/en/lvb/l26022a.htm>

European Union. (n.d). European Union information on registries and registration for PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Specialty Guaranteed) Available at:
http://ec.europa.eu/agriculture/foodqual/quali1_en.htm

Evans, Gail. 2007. The International Protection of Geographical Indications Yesterday Today and Tomorrow. In (G. Weskamp ed) *Emerging Issues In Intellectual Property*. Queen Mary Studies in Intellectual Property, Edward Elgar, Ch. 13 pp. 359 – 441.

Evans, Phil. 2006. Geographic indications, trade and the functioning of markets. In M. Pugatch (Ed.) *The Intellectual Property Debate: Perspectives from Law, Economics and Political Economy*. Pp. 345-360. Edward Elgar Publishing: NY

Farley, Christine. 2000. Conflicts between U.S. Law and International Treaties Concerning Geographical Indications. *Whittier Law Review*; Vol. 22, No. 73.

FICCI. (n.d.). Production Guidelines for Mangoes. *Agribusiness Information Centre*. Available at: <http://www.ficciagroindia.com/production-guidelines/fruits/mango/Varieties.htm>

Fonte, M. 2007. Knowledge dynamics in the re-localisation of food, Paper from Working Group 21: Local Food. European Society for Rural Sociology.

Fonte, M. and S. Grando. 2006. A local habitation and a name. Local Food and Knowledge Dynamics in Sustainable Rural Development. University of Naples Federico II: Italy

Friedmann, H. 1993. The Political Economy of Food: A global crisis, *New Left Review*, 197, 29-57.

Fulton, J., B. Jones and L. Schrader 1998. New Generation Cooperatives. Purdue Agricultural Economics Report, Available at: <http://www.agecon.purdue.edu/ext/paer/1998/paer0898.pdf>

Fulton, M. 2000. New Generation Cooperatives. *Centre for the Study of Cooperatives*. University of Saskatchewan: Saskatchewan, Canada. Available at: <http://www.coop-studies.usask.ca/pdf-files/What%20Are%20NGCs%3f.pdf>

Galland, J.C. 2005. Importance de l'origine dans la perception de la qualité du café par l'aval de la filière, et potentiel pour le développement d'appellations d'origine. *Memoire Ecole de Commerce*. ESC, Angers; Cirad : Montpellier; and ICAFE : Sao José, Costa Rica. Cited in van de Kop, Sautier, & Gerz 2006.

Galtier, F., Belletti G., Marescotti A. 2008. Are Geographical Indications a Way to "Decommodify" the Coffee Market? Paper presented at XII EAAE Congress, August 26-29, 2008: Ghent, Belgium

Gangjee, Dev Saif. 2007 Quibbling Siblings: Conflicts between Trademarks and Geographical Indications. *Chicago-Kent Law Review*. Vol. 82, No. 2.

Gangjee, Dev Saif. 2006. Melton Mowbray and the GI Pie in the Sky: Exploring Cartographies of Protection. *Intellectual Property Quarterly*; Vol. 3, p. 291.

Garcia, C. D., Marie-Vivien, et al. 2007. Geographical Indications and Biodiversity in the Western Ghats, India. *Mountain Research and Development* 27(3): 206-210.

Gervais, D., 1998. The TRIPS Agreement: Drafting history and analysis. Sweet & Maxwell, London.

Gerz, Astrid and François Boucher. 2006. Mantecoso Cheese in Peru: Organizing to Conquer the National Market. In van de Kop, Sautier, and Gerz (Eds.). *Origin-Based Products-Lessons for pro-poor market development*. Royal Tropical Institute - KIT: Amsterdam and CIRAD: Montpellier, France.

Gerz, Astrid and Franck Dupont. 2004. Comté Cheese in France: Impact of a Geographical Indication on Rural Development. In van de Kop, Sautier, and Gerz (Eds.). *Origin-Based Products-Lessons for pro-poor market development*. Royal Tropical Institute - KIT: Amsterdam and CIRAD: Montpellier, France.

Geuze, Matthijs. 2007. Let's Have Another Look at the Lisbon Agreement - its Terms in their Context and in the Light of its Object and Purpose. Presented at the WIPO Worldwide Symposium on GIs, Beijing, June 2007.

Geuze, Matthijs. 1997. Protection of Geographical Indications under the TRIPS Agreement and Related Work of the World Trade Organization. Presented at the WIPO Symposium on the International Protection of GIs in the Worldwide Context, Eger, Hungary, October 1997.

Giovanucci, Daniele, Elizabeth Barham, Rich Pirog. 2009. Defining and Marketing 'Local' Foods: Geographical Indications for U.S. Products. *Journal of World Intellectual Property* special issue on GIs.

