



RÉPUBLIQUE
FRANÇAISE

*Liberté
Égalité
Fraternité*



**Craft and industrial
geographical indications :
European and worldwide
perspectives**

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*Craft and industrial
geographical indications
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INPI*

GIs: AN OFFICIAL SIGN OF QUALITY AND ORIGIN



CONSUMERS

- ▶ They benefit from a guarantee from **public authorities on the quality and authenticity** of a product
- ▶ They can take **responsibility** for their purchasing actions



PRODUCERS

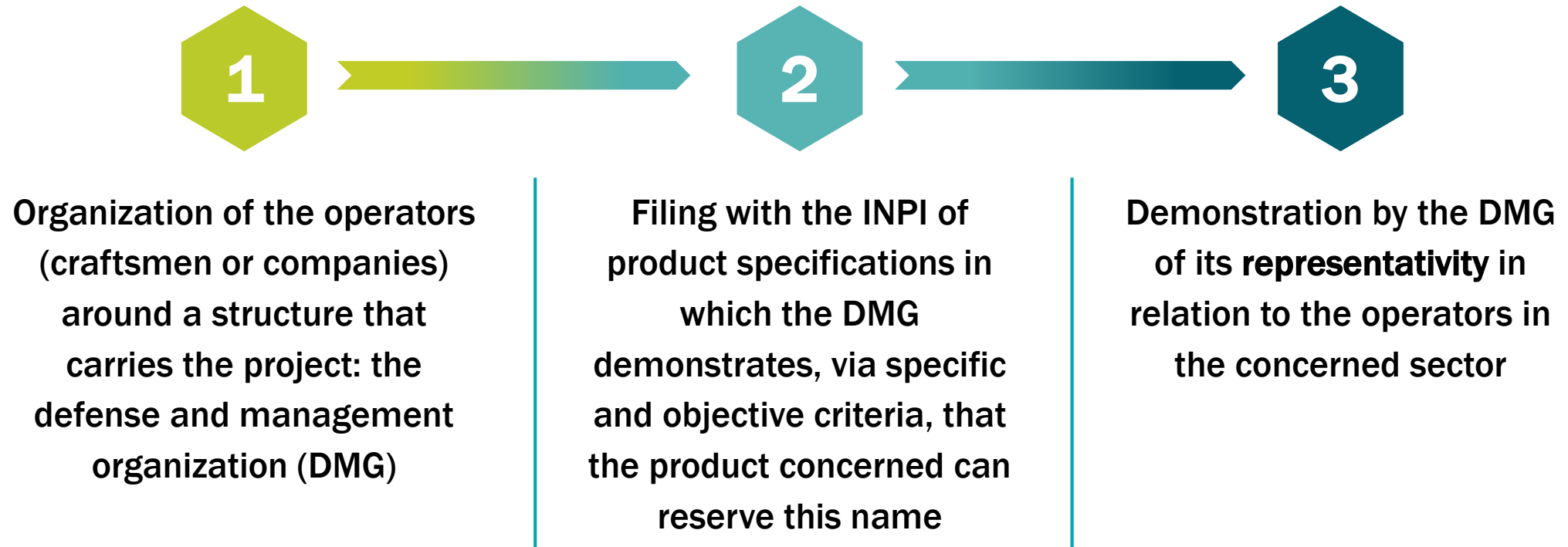
- ▶ They increase the **added value** of their products through state recognition
- ▶ They get themselves **better protection against unfair competition and counterfeiting**



STATE, MUNICIPALITIES AND EUROPEAN UNION

- ▶ **Local heritage** is protected
- ▶ It is an opportunity to **revitalise a territory and maintain or develop jobs**

