



UA

UNIVERSIDAD DE ALICANTE

Departamento de Derecho Mercantil
y Derecho Procesal

CRAFTING THE FUTURE: NEW PERSPECTIVES FOR GEOGRAPHICAL INDICATIONS

Broadening Protection in Geographical Indications Law

5TH IP CASE LAW CONFERENCE 29-30 APRIL 2024

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PROTECTION OF GEOGRAPHICAL INDICATIONS

Direct or indirect commercial use for comparable products (or exploiting reputation)

Misuse, imitation or evocation

Any other false or misleading indication as to the provenance, origin, nature or essential qualities of the product

Any other practice liable to mislead the consumer as to the true origin of the product



PROTECTION OF GEOGRAPHICAL INDICATIONS



PROTECTION OF GEOGRAPHICAL INDICATIONS



PROTECTION OF GEOGRAPHICAL INDICATIONS



ALFOMBRAS
DE
CREVILLENTE
GARANTÍA CONTROLADA



MORE PRODUCTS

EVOCAATION CRAFT

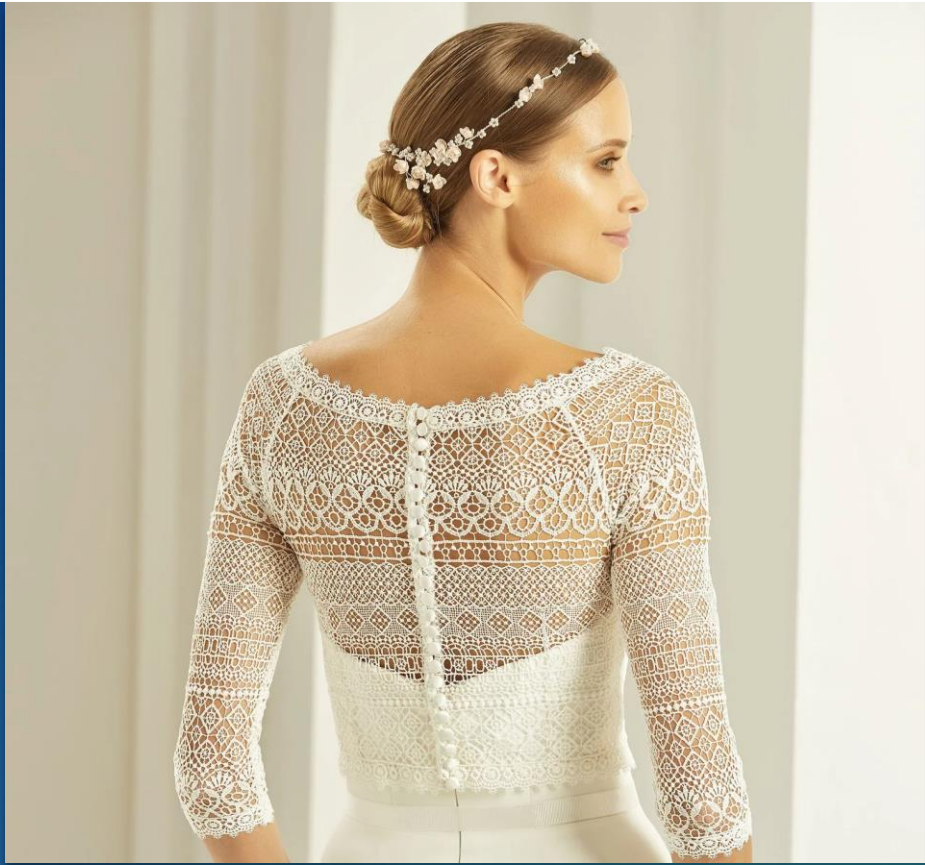
- ▶ art. 40.2: The evocation of a geographical indication shall be deemed to arise where a sufficiently direct and clear link with the product covered by the registered geographical indication is created in the mind of the average European consumer who is reasonably well-informed and reasonably observant and circumspect.

EVOCAATION AGRI

- ▶ Recital 35
- ▶ Building on the established case-law of the Court of Justice of the European Union, evocation of a geographical indication may arise, in particular, where a link with the product designated by the registered geographical indication, including with reference to a term, sign, or other labelling or packaging device, is present in the mind of the average European consumer who is reasonably well-informed, observant and circumspect



GIS PROTECTION



GIS PROTECTION

THANK YOU VERY MUCH!

MUCHAS GRACIAS!!

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