Giovanucci, Daniele. 2008. How New Agrifood Standards Are Affecting Trade. In *Trade-What If - New Challenges in Export Development*. World Export Development Forum 2008 publications. UN International Trade Centre: Geneva

Giovanucci, Daniele. 2005. Moving Yemen Coffee Forward: Assessment of the coffee industry in yemen to sustainably improve incomes and expand trade. Associates for Rural Development: Burlington, Vermont - US Agency for International Development: Wash., DC. Available at: <http://www.dgiovanucci.net/publications.htm#YemenCoffee>

Giovanucci, Daniele and Thomas Reardon. 2000. Understanding Grades and Standards - and how to apply them. In D. Giovanucci (Ed.) *A Guide to Developing Agricultural Markets and Agro-enterprises*. World Bank: Wash., DC. Available online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=996761

Goldberg, S. 2001. Who Will Raise the White Flag? The Battle between the United States and the European Union over the Protection of Geographical Indications. *University of Pennsylvania Journal of International Economic Law*, (22): 107-151.

Gómez, Natalia. 2004. Construcción de un Proyecto de Territorio fundado en su Capital Territorial. Aplicando los principios del enfoque territorial del Programa Europeo LEADER en el Municipio de Gachancipá, Cundinamarca. Masters Thesis in Rural Development. Pontificia Universidad Javeriana: Bogota, Colombia

Gordon, D.V., R. Hannesson and W.A. Kerr. 1999. What is a Commodity? An Empirical Definition Using Time Series Econometrics, *Journal of International Food and Agribusiness Marketing*, 10 (2): 1-29.

Government of India, Dept of Commerce, Press Release: 'India Identifies Number of Products for Geographical Indications', June 22, 2006. Available at: http://commerce.nic.in/PressRelease/pressrelease_detail.asp?id=128

Government of India, Ministry of Commerce and Industry, Dept of Industrial Policy and Promotion Notification. 2002. The Geographical Indications of Goods, (Registration and

Protection) Rules. Published in the Gazette of India, Extraordinary, Part II Section 3, Sub-Section (i) Extraordinary, 8th March, 2002, New Delhi, Available at: <http://www.patentoffice.nic.in/ipr/gi/Girule~1.PDF>

Grossman, G. M. and C. Shapiro. 1988. Counterfeit-product Trade. *American Economic Review*. 78(1), 59-75.

Guerra, Jorge L. 2004. Geographical Indications and Biodiversity: Bridges Joining Distant Territories ICTSD-Bridges, Year 8 No.2, Feb. 2004. p. 17-18.

Gumbel, P. 2003. "Food Fight." Time Europe, Vol. 162, No. 9, September 8. Available at: <http://www.time.com/time/europe/magazine/printout/0,13155,901030908-480249,00.html>

Grant, Catherine. 2005. Geographical Indications: Implications for Africa. TRALAC Trade Brief.

Grazioli, A. 2002. The Protection of Geographical Indications. *Bridges*, 6(1), January.

Hansen, A., J. Vanfleet. 2003. Traditional Knowledge and Intellectual Property: A Handbook on Issues and Options for Traditional Knowledge Holders in Protecting their Intellectual Property and Maintaining Biological Diversity. American Association for the Advancement of Science.

Harte-Bavendamm, H. 2000. Geographical indications and trademarks: Harmony or conflict. In WIPO (2000).

Hayes, Dermot J., Sergio H. Lence, and Andrea Stoppa. 2003. Farmer-Owned Brands? Briefing Paper 02-BP 39. Center for Agricultural and Rural Development. Iowa State University: Ames, Iowa

Hirwade, Mangala and Anil W. Hirwade. 2006. Geographical Indications: Indian Scenario. Available at: <http://eprints.rclis.org/archive/00006813/> (accessed Sept 16, 2007)

Hobbs, J.E. 1996. A Transaction Cost Approach to Supply Chain Management. *Supply Chain Management: an International Journal*, 1 (2): 15-27.

Hobbs, J.E. 2001. Dimensions of Competitiveness: Lessons from the Danish Pork Industry, *Current Agriculture, Food and Resource Issues*, 2: 1-11. Available at www.CAFRI.org

Hobbs, J.E. 2003. Information, Incentives and Institutions in the Agri-Food Sector. *Canadian Journal of Agricultural Economics*, 51(3):413-429.

Hobbs, J.E. 2004. Information Asymmetry and the Role of Traceability Systems. *Agribusiness*, 20(4):397-415.

Hobbs, J.E., D. Bailey, D.L. Dickinson and M. Haghiri. 2005. Traceability in the Canadian Red Meat Sector: Do Consumers Care?, *Canadian Journal of Agricultural Economics*, 53(1):47-65.

Hobbs, J.E., A. Cooney and M. Fulton. 2000. *Value Chains in the Agri-Food Sector*, Specialized Livestock Market Research Group, Department of Agricultural Economics, University of Saskatchewan: Canada, September . pp. 32

Hobbs, J.E. and W.A. Kerr. 1991.- Japanese Beef Importing System Changes May Be Less Useful Than First Appeared, *Journal of Agricultural Taxation and Law*, 13 (3): 236-257.

Hobbs, J.E., W.A. Kerr and K.K. Klein. 1998. Creating International Competitiveness Through Supply Chain Management: Danish Pork. *Supply Chain Management*, 3 (2): 68-78.