GIs – THE SYSTEM



GIs – THE SYSTEM: PRODUCT SPECIFICATIONS

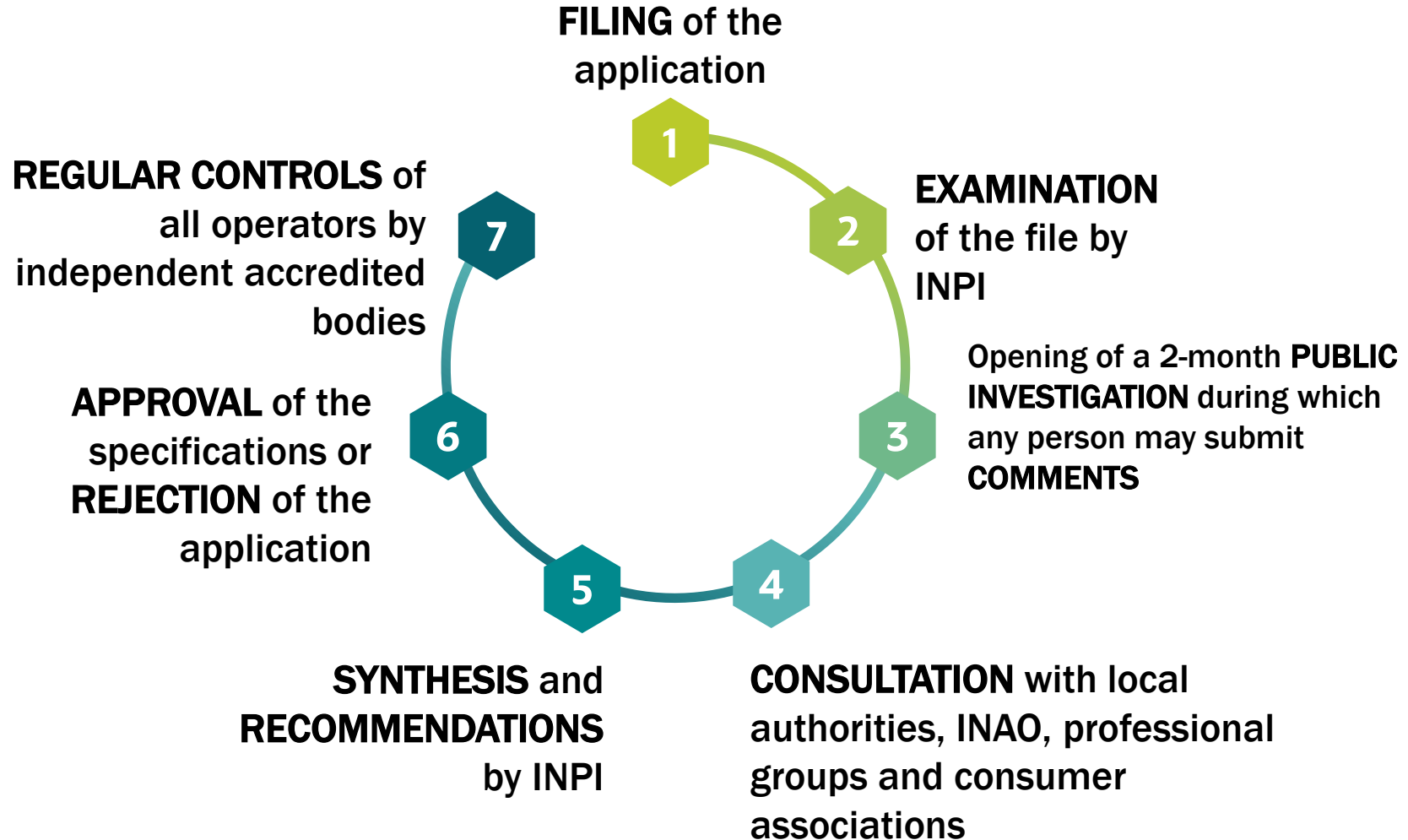
- ▶ **The name of the geographical indication and the product concerned**
- ▶ **The geographical area**
- ▶ **The link between the product characteristics and the geographical area**
- ▶ **The description of the production processes**
- ▶ **The methods and frequency of checks carried out by independent third-party bodies accredited by COFRAC (French Accreditation Committee)**

