EXTENDED TABLE OF CONTENTS

List of abbreviations xv
Table of cases xvii
  European cases xvii
  The Office for Harmonization in the Internal Market xix
  World Intellectual Property Organization xix
  World Trade Organization xx
  National cases xx
Table of legislation xxi
  EU Regulations xxi
  EU Directives xxviii

1. INTRODUCTION
   A. SCOPE OF THE BOOK 1.04
   B. HISTORY 1.09
   C. DEFINITIONS 1.20

2. INTERNATIONAL GEOGRAPHICAL INDICATIONS REGIMES
   A. PRECURSORS TO TRIPS 2.01
     1. Paris Convention for the Protection of Industrial Property 1883 2.03
     2. Madrid Agreement for the Repression of False or Deceptive Indications of Source of Goods 1891 2.11
     4. Lisbon Agreement for the Protection of Appellations of Origin and their Registration 1958 2.21
     5. The International Wine Organization 2.32
   B. THE WTO TRIPS AGREEMENT 2.39
     1. Protection of geographical indications 2.40
     2. Geographical indications and trade marks 2.53
     3. Additional protection for geographical indications for wines and spirits 2.63
     4. TRIPS revision 2.84
     5. The TRIPS GIs disputes 2.94
     6. TRIPS enforcement 2.101
     7. TRIPS rights under European law 2.183
   C. REVIVAL OF THE LISBON AGREEMENT 2.191
     1. Protocol to the Lisbon Agreement 2.191
     2. WIPO proposals 2.192
   D. BILATERAL AND PLURILATERAL AGREEMENTS 2.217

3. PROTECTION OF GEOGRAPHICAL INDICATIONS AND DESIGNATIONS OF ORIGIN FOR AGRICULTURAL PRODUCTS AND FOODSTUFFS IN EUROPE
   A. INTRODUCTION 3.01
   B. POLICY UNDERPINNING THE REGULATION 3.08
     1. Promotion of agricultural diversity 3.08
     2. Consumer demands 3.09
     3. Fair competition 3.10
EXTENDED TABLE OF CONTENTS

4. Rural development 3.11
5. Legislative coherence 3.12
6. External influences 3.15
7. Coordination of name protection 3.16

C. OBJECTIVES 3.18
1. Communication of product characteristics and farming attributes 3.18
2. Rural development 3.20
3. Identification of product attributes 3.22

D. SCOPE 3.24
1. Agricultural products intended for human consumption 3.24
2. Excluded products 3.29
3. Related provisions 3.31
4. Excluded provisions 3.32

E. DEFINITIONS 3.33

F. PROTECTED DESIGNATIONS OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS 3.34
1. Objective 3.35
2. Requirements for protecting designations of origin and geographical indications 3.37
3. Defining the geographical area of production/protection 3.40
4. Designation of origin 3.49
5. Production steps in the defined geographical area 3.50
6. Raw materials 3.63
7. Animal feed 3.65
8. Geographical indication 3.67
9. Generic indications 3.74
10. Definition of ‘generic terms’ 3.75
11. Non-registration of generic terms 3.79
12. Protection of registered PDOs and PGIs 3.80
13. Case law 3.82
14. Names of plant or animal breeds 3.101
15. Homonyms 3.106
16. Misleading designations of origin or geographical indications 3.107
17. Product specification 3.109

G. REGULATION (EU) NO 1169/2011 ON THE PROVISION OF FOOD INFORMATION TO CONSUMERS 3.112
1. Relationship with the Foodstuffs Regulation 3.115
2. Mandatory indication of country of origin or place of provenance 3.116
3. Ingredients 3.118
4. Reports on mandatory indications of country of origin or place of provenance 3.119
5. National measures on additional mandatory particulars 3.127
6. Commission guidelines on labelling 3.129
7. Verification of compliance with product specification 3.134

H. APPLICATION FOR REGISTRATION 3.136
1. Scope of application processes 3.137
2. Content of application for registration 3.138
3. Dossier 3.140
4. Transitional National Protection 3.141
5. Grounds for opposition 3.145