Hobbs, J.E., K. Sanderson and M. Haghiri. -2006.-) Evaluating Willingness to Pay for Bison Attributes: An Experimental Auction Approach. *Canadian Journal of Agricultural Economics*, 54(2): 269-287.

Hobbs, J.E. and L. Young. 2000. Closer Vertical Co-ordination in Agrifood Supply Chains: A Conceptual Framework and Some Preliminary Evidence, *Supply Chain Management*, 5 (3): 131-142.

Holt, Douglas, John Quelch, and Earl Taylor. 2004. How Global Brands Compete. *Harvard Business Review*. Vol. 82, No. 9.

Holt, D. 2007. Is Starbucks 'Coffee That Cares?'. Available at:
<http://poorfarmer.blogspot.com/2007/01/is-starbucks-coffee-that-cares.html>

Holt, Georgina and Virginie Amilien. 2007. From Local Food to Localized Food Anthropology of Food web journal. March. Available at: <http://aof.revues.org/sommaire402.html>

Höpperger, M. 2000. International protection of geographical indications – the present situation and prospects for future development. In WIPO (2000).

Hughes, Justin. 2006. Champagne, Feta, and Bourbon: the Spirited Debate about Geographical Indications, 58 *Hastings Law Journal* 299.. Available at:
<http://papers.ssrn.com/sol3/papers.cfm?abstract_id=936362>

INAC (Indian and Northern Affairs Canada). 1999. "Intellectual Property and Aboriginal People: A Working Paper." Research and Analysis Directorate. Available at: <http://www.ainc-inac.gc.ca> Cited in Fowler, Betsy. 2004. Preventing Counterfeit Craft Designs. In "Poor People's Knowledge: Promoting Intellectual Property in Developing Countries" J. M. Finger & P. Schuler (Eds). World Bank and Oxford University Press: Wash., DC.

Indian Council of Agricultural Research. (n.d.) 'Frequently Asked Questions (FAQs) About Geographical Indications'. Intellectual Property Rights Cell. Available at: <http://www.icar.org.in/faqs/ipr.htm>

IndLaw Communications. 2006. 'India Identifies Number Of Products For Geographical Indications'. 22 June, 2006. Available at:
<http://www.indlawnews.com/C2BA9753843D805CDADABCCFE3540920>

International Food & Agricultural Trade Policy Council. 2003. Geographical Indications: A Discussion Paper. Available at: <http://www.agritrade.org/Publications/DiscussionPapers/GI.pdf>

International Trademark Association. 2005. EU Council Regulation 2081/92 decision WT/DS174 of the WTO Dispute Settlement Panel. Resolution of Conflicts between Prior Registered Trademark Rights and Later Protected Geographical Indications. Analysis Prepared by the Geographical Indications Committee ITA: New York

Jain, Varupi. 2004. What's in a name: Part I and Part II. Part I Available at: <http://www.indiatogether.org/2004/may/eco-chanderi.htm> Part II available at: <http://indiatogether.org/2004/jun/eco-chanderi2.htm>

Jain, Varupi. 2005. GI Protection: Too little too slow. Available at: <http://indiatogether.org/2005/jun/eco-gi.htm>

Jain, Varupi. 2006. Basmati Beset by Debate and Delay. Available at: <http://www.indiatogether.org/2006/feb/eco-basmati.htm>

Julaniya, R.S. 2005. Presentation made at the WIPO Worldwide Symposium on Geographical Indications: Parma, Italy. June 2005. Available at: http://www.wipo.int/export/sites/www/meetings/en/2005/geo_pmf/presentations/ppt/wipo_geo_pmf_05_julianiya.ppt-151.0KB-julaniya:1

Josling, T. 2006. The War on *Terroir*: Geographical Indicators as a Transatlantic Trade Conflict, *Journal of Agricultural Economics*, 57 (3): 337-363.

Josling, T. 2006b. What's in a Name - The Economics, Law, and Politics of Geographical Indications for Foods and Beverages. Institute for International Integration Studies Discussion Paper No. 109: Trinity College, Dublin

Kailasam, K. C. 2003. Law of Trademarks and Geographical Indications. Wadhwa and Co: New Delhi.

Kaplinsky, Raphael. 2006. How Can Agricultural Commodity Producers appropriate a Greater Share of Value Chain Incomes? In A. Sarris and D. Hallam (Eds.) *Agricultural Commodity Markets and Trade: New Approaches to Analyzing Market Structure and Instability*, Cheltenham: Edward Elgar and FAO.

Kerala Agricultural University and Indian Institute of Information Technology and Management- Kerala. 2007. 'The Geographical Indication of Goods (Registration and Protection) Act. 1999'. Kerala Department of Agriculture. Virtual University for Agricultural Trade. Available at: <http://www.vuatkerala.org/static/eng/wta/ipr/geoindications.htm>

Kerr, W.A. 2006. Enjoying a Good Port with a Clear Conscience: Geographic Indicators, Rent Seeking and Development, *The Estey Centre Journal of International Law and Trade Policy*, 7 (1): 1-14.

Kerr, W.A. 2003. Chaos or Change: Rural Participation in the New Global Economy, in G. Dalton, J. Bryden, M. Shucksmith and K. Thomson (Eds.) *European Rural Policy at the Crossroads*, 9-23. The Arkleton Centre for Rural Development Research. University of Aberdeen: Aberdeen, United Kingdom pp. 9-23.

- Kerr, W.A. and S.E. Cullen. 1990. A Marketing Strategy for Canadian Beef Exports to Japan. In G. Lerner and K.K. Klein (Eds.), *Canadian Agricultural Trade: Disputes, Actions and Prospects*, The University of Calgary Press: Calgary, pp. 209-230.
- Kireeva, Irina and Paolo Vergano. 2006. Geographical Indications and the Interface between Trade Mark Protection and Sui Generis Protection: The Example of China, Thailand and Vietnam, *International Trade Law and Regulation*, Sweet & Maxwell, July 2006, Vol. 12, Issue 4, pp. 97-108.
- Kumar, Sanjay. 2006. 'Geographic Indications: An Indian Perspective'. Available at: <http://www.teriin.org/events/docs/wtopresent/sanjay22.ppt>.
- Laing, S. 2003. 'EU on GIs: Free Trade or Protectionism?' Trade Law Centre for Southern Africa (TRALAC), 09/09/2003 Available at: <http://www.tralac.org/scripts/content.php?id=1999>
- Larson, Jorge. 2006. Indicaciones Geográficas y Usos Sustentables de Recursos Biológicos. Paper for the UNCTAD/ICTSD "Diálogo Regional sobre Propiedad Intelectual, Innovación y Desarrollo Sostenible" in Costa Rica, May 2006
- Lee, James. 2000. *Exploring the Gaps: Vital Links between Trade, Environment and Culture*. Kumarian Press: Bloomfield, CT
- Lee, James and Bryan Rund. 2003. *EU-Protected Geographic Indications: An Analysis of 603 Cases*. GIANT Project. American University: Washington, D.C.
- Lewin, B., Daniele Giovannucci and Panos Varangis. 2004. *Coffee Markets: New Paradigms in Global Supply and Demand*. World Bank: Washington, DC
- Lex Orbis. (n.d.). Geographic Indication Registration System in India. Intellectual Property Research Centre. Available at: <http://www.lexorbis.com/geographical-indications-registration.html>
- Loureiro, M. and J. McCluskey. 2000. Assessing Consumer Response to Protected Geographical Identification Labeling. *Agribusiness*, 16(3): 309-320.
- Maertens, Miet and Johan Swinnen. 2007. *Linking Producers to Markets: The Challenge of Emerging Standards*. Summary Report of USAID's RAISE Project. Development Alternatives Inc.: Washington, DC
- Maher, Michael. 2001. In vino veritas? Clarifying the use of geographic references on American wine labels. *California Law Review*. Berkeley: Dec 2001. Vol. 89 (6), p. 1881-1925.
- March, Elizabeth. 2007. Making the Origin Count: Two Coffees. In *WIPO Magazine*. Available at: http://www.wipo.int/wipo_magazine/en/2007/05/article_0001.html. Accessed Nov 5, 2007
- Marette, Stéphan, Roxanne Clemens, and Bruce A. Babcock. 2007. *The Recent International and Regulatory Decisions about Geographical Indications*. MATRIC Working Paper 07-MWP. Midwest Agribusiness Trade Research and Information Center: Ames, Iowa,

- Marie-Vivien, D. and E. Thevenod-Mottet. 2008. Quelle reconnaissance pour les indications géographiques des pays tiers en Europe? Enjeux découlant de la décision de l'organe de règlement des différends de l'OMC. In *Economie Rurale*
- Maskus, Keith. 2000. Intellectual Property Rights in the Global Economy. Institute for International Economics: Washington DC.
- Meltzer, Eleanor. 2002. Pass the Parmesan? What You Need to Know About Geographical Indications and Trademarks. *Virginia Lawyers Weekly*. June/Jul pp.18-23.
- Meltzer, Eleanor. 2003. Geographical Indications: Point of View of Governments. Presented at Worldwide Symposium on Geographical Indications, July 9-11, 2003, San Francisco, CA, USA.
- Meltzer, Eleanor K. 2003a, "Examples of Foreign Geographical Indications Protected in the United States" United States Patent and Trademark Office, 2003.
- Moore, R. T. 2003. Geographical Indications: An Overview of the Arguments Surrounding Protections. GAIN Report E23152. USDA Foreign Agricultural Service
- Moran, K. 1993. Rural Space as Intellectual Property, *Political Geography*, 12(3), May, 263-277.
- Moschini, Giancarlo, Luisa Menapace, and Daniel Pick. 2008. Geographical Indications and the Competitive Provision of Quality in Agricultural Markets. *American Journal of Agricultural Economics*, Vol. 90, No. 3, pp. 794-812.
- Nagarajan, S. 2007. Geographical Indications and Agriculture-related Intellectual Property Rights Issues. *Current Science*, 92(2).
- Nair, L. R. and R. Kumar. 2005. Geographical Indications, A Search for Identity. LexisNexis Butterworths: Delhi
- Nolan, R. 2003. International Food Wars", Foreign Policy Association, Global Policy Forum: New York.
- O'Connor, Bernard and Irina Kireeva. 2007. GIs Around the World. O'Connor and Company. Available at:
<http://www.gi-mongolia.com/en/docs/gis%20in%20the%20world.pdf>.
- O'Connor and Company. 2005. Geographical Indications and the challenges for ACP countries. CTA (Technical Centre for Agricultural and Rural Cooperation ACP-EU)
- O'Connor, Bernard. 2005. The Law of Geographical Indications. Cameron May: London
- O'Connor, Bernard and Kireeva, Irina. 2004. The US Marketing Order System. *Zeitschrift für das gesamte Lebensmittelrecht*, No. 3, June 2004, pp. 359-368.

O'Connor, Bernard and Kireeva, Irina. 2004. Overview of the EC Case Law Protecting Geographical Indications. The Slicing of Parma Ham and the Grating of Grana Padano Cheese. *European Intellectual Property Review*, Volume 26, Issue 7 July 2004, No. 3, June 2004, p. 313.

O'Connor, Bernard and Kireeva, Irina. 2003. What's in a name? The 'Feta' Cheese Saga, *International Trade Law and Regulation*, Vol. 9, Issue 4, July 2003, pp. 110-121.

OECD. 2000. Appellations of Origin and Geographical Indications in OECD Member Countries: Economic and Legal Implications. Directorates for Food, Agriculture and Fisheries & Trade

Panizzon, Marion. 2006. Traditional Knowledge and Geographical Indications: Foundations, Interests and Negotiating Positions. Trade Regulation Working Paper No. 2005/01. National Centre of Competence in Research (NCCR): Bern, Switzerland

Perdikis, N., J.E. Hobbs, K.K. Klein, S. Yoshida and W.A. Kerr (1992) Trade Liberalization and the Cultural Determinants of Beef Consumption in Japan, *Journal of European Business Education*, 2 (1): 1-12.

Porter, Michael. 1998. Clusters and the New Economics of Competition. *Harvard Business Review* Nov-Dec 1998. Cited in "Promoting Agriculture Competitiveness Through Local Know-How". Workshop Report World Bank: Washington & CIRAD: Montpellier, France

Products. In Canavari M., Regazzi D., Spadoni R. (Eds.) International Marketing and International Trade of Quality Food Products. Proceedings of the 105th Seminar of the European Association of Agricultural Economists, March 8-10, 2007 Avenue Media: Bologna, Italy

Ramirez, Eduardo. 2007. La Identidad como Elemento Dinamizador de la Economía Territorial. In Ranaboldo. and Fonte (eds.) Territorios con Identidad Cultural. Perspectivas desde América Latina y la Unión Europea. Universidad Externado de Colombia-RIMISP-Università di Napoli: Bogota.

Ranaboldo, C. and Alexander Schejtman. 2008. El Valor del Patrimonio Cultural: Territorios rurales, experiencias y proyecciones latinoamericanas. Instituto de Estudios Peruanos y Centro Latinoamericano para el Desarrollo Rural; Lima, Peru

Ranaboldo, C. and Maria Fonte, 2007. Territorios con Identidad Cultural. Perspectivas desde América Latina y la Unión Europea. Universidad Externado de Colombia-RIMISP-Università di Napoli: Bogota. Available at:

http://www.uexternado.edu.co/finanzas_gob/cipe/opera/2007.html

Rangel Ortiz, H. 1999. Geographical indications in recent treaty law in the Americas: NAFTA, Latin American Free Trade Agreements, MERCOSUR, the Andean Community and the Central American Protocol. In WIPO (1999).

Rangnekar, D. 2004 *The International Protection of Geographic Indicators: The Asian Experience*, UNCTAD/ICTSD Regional Dialogue in collaboration with IDRC, University of Hong Kong, Hong Kong.

Rangnekar, D. 2004a. *The Socio-economics of Geographic Indicators*, Issue Paper No. 8, UNCTAD/ICTSD.

Rangnekar, D. 2002. The Pros and Cons of Stronger Geographical Indication Protection. *Bridges Trade News Digest*. 6(3). International Center for Trade and Sustainable Development: Geneva.

Ravi, Vedaraman, 'The Protection of Geographical Indications in India'. Presented at WIPO Asia and the Pacific Regional Symposium on the Protection of Geographical Indications, New Delhi, November 18 to 20, 2003

Ravilious, Kate. 2006. Buyer Beware. *New Scientist*. November 11, 2006. p.41

Raynaud, Emmanuel, Loïc Sauvee, Egizio Valceschini. 2002. Quality Enforcement Mechanisms and the Governance of Supply Chains in the European Agro-food Sector. Presented at the Second Annual Workshop, "Economics of Contracts in Agriculture", July 21-23, 2002, Annapolis, Maryland.