GIs – THE SYSTEM

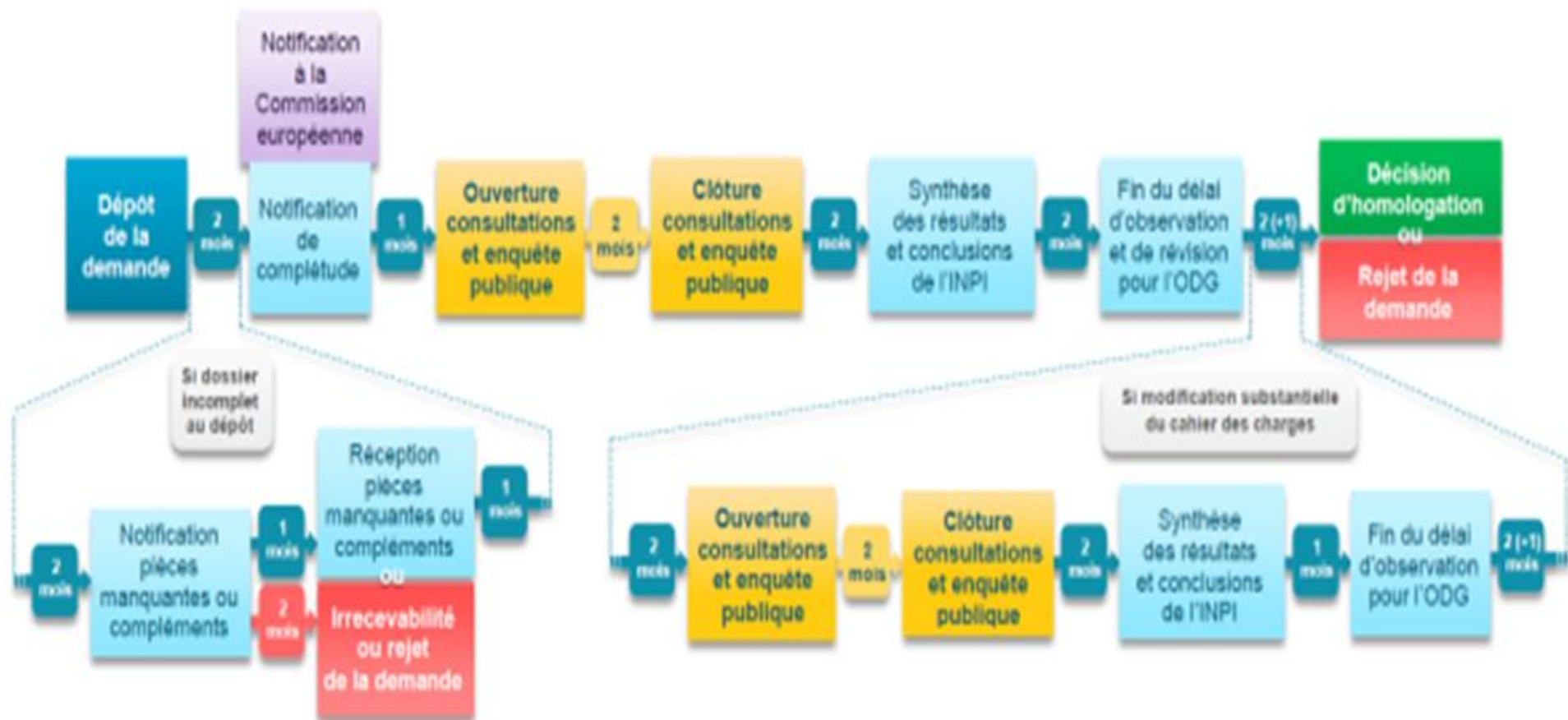
A FULLY DEMATERIALIZED PROCEDURE:

- ▶ **Filing and payment only online**
- ▶ **Public consultations and surveys on the inpi.fr website**
- ▶ **Dematerialised exchanges**
- ▶ **Online database**

GIs – THE MAIN STEPS



GIs – DETAILED PROCEDURE



GIs – OFFICIAL LOGO

The official logo, registered as an official sign of guarantee by the French State with the World Intellectual Property Office (WIPO):



14 REGISTERED GEOGRAPHICAL INDICATIONS

As an official sign of quality and origin, GI is a guarantee of authenticity for consumers and a means of promoting their products and know-how for companies



EXAMPLES

End 2016 – 1st GI

LIFFOL SEATS

- ▶ **18 companies in Lorraine and the Vosges with a centuries-old know-how in cabinet making,**
- ▶ **Established in an area of 165 municipalities,**
- ▶ **M€ 7 in annual turnover**



SIÈGE DE LIFFOL

Indication Géographique INPI-1601



EXAMPLES

December 2017 – 3rd IG LIMOGES PORCELAIN

- ▶ **34** companies all located in **Haute-Vienne**,
- ▶ **entirely produced in the department** (cooking and decoration)
- ▶ Employing **1000** people,
- ▶ **M€ 100** turnover



IG

**INDICATION
GÉOGRAPHIQUE**

PORCELAINE DE LIMOGES

INPI - 1702

BENEFITS

December 2017 – 3rd IG
LIMOGES PORCELAIN

Since 2017:

- ▶ **7 companies have decided to join the geographical indication**
- ▶ **Whom to 2 companies relocated in the area**
- ▶ **More than 150 jobs were created**