I. REGISTER OF PROTECTED DESIGNATIONS OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS 3.147
1. The Register 3.147
2. Registration of third country geographical indications 3.148
3. Form and content of the Register 3.151
4. List of international agreements 3.152

J. NAMES, SYMBOLS AND INDICATIONS 3.154
1. Permitted use of PDOs and PGIs 3.155
2. Union symbols 3.156
3. Protection of indications and symbols 3.159
4. Other symbols 3.160
5. Collective marks 3.161
6. Third country products 3.162
K. PROTECTION 3.163
L. RIGHT TO BRING AN ACTION IN RESPECT OF A GEOGRAPHICAL INDICATION 3.165
   1. Infringement actions 3.169
M. ‘IMITATION OR EVOCATION’ 3.179
   1. Defence of good faith registration 3.184
N. RELATIONS BETWEEN TRADE MARKS, DESIGNATIONS OF ORIGIN AND GEOGRAPHICAL
   INDICATIONS 3.185
   1. Legislation 3.188
   2. Case law 3.194
O. EUROPEAN GEOGRAPHICAL INDICATIONS IN NON-EUROPEAN TRADE MARK
   PROCEEDINGS 3.205
P. TRANSITIONAL PERIODS FOR USE OF PROTECTED DESIGNATIONS OF ORIGIN AND
   PROTECTED GEOGRAPHICAL INDICATIONS 3.207
Q. PRESERVED REGISTRATIONS 3.213
R. TRADITIONAL SPECIALITIES GUARANTEED 3.215
   1. Objective 3.220
   2. Criteria 3.221
   3. Relation to intellectual property 3.224
   4. Exclusion of ‘generic terms’ 3.225
   5. Plant varieties and animal breeds 3.229
   6. Use in another Member State or Third Country 3.231
   7. Exclusion from registration 3.233
   8. Delegated acts 3.234
   9. Product specification 3.235
  10. Verification of compliance with product specification 3.238
  11. Content of application for registration 3.241
  12. Dossier 3.242
  13. Grounds for opposition 3.243
  14. Register of traditional specialities guaranteed 3.244
  15. Names, symbol and indication 3.246
S. RESTRICTION ON USE OF REGISTERED NAMES 3.254
   1. Misleading use 3.254
   2. Confusing sales descriptions 3.255
   3. Implementing acts 3.256
   4. Preserved registrations 3.257
   5. Delegated acts 3.259
   6. Simplified procedure 3.260
T. OPTIONAL QUALITY TERMS 3.267
   1. Objective 3.269
   2. National rules 3.270
   3. Criteria for optional quality terms 3.271
   4. Relation to intellectual property 3.272
   5. Excluded optional quality terms in relation to compulsory marketing standards 3.273
   6. ‘Generic terms’ 3.275
   7. Delegated acts 3.276
   8. Implementing acts 3.277
   9. International standards 3.278
  10. Reservation and amendment 3.279
  11. ‘Mountain product’ 3.281
  12. Product of island farming 3.289
  13. Restrictions on use 3.291
  14. Monitoring 3.293
U. COMMON PROVISIONS 3.294
   1. Official controls of protected designations of origin, protected geographical
      indications and traditional specialities guaranteed 3.295
   2. Scope 3.299
   3. Designation of competent authority 3.300
   4. Verification of compliance with product specification 3.304
   5. Surveillance of the use of the name in the market place 3.309
   6. Delegation by competent authorities to control bodies 3.311
EXTENDED TABLE OF CONTENTS

7. Planning and reporting of control activities 3.314
8. Role of groups 3.316
9. Right to use the schemes 3.322
10. Fees 3.325
11. Scope of application processes 3.326
12. Application for registration of names 3.327
13. Eligible applicants 3.330
14. Grounds of opposition 3.333
15. Application to Member States 3.335
16. Member State scrutiny of opposition 3.336
17. Member State notification of opposition to the Commission 3.339
18. Publication of opposition by Member State 3.340
19. Publication of specification by Member State 3.341
20. Third country applications 3.343
21. Language of documents 3.344
22. Delegated acts 3.345
23. Implementing acts 3.346
24. Scrutiny of application for opposition by the Commission 3.347
25. Publication of opposition by the Commission 3.348
26. Opposition procedure at the Commission 3.350
27. Decision on registration 3.363
28. Scientific Committee 3.367
29. Amendment to a product specification 3.370
30. Temporary change in product specification due to natural disasters, etc. 3.388
31. Cancellation 3.394
32. Transitional rules 3.402
V. REPEAL OF REGULATIONS 3.404
W. ENTRY INTO FORCE 3.407

4. PROTECTION OF GEOGRAPHICAL INDICATIONS AND DESIGNATIONS OF ORIGIN AND TRADITIONAL TERMS FOR WINES IN EUROPE

A. INTRODUCTION 4.01
B. THE WINE REGULATION 4.07
1. Introduction 4.07
2. Scope of the rules concerning designations 4.09
C. DEFINITIONS 4.18
1. Designation of origin 4.18
2. Geographical indication 4.21
3. Production in the demarcated geographical area 4.22
4. Amendment of lists of wines 4.24
5. Wines made in areas adjacent to protected areas or in trans-border areas 4.25
6. Traditional term 4.28
7. Third Countries 4.30
D. APPLICATION FOR PROTECTION 4.31
1. Content of applications – technical file 4.31
2. Specification 4.33
3. Application for protection relating to a geographical area in a third country 4.43
4. Preliminary national procedure 4.50
5. Commission examination procedure 4.57
6. Receipt of the application 4.62
7. Submission of a trans-border application 4.65
8. Admissibility of application for protection 4.71
9. Scrutiny of the conditions of validity 4.74
10. Verification of compliance with specifications 4.77
11. Verification of compliance with specifications in third countries 4.79
12. Amendments to product specifications 4.80
13. Objection procedure 4.91
14. Protection 4.107
15. Grounds for refusal of protection 4.113
<table>
<thead>
<tr>
<th>Section</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>E. REGISTER</td>
<td>4.124</td>
</tr>
<tr>
<td>F. SPIRITS</td>
<td>4.128</td>
</tr>
<tr>
<td>G. RELATIONSHIP WITH TRADE MARKS</td>
<td>4.129</td>
</tr>
<tr>
<td>1. Registration of trade mark after date of application for a geographical indication</td>
<td>4.129</td>
</tr>
<tr>
<td>2. Registration of trade mark prior to date of application for a geographical indication</td>
<td>4.131</td>
</tr>
<tr>
<td>H. RIGHT TO USE DESIGNATION OF ORIGIN AND GEOGRAPHICAL INDICATION</td>
<td>4.133</td>
</tr>
<tr>
<td>1. Exclusive rights</td>
<td>4.134</td>
</tr>
<tr>
<td>2. Ex officio action by Member States</td>
<td>4.136</td>
</tr>
<tr>
<td>3. Designation of competent control authority</td>
<td>4.137</td>
</tr>
<tr>
<td>4. Declaration by operators</td>
<td>4.140</td>
</tr>
<tr>
<td>5. Certification bodies</td>
<td>4.141</td>
</tr>
<tr>
<td>6. Annual verification</td>
<td>4.143</td>
</tr>
<tr>
<td>I. CANCELLATION</td>
<td>4.157</td>
</tr>
<tr>
<td>1. Procedure – general rules</td>
<td>4.157</td>
</tr>
<tr>
<td>2. Procedure – specific rules</td>
<td>4.159</td>
</tr>
<tr>
<td>3. Cancellation initiated by the Commission</td>
<td>4.161</td>
</tr>
<tr>
<td>4. Admissibility of request for cancellation</td>
<td>4.162</td>
</tr>
<tr>
<td>5. Documents accompanying request for cancellation</td>
<td>4.165</td>
</tr>
<tr>
<td>6. Notification of admissible application for cancellation</td>
<td>4.167</td>
</tr>
<tr>
<td>7. Invitation to file observations and comments</td>
<td>4.168</td>
</tr>
<tr>
<td>8. Decision by Commission in absence of observations</td>
<td>4.170</td>
</tr>
<tr>
<td>9. Basis of the Commission’s decision on cancellation</td>