Reardon, Thomas, C. Peter Timmer, Julio A. Berdegúe. 2003. The Rise of Supermarkets in Latin America and Asia: Implications for International Markets for Fruits and Vegetables. In A. Regmi and M. Gehlhar (Eds). *Global Markets for High Value Food Products*, AIB for USDA-ERS; Washington DC

Riccheri, Mariano, Benjamin Görlach, Stephanie Schlegel, Helen Keefe, Anna Leipprand. 2006. Assessing the Applicability of Geographical Indications as a Means to Improve Environmental Quality in Affected Ecosystems and the Competitiveness of Agricultural Products. EC WP3 Project on Impacts of the IPR Rules on Sustainable Development.

Roberts, D., L. Unnevehr, J. Caswell, I. Sheldon, J. Wilson, T. Otsuki, D. Orden. 2001. The Role of Product Attributes in the Agriculture Negotiations. The International Agricultural Trade Research Consortium. Commissioned Paper No. 17.

Rondot, Pierre, Marie Helene Collion, Hubert Devautour. 2004. Executive Summary of Montpellier workshop June 7-10 on Promoting Agricultural Competitiveness Through Local Know-How. World Bank: Wash., D.C. and CIRAD: Montpellier, France.

Saraceno, E. 2007. Como las buenas prácticas en la iniciativa LEADER + anticiparon las oportunidades previstas en la nueva normativa de desarrollo rural. Available at: http://ec.europa.eu/agriculture/rur/leaderplus/pdf/flashnews/67_es.pdf (Accessed 15, Oct. 2007).

Sautier, Denis and Petra van de Kop. 2004. Conclusions and agenda for action and research. In van de Kop, Sautier, and Gerz (eds.). *Origin-Based Products-Lessons for pro-poor market development*. Royal Tropical Institute - KIT: Amsterdam and CIRAD: Montpellier, France.

Snyder, David. 2008. Enhanced Protections for Geographical Indications Under TRIPs: Potential Conflicts Under the U.S. Constitutional and Statutory Regimes. *Fordham Intellectual Property, Media & Entertainment Law Journal*, Vol. 18, No. 5.

- Soam, S. K. 2005. Analysis of Prospective Geographical Indications of India. *The Journal of World Intellectual Property* 8(5): 679-704.
- Srivastava, S. C. 2003. Geographical Indications and Legal Framework in India. *Economic and Political Weekly*: 4022-4033.
- Sunder, Madhavi. 2006. IP3. *Stanford Law Review*. (59). Legal Studies Research Paper No. 82; University of California, Davis.
- Sylvander, Bertil. 2004. Final Report Synthesis and Recommendations. Dolphins project (Development of Origin Labelled Products: Humanity, Innovation and Sustainability). EC: Brussels
- Sylvander, Bertil & Gilles Allaire. 2007. WP3 Report: Conceptual Synthesis Task1. Strengthening International Research on Geographical Indications (SINER-GI) Project.
- Sylvander B., E. Barham. 2009. Geographical Indications for Food: Local Development and Global Recognition. CABI: Wallingford, UK
- Taipei Times. 2003. Mexico Starts Tequila Battle as US makes Margaritas. Sept. 26, 2003 Available at: <http://www.taipetimes.com/news/worldbiz/archives/2003/09/26/2003069335>.
- Teuber, R. 2007. Geographical Indications of Origin as a Tool of Product Differentiation – The Case of Coffee. In: Canavari, M., Regazzi, D., Spadoni, R. (eds.), International Marketing and International Trade of Quality Food Products. Proceedings CD-Rom of the 105th Seminar of the EAAE, Bologna, March 8-10, 2007. Bologna: Avenue Media.
- Thevenod-Monet, Erik. 2001. The Protection of Geographical Indications and Multilateral Systems: A cultural clash. Paper presented at the DOLPHINS Meeting, Sept 10-12, 2002: Florence, Italy.
- Thévenod-Mottet, Erik. 2006. WP1 Report:Theoretical frame GI legal and institutional issues. Strengthening International Research on Geographical Indications (SINER-GI) Project.
- Thienes, M. 1994. Tradition and Progress: Registration of Geographic Denominations of Origin. *British Food Journal*, vol.96, no.2, pp.7-10(4).
- Thorn, Sarah F. 2003. Implications of the Extension of Protections for Geographical Indications in the WTO. Grocery Manufacturers of America Statement made before the Committee on Agriculture US House of Representatives, July 22, 2003.
- Trademark Manual of Examination Procedures (TMEP) - 4th Edition. Available at: <http://tess2.uspto.gov/tmdb/tmep/>
- Trademark Office, State Administration for Industry and Commerce. China's Geographical Indications Registry List. Available at: <http://sbj.saic.gov.cn/exHTML/dlml.html>
- Trademark Office, State Administration for Industry and Commerce. 'SAIC announces special symbols of GI products', Press Release, 02-02-2007. Available at: http://english.ipr.gov.cn/ipr/en/info/Article.jsp?a_no=52399&col_no=925&dir=200702

Tralac. 2004. When “Sherry” Needs to be Phased Out. Trade Law Centre for Southern Africa. Available at: <http://www.tralac.org/scripts/content.php?id=2741>

Tran, T.T. 2005. La Référence au Terroir Comme Signe de Qualité: Cas des Produits Agroalimentaires Vietnamiens. Agro-M, Mémoire Mastere recherche EGDAAR, Montpellier. Cited in van de Kop, Sautier, & Gerz 2006.