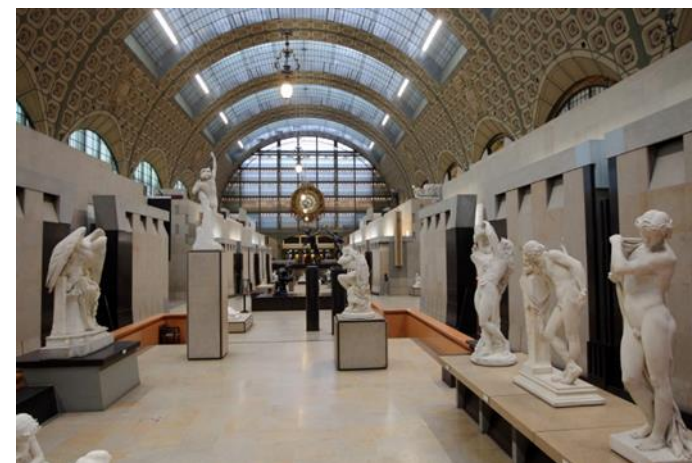


 **IG**
INDICATION
GÉOGRAPHIQUE
PORCELAINE DE LIMOGES
INPI - 1702

EXAMPLES

June 2018 – 4th GI
BURGUNDY STONE

- ▶ 27 companies on 4 departments
- ▶ M€ 50 annual turnover
- ▶ A turnover of 450 workers implied



BENEFITS

June 2018 – 4th GI
BURGUNDY STONE

- ▶ Was the first craft GI to use his property right for fighting against counterfeiting on internet

AVANT

ncoin.fr/bricolage/805373731.htm

Leboncoin + Déposer une annonce Rechercher

Accueil > Côté d'Or > Bricolage > Escalier en pierre moulée de Bourgogne

5 photos disponibles

Escalier en pierre moulée de Bourgogne
1 823 €
26/03/2019 à 14h26

FORFAIT BAYOU 40G0 À 9€99/MOIS

Description

Escalier en pierre reconstituée de Bourgogne

Autres noms : escalier en béton moulé, escalier en béton lisse, escalier en béton décoratif, escalier en pierre naturelle reconstituée, escalier préfabriqué, escalier sur mesure, escalier imitation pierre, escalier extérieur, escalier intérieur, escalier entre deux murs.

APRES

leboncoin.fr/bricolage/805373731.htm

Leboncoin + Déposer une annonce Rechercher

Accueil > Côté d'Or > Bricolage > Escalier en pierre moulée

5 photos disponibles

Escalier en pierre moulée
1 823 €
20/05/2019 à 10h48

Description

Escalier en pierre reconstituée.

Autres noms : escalier en béton moulé, escalier en béton lisse, escalier en béton décoratif, escalier en pierre naturelle reconstituée, escalier préfabriqué, escalier sur mesure, escalier imitation pierre, escalier extérieur, escalier intérieur, escalier entre deux murs.

AVANT

ncoin.fr/bricolage/805369383.htm

Leboncoin + Déposer une annonce Rechercher

Accueil > Côté d'Or > Bricolage > Pavés de rue en pierre moulée de Bourgogne

5 photos disponibles

Pavés de rue en pierre moulée de Bourgogne
85 €
26/03/2019 à 14h12

UN SMARTPHONE À PARTIR DE 1€* UN SMARTPHONE À PARTIR DE 1€*

Description

Pavés de rue en pierre reconstituée de Bourgogne.

Autres noms : pavés de rue en pierre moulée, pavage en pierre, pavage en pierre naturelle reconstituée, pavés béton, en béton moulé, en béton décoratif.

Domaines d'application : aménagement jardin, aménagement allée garage, aménagement allée voiture, aménagement allée carrossable, aménagement de la cour, revêtement extérieur, revêtement terrasse.

APRES

ncoin.fr/bricolage/805369383.htm

Leboncoin + Déposer une annonce Rechercher

Accueil > Côté d'Or > Bricolage > Pavés de rue en pierre moulée

5 photos disponibles

Pavés de rue en pierre moulée
85 €
20/05/2019 à 13h13

Description

Pavés de rue en pierre reconstituée.

Autres noms : pavés de rue en pierre moulée, pavage en pierre, pavage en pierre naturelle reconstituée, pavés béton, en béton moulé, en béton décoratif.

Domaines d'application : aménagement jardin, aménagement allée garage, aménagement allée voiture, aménagement allée carrossable, aménagement de la cour, revêtement extérieur, revêtement terrasse.

BENEFITS

June 2018 – 4th GI
BURGUNDY STONE

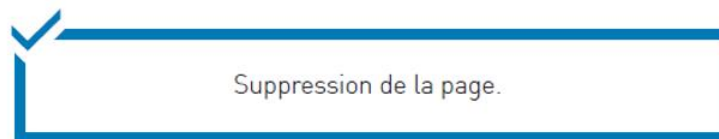
- **Was the first craft GI to use his property right for fighting against counterfeiting on internet**

LEROY MERLIN

Utilisation des termes «Dalle en pierre de bourgogne»,
«Pierre bourgogne beige».



Suppression de la page.



BENEFITS

June 2018 – 4th GI
BURGUNDY STONE

- **Was the first craft GI to use his property right for fighting against counterfeiting on internet**

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Suppression de la page.



BENEFITