

Objective

This conference will provide intellectual property law practitioners with an in-depth analysis of the legal framework applicable to geographical indications at international and at EU levels as well as on landmark judgments of the ECJ.

Key topics

- International framework of protection for geographical indications
- Protection of geographical indications in the European Union
- Strategies in setting up geographical indications
- Relationship between geographical indications and trade marks
- Practices misleading the consumer and comparative advertising
- EU labelling rules applicable to geographical indications
- Impact of the "Quality package 2010" for geographical indications
- Modification of the Regulation on customs enforcement of IP rights (COM(2011) 285)

Who should attend?

Lawyers in private practice, in-house counsel, civil servants and other practitioners of law dealing with geographical indications, trade marks and industrial property.

Travel to Trier:

Shuttle services from Luxembourg airport to the ERA Conference Centre can be booked at special rates at: www.taxi-franken.de/era

Speakers

Luc Berlottier, Deputy Head of Unit, DG Agriculture, European Commission, Brussels

Bernard O'Connor, Partner, NCTM O'Connor, Milan/Brussels

Eric De Gryse, Partner, Simont Braun, Brussels

Dr Gail Evans, Reader in International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London

Benjamin Fontaine, Attorney-at-law, Ernest Gutmann & Yves Plasseraud S.A.S., Alicante

Imre Gonda, Deputy Head of Trade Mark and Design Department, Hungarian Intellectual Property Office, Budapest

Irina Kireeva, Lawyer, NCTM O'Connor, Brussels

Dr Roland Knaak, Head of Unit at the Max Planck Institute for Intellectual Property and Competition Law, Munich

Christof Pause, Unit agriculture and viticulture, supervision and service management of Rhineland-Palatinate, Trier

Marie-Paule Rizo, Head of the Design and Geographical Law Section, Trademark and Design Law Division, WIPO, Geneva

Dr Volker Schoene, *Loschelder Rechtsanwälte*, Bonn

Olivier Vrins, ALTIUS, Brussels

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Accademia di Diritto Europeo



GEOGRAPHICAL INDICATIONS IN THE EUROPEAN UNION LEGAL FRAMEWORK AND PROTECTION STRATEGIES

Trier, 15-16 March 2012
ERA Conference Centre
Metzer Allee 4, Trier, Germany

Organiser:
Florence Hartmann-Vareilles, ERA

Languages:
English, German
(simultaneous interpretation)

Event number: 212D50



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Thursday, 15 March 2012

- 08:45 Arrival and registration of participants
- 09:15 **Setting the scene**
Florence Hartmann-Vareilles
- I. LEGAL FRAMEWORK AND IMPLICATIONS IN PRACTICE**
- 09:30 **The international legal framework for geographical indications: state of play and future developments**
Marie-Paule Rizo
- 10:00 Discussion
- 10:15 **The protection of geographical indications in the European Union: lessons learned and way forward**
Volker Schoene
- 11:00 Discussion
- 11:15 Coffee break
- 11:45 **Strategies in setting up geographical indications**
choosing the name, defining the product, outlining specifications, protection through other IP rights, geographical area, creating consortia
Bernard O'Connor
- 12:15 **Case law on generic names and homonyms**
Benjamin Fontaine
- 13:00 Discussion
- 13:15 Lunch

II. RELATIONSHIP BETWEEN TRADE MARKS AND GEOGRAPHICAL INDICATIONS

- 14:30 **When can a geographical name be registered as a trademark?**
Gail E. Evans
- 15:15 Discussion
- 15:30 Coffee break
- 16:00 **Earlier trade marks versus geographical indications**
Roland Knaak
- 16:45 Discussion
- 17:00 **Practical recommendations on registering a geographical indication as a collective mark**
Imre Gonda
- 17:45 Discussion
- 18:00 End of the first day
- 20:00 Dinner

Programme may be subject to amendment.
For programme updates: www.era.int

Friday, 16 March 2012

- III. ENFORCEMENT OF RIGHTS**
- 09:00 **How to define exploitation of reputation, misuse, imitation, evocation and practices liable to mislead the consumer?**
Eric de Gryse
- 09:45 Discussion
- 10:00 **Impact of recent legislative initiatives and cases from the ECJ in the field of counterfeiting**
Olivier Vrins
- 10:30 Discussion
- 10:45 Coffee break
- IV. MARKETING STANDARDS AND CERTIFICATION SCHEMES**
- 11:15 **Round table: Compliance with EU rules on labelling of geographical indications:**
• Agriculture products
• Wine
Irina Kireeva
Luc Berlottier
Christof Pause
- 12:15 Discussion
- 12:30 **Update on the European Commission's Quality Package 2010**
Luc Berlottier
- 13:00 Discussion
- 13:15 End of conference