<td>4.171</td>
</tr>
<tr>
<td>10. Multiple requests for cancellation</td>
<td>4.173</td>
</tr>
<tr>
<td>11. Deletion from the Register</td>
<td>4.175</td>
</tr>
<tr>
<td>J. CONVERSION OF A PDO INTO A PGI</td>
<td>4.176</td>
</tr>
<tr>
<td>1. Request</td>
<td>4.177</td>
</tr>
<tr>
<td>2. Verification by the Commission</td>
<td>4.178</td>
</tr>
<tr>
<td>3. Rejection by the Commission</td>
<td>4.179</td>
</tr>
<tr>
<td>4. Existing protected wine names</td>
<td>4.182</td>
</tr>
<tr>
<td>K. IMPLEMENTING MEASURES</td>
<td>4.197</td>
</tr>
<tr>
<td>L. TRADITIONAL TERMS</td>
<td>4.198</td>
</tr>
<tr>
<td>1. Definition</td>
<td>4.198</td>
</tr>
<tr>
<td>2. Production</td>
<td>4.200</td>
</tr>
<tr>
<td>3. Applicants for traditional terms</td>
<td>4.203</td>
</tr>
<tr>
<td>4. Application for protection of traditional terms</td>
<td>4.205</td>
</tr>
<tr>
<td>5. Language</td>
<td>4.207</td>
</tr>
<tr>
<td>6. Rules on traditional terms of third countries</td>
<td>4.209</td>
</tr>
<tr>
<td>7. Examination procedure</td>
<td>4.211</td>
</tr>
<tr>
<td>8. Objection procedures</td>
<td>4.230</td>
</tr>
<tr>
<td>9. Protection</td>
<td>4.246</td>
</tr>
<tr>
<td>10. Modification of traditional term</td>
<td>4.251</td>
</tr>
<tr>
<td>11. Enforcement of the protection</td>
<td>4.253</td>
</tr>
<tr>
<td>12. Cancellation procedure</td>
<td>4.254</td>
</tr>
<tr>
<td>13. Existing protected traditional terms</td>
<td>4.271</td>
</tr>
<tr>
<td>M. LABELLING OF WINE AND INDICATIONS OF ORIGIN</td>
<td>4.272</td>
</tr>
<tr>
<td>1. Legislation</td>
<td>4.276</td>
</tr>
<tr>
<td>2. Definitions</td>
<td>4.279</td>
</tr>
<tr>
<td>3. Compulsory particulars</td>
<td>4.282</td>
</tr>
<tr>
<td>4. Indication of the provenance</td>
<td>4.283</td>
</tr>
<tr>
<td>5. Indication of the bottler</td>
<td>4.286</td>
</tr>
<tr>
<td>6. Indication of the bottler, producer, importer and vendor</td>
<td>4.287</td>
</tr>
<tr>
<td>7. Marketing and export</td>
<td>4.296</td>
</tr>
<tr>
<td>8. Indication of the holding</td>
<td>4.298</td>
</tr>
<tr>
<td>9. Derogations</td>
<td>4.303</td>
</tr>
<tr>
<td>10. Presentation of the compulsory particulars</td>
<td>4.306</td>
</tr>
<tr>
<td>11. Optional particulars</td>
<td>4.308</td>
</tr>
<tr>
<td>12. Derogations</td>
<td>4.310</td>
</tr>
<tr>
<td>13. Name of a smaller or larger geographical unit than the area underlying the designation of origin or geographical indication and geographical area references</td>
<td>4.312</td>
</tr>
<tr>
<td>14.</td>
<td>Specific rules on wine grape varieties and vintage years for wines without protected designation of origin or geographical indication</td>
</tr>
<tr>
<td>15.</td>
<td>Indication of the Community symbols</td>
</tr>
<tr>
<td>16.</td>
<td>Temporary labelling</td>
</tr>
<tr>
<td>N. CERTIFICATION PROCEDURES</td>
<td>4.330</td>
</tr>
<tr>
<td>1. Designation of competent authority</td>
<td>4.331</td>
</tr>
<tr>
<td>2. Guarantees of objectivity and impartiality</td>
<td>4.333</td>
</tr>
<tr>
<td>3. Accreditation of certification body</td>
<td>4.334</td>
</tr>
<tr>
<td>4. Evidence to support veracity of grape variety</td>
<td>4.335</td>
</tr>
<tr>
<td>5. Certification tests</td>
<td>4.336</td>
</tr>
<tr>
<td>6. Excluded wine grape varieties</td>
<td>4.341</td>
</tr>
<tr>
<td>7. Mixtures of wines</td>
<td>4.342</td>
</tr>
<tr>
<td>8. Varietal wines</td>
<td>4.343</td>
</tr>
<tr>
<td>O. LANGUAGES</td>
<td>4.345</td>
</tr>
<tr>
<td>P. MARKETING AND EXPORT</td>
<td>4.348</td>
</tr>
<tr>
<td>Q. ENFORCEMENT</td>
<td>4.350</td>
</tr>
<tr>
<td>R. ADDITIONAL PROVISIONS LAID DOWN BY THE PRODUCER MEMBER STATES RELATING TO LABELLING AND PRESENTATION</td>
<td>4.351</td>
</tr>
<tr>
<td>S. PRODUCER AND INTER-BRANCH ORGANISATIONS</td>
<td>4.355</td>
</tr>
<tr>
<td>T. NATIONAL WINE LEGISLATION</td>
<td>4.360</td>
</tr>
<tr>
<td>1. UK</td>
<td>4.360</td>
</tr>
<tr>
<td>2. Enforcement of EU wine indications overseas</td>
<td>4.398</td>
</tr>
<tr>
<td>3. Australia and EU Wine Agreements 1994 and 2009</td>
<td>4.399</td>
</tr>
<tr>
<td>4. Litigation in Australia by EU wine producers</td>
<td>4.407</td>
</tr>
</tbody>
</table>

5. PROTECTION OF GEOGRAPHICAL INDICATIONS AND DESIGNATIONS OF ORIGIN FOR SPIRITS IN EUROPE

A. INTRODUCTION 5.01

B. SUBJECT MATTER AND SCOPE OF REGULATION (EC) NO 110/2008 5.03
1. Includes geographical indications 5.03
2. EU connection 5.04
3. Derogation for third countries 5.05
4. Definition of spirit drink 5.06
5. Origin of ethyl alcohol 5.10
6. Categories of spirit drinks 5.15
7. General rules concerning the categories of spirit drinks 5.16
8. Member States’ legislation 5.20

C. DESCRIPTION, PRESENTATION AND LABELLING OF SPIRIT DRINKS 5.22
1. Definitions 5.25
2. Specific rules concerning sales denominations 5.30
3. Specific rules concerning the use of sales denominations and geographical indications 5.39
4. Description, presentation and labelling of mixtures 5.50
5. Specific rules concerning the description, presentation and labelling of spirit drinks 5.56
6. Prohibition of lead-based capsules or foil 5.59
7. Use of language in the description, presentation and labelling of spirit drinks 5.60

D. GEOGRAPHICAL INDICATIONS 5.64
1. Definitions 5.66
2. Registration of geographical indications 5.68
3. Cancellation of a geographical indication 5.103
4. Generic names 5.109
5. Homonymous geographical indications 5.110
6. Established geographical indications 5.111
7. Alteration of the technical file 5.114
8. Verification of compliance with the specifications in the technical file 5.115
9. Use of languages 5.119
10. Protection of geographical indications 5.120

E. ‘WHISKY’ 5.121

F. ‘COGNAC’ 5.131
G. RELATION BETWEEN TRADE MARKS AND GEOGRAPHICAL INDICATIONS 5.140
1. Where registered geographical indication exists 5.140
2. Registration of trade mark prior to geographical indication 5.141
3. Registration of geographical indication after trade mark 5.142
4. Control and protection of spirit drinks by Member States 5.143

6. TRADE MARKS, COLLECTIVE MARKS, CERTIFICATION MARKS, PASSING OFF AND DOMAIN NAMES

A. EUROPEAN TRADE MARKS LEGISLATION 6.03
1. Distinctiveness 6.07
2. Superseded geographical names 6.21
3. Acquired distinctiveness of geographical signs 6.22
4. Case law 6.30
5. Absolute bars to registration of geographical marks 6.51
6. Absolute bars aligned with geographical indications protection 6.52
7. Absolute bar to partially non-registrable signs 6.54
8. Limitation of the effects of a registered geographical trade mark 6.55
9. Trade Marks and Protected Geographic Indications (PGIs) or Protected Denominations of Origin (PDOs) 6.72

B. COLLECTIVE AND CERTIFICATION MARKS 6.84
1. Community collective marks 6.86
2. Certification marks 6.116
3. Choice between collective and certification marks 6.144
4. Choice between Trade Mark Protection and Geographical Indications Protection 6.147

C. RELEVANCE OF TRIPS AND INTERNATIONAL INSTRUMENTS IN THE INTERPRETATION OF EUROPEAN TRADE MARKS LAW 6.156
1. Temporal application of the TRIPS Agreement 6.157
2. Relevant signs 6.159
3. ‘Existing prior right’ 6.161
4. Protection of trade names 6.163

D. UNREGISTERED TRADE MARKS – PASSING OFF 6.166
1. Elements of the action in passing off 6.167
2. Geographical marks and passing off 6.169
3. Geographical marks and protectable reputation 6.175
4. Geographical marks and product processing 6.180
5. Genericity 6.183

E. DOMAIN NAMES AND GEOGRAPHICAL INDICATIONS 6.185
1. Internet Corporation for Assigned Names and Numbers (ICANN) 6.185
2. Domain Names at WIPO 6.190
3. WIPO DNS panel decisions on geographical domain names 6.196

7. ENFORCEMENT OF GEOGRAPHICAL INDICATIONS IN EUROPE

A. INTRODUCTION 7.01
B. AVAILABILITY OF CRIMINAL OFFENCES UNDER EUROPEAN LAW 7.04
1. Knowledge 7.05
2. Quantification of penalties 7.06

1. Objective and scope 7.10
2. Measures, procedures and remedies 7.18

D. SANCTIONS BY MEMBER STATES 7.75
1. Codes of conduct and administrative cooperation 7.77
2. Assessment 7.78
3. Border control (customs) enforcement of intellectual property rights 7.80
4. Exclusions from the Customs Regulation 7.98
5. Application of border controls to geographical indications 7.107
## Extended Table of Contents

### E. Action by the Customs Authorities
1. Suspension of the release or detention of the goods following the grant of an application 7.155
2. Suspension of the release or detention of the goods before the grant of an application 7.165
3. Inspection and sampling of goods whose release has been suspended or which have been detained 7.175
4. Conditions for storage 7.178
5. Permitted use of certain information by the holder of the decision 7.179
6. Sharing of information and data between customs authorities 7.180

### F. Destruction of Goods, Initiation of Proceedings and Early Release of Goods
1. Destruction of goods and initiation of proceedings 7.184

### G. Liability, Costs and Penalties
1. Liability of the customs authorities 7.214
2. Liability of the holder of the decision 7.217
3. Costs 7.218
4. Penalties 7.224

### H. Exchange of Information
1. Exchange of data on decisions relating to applications and detentions between the Member States and the Commission 7.231
2. Data protection provisions 7.239

### I. Miscellaneous Provisions
1. Repeal 7.247
2. Transitional provisions 7.248
3. Entry into force and application 7.249

---

**Bibliography**

Index 443

---