Tregear, Angela, and Filippo Arfini, Giovanni Belletti, Andrea Marescotti. 2007. Regional foods and rural development: The role of product qualification. In *Journal of Rural Studies* Vol 23, 12–22

Tregear, Angela, S. Kuznesof, and A. Moxey. 1998. Policy initiatives for regional foods: some insights from consumer research. *Food Policy* 23(5), pp. 383-94.

TTAB (United States Trademark Trial and Appeal Board) Manual of Procedure. Available at: <http://www.uspto.gov/web/offices/dcom/ttab/tbmp/index.html>

TTAB (United States Trademark Trial and Appeal Board). 2006. United States - Tea Board of India v. The Republic of Tea, Inc., 80 USPQ2d 1881. Available at: <http://thettablog.blogspot.com/2006/09/citable-no-42-ttab-sustains-india-tea.html>].

UNCTAD. 2000. Sistemas y Experiencias Nacionales de Protección de los Conocimientos, Innovaciones y Prácticas Tradicionales. Documento TD/B/COM/.1/EM.13/2.

United States Patent and Trademarks Office. (.n.d.). Geographical Indication Protection in the United States. Available at: http://www.uspto.gov/web/offices/dcom/olia/globalip/pdf/gi_system.pdf

USDA-ERS. 2003. Naming Rights for “Geographical Indications. Economic Research Service, US Dept. of Agriculture, Nov. 2003; Available at: <http://www.ers.usda.gov/Briefing/WTO/geoindications.htm>.

van de Kop, Petra, Denis Sautier, and Astrid Gerz. 2006. Origin-Based Products-Lessons for pro-poor market development. Royal Tropical Institute - KIT: Amsterdam and CIRAD: Montpellier, France.

Villalobos, Andrés, Kira Schroeder, Wendy Alfaro, Bernard Killian, Daniele Giovannucci, Javier Berrocal. 2007. Experiencias comunitarias: El café, producto emblemático de América Latina: ¿Un detonante para el desarrollo territorial rural con identidad cultural para los pequeños productores Ruales? Centro de Inteligencia sobre mercados Sostenibles (CIMS): San Jose, Costa Rica and RIMISP: Santiago Chile. Available at: <http://www.rimisp.org/getdoc.php?docid=10128>

Vivas-Eugui, D. and C. Spennemann (2006) *The Treatment of Geographic Indicators in Recent Regional and Bilateral Free Trade Agreements*, UNCTAD/ICTDS Project on Intellectual Property and Sustainable Development, Diálogo Regional sobre Propiedad Intelectual, Innovación y Desarrollo Sostenible, Costa Rica, May 10-12.

Virtual University for Agricultural Trade, A Project by the Department of Agriculture, Govt. of Kerala, 'The Geographical Indication of Goods (Registration and Protection) Act.1999'
Available at: <http://www.vuatkerala.org/static/eng/wta/ipr/geoindications.htm>

Wallet, Frederic, Bertil Sylvander, Yafan Sun, Guihong Wang. 2007. JinHua case study. WP5, SENER-GI project. INRA: France

Wang, Tian Xiang. 2006 Relationship between trademarks and geographical indications. Report Q191 in the name of the Chinese Group, AIPPI Available at:
http://www.aippi-china.org/pdf/q191_china.pdf

Wang, Xiaobing and Irina Kireeva. 2007. Protection of Geographical Indications in China: Conflicts, Causes and Solutions. *Journal of the World Intellectual Property*. Vol.10, N° 2, pp. 79-96.

Watal, Jayashree. 2004. Intellectual Property Rights and Agriculture. In Merlinda Ingco and L. Alan Winters (Eds.) *Agriculture and the New Trade Agenda: Creating a Global Trading Environment for Development*. Cambridge University Press: Cambridge.

Watal, J. 2001. Intellectual Property Rights in the WTO and Developing Countries. Kluwer Law International: The Hague pp.272-3

Watal, Jayashree. 2001. Intellectual Property Rights in the WTO and Developing Countries. Kluwer Law International: The Hague.

WIPO International Bureau, 2000: Possible solutions for conflicts between trademarks and geographical indications and for conflicts between homonymous geographical indications. Standing committee on the law of trademarks, industrial designs and geographical indications, 5th session, September 11-15. SCT/5/3.

WIPO International Bureau. 2001. Geographical indications: Historical background, nature of rights, existing systems for protection and obtaining effective protection in other countries. Standing committee on the law of trademarks, industrial designs and geographical indications, 6th session, March 12-16. SCT/6/3.

WIPO International Bureau. 2001a. Introduction to geographical indications and recent international developments at WIPO. Presented at the Symposium on the international protection of geographical indications, Montevideo, November 28 & 29. WIPO/GEO/MVD/01/1.

WIPO Magazine. 2007. Geographic Indications: From Darjeeling to Doha. Issue 4. Available at: http://www.wipo.int/wipo_magazine/en/2007/04/article_0003.html

WIPO. 2007. The Lisbon Agreement for the Protection of Appellations of Origin and Their International Registration: Objective and Main Features (e-advantages-update-Sept 1, 2007). Available at: <http://www.wipo.int/lisbon/en/index.html>

WIPO. 2000. Symposium on the international protection of geographical indications, Somerset West, Cape Province, South Africa, September 1 & 2, 1999. Publication No. 764(E). WIPO, Geneva.

WIPO. 1998. Intellectual Property. Geneva.

WIPO. (n.d.). Lisbon System for the International Registration of Appellations of Origin. Available at: <http://www.wipo.int/lisbon/en/>

WIPO. (n.d.). Madrid System for the International Registration of Marks. Available at: <http://www.wipo.int/madrid/en/>

WTO. 1997. Overview of existing international notification and registration systems for geographical indications relating to wines and spirits. Note by the Secretariat. IP/C/W/85, IP/C/W/85/Add.1

WTO. 1999. Preparations for the 1999 ministerial conference – Agreement on TRIPS: Extension of the additional protection for geographical indications to other products. Communication from Cuba, the Czech Republic, Dominican Republic, Egypt, Honduras, India, Indonesia, Kenya (on behalf of the Africa Group) Nicaragua, Pakistan, Turkey and Venezuela WT/GC/W/206.

WTO. 2000. Geographical Indications and the Article 24.2 review. Communication from New Zealand. IP/C/W/205.

WTO. 2000a. Geographical Indications, Article 24.2 review of the application of part ii, section 3: some background issues. Communication from Australia. IP/C/W/211.

WTO. 2000b. Revision. Communication from Bulgaria, the Czech Republic, Egypt, Iceland, India, Kenya, Liechtenstein, Pakistan, Slovenia, Sri Lanka, Switzerland and Turkey. IP/C/W/204/Rev.1

WTO. 2000c. Work on issues relevant for the protection of geographical indications. Communication from Bulgaria, the Czech Republic, Iceland, India, Liechtenstein, Slovenia, Sri Lanka, Switzerland and Turkey. IP/C/W/204.

WTO. 2001. Extension of the protection of geographical indications for wines and spirits to geographical indications for all products: Potential costs and implications. Communication from Argentina, Australia, Canada, Chile, Guatemala, New Zealand, Paraguay and The United States. IP/C/W/289.

WTO. 2001a. Review under Article 24.2 of the application of the provisions of the section of the trips agreement on geographical indications: Summary of the responses to the checklist of questions (IP/C/13 and add.1). Note by the Secretariat. IP/C/W/253.

WTO. 2001b. Work on issues relevant to the protection of geographical indications, Extension of the protection of geographical indications for wines and spirits to geographical indications for other products. Proposal from Bulgaria, Cuba, The Czech Republic, Egypt, Iceland, India, Liechtenstein, Mauritius, Nigeria, Sri Lanka, Switzerland, Turkey and Venezuela. IP/C/W/247. And Revision 1 on same year.

WTO. 2001c. Work on issues relevant to the protection of geographical indications, Extension of the protection of geographical indications for wines and spirits to geographical indications

for other products. Communication from Bangladesh, Bulgaria, Cuba, The Czech Republic, Georgia, Hungary, Iceland, India, Jamaica, Kenya, The Kyrgyz Republic, Liechtenstein, Moldova, Nigeria, Pakistan, Slovenia, Sri Lanka, Switzerland and Turkey. IP/C/W/308/Rev.1.

Wolf, A.F. 1944. Measuring the Effect of Agricultural Advertising, *Journal of Farm Economics*, 26: 324-347.

Xinhua News Agency. Geographic Products Story. XinhuaNet on Oct. 7. 2007 Online at: http://news.xinhuanet.com/newscenter/2007-10/07/content_6839524.htm

Young L.M. and J.E. Hobbs (2002) Vertical Linkages in Agri-Food Supply Chains: Changing Role for Producers, Commodity Groups and Government Policy, *Review of Agricultural Economics*, 24 (2): 428-441.

Zago, Angelo and Daniel Pick. 2004. Labeling Policies in Food Markets: Private Incentives, Public Intervention, and Welfare effects. *Journal of Agricultural and Resource Economics*. 29 (1): 150-165.

Zago, Angelo and Daniel Pick. 2002. A Welfare Analysis of European Products with Geographical Indications and Products with Designations of Origin. in Barry Krissoff, Mary Bowman and Julie A. Caswell (Eds) *Global Food Trade and Consumer Demand for Quality*. Kluwer Academic Press: New York

Zago, Angelo and Daniel Pick. 2002b. The Welfare Effects of the Public Provision of Information: Labeling Typical Products in the European Union. Working Paper 24/02. Istituto Nazionale di Economia Agraria: Roma

Zhu, Lanye. 2006. An Analysis of China's System of Protecting Geographical Indications. *Asian Journal of Comparative Law*, Volume 1, Issue 1, Article 14 available via Berkeley Electronic Press at <http://www.bepress.com/asjcl/vol1/iss1/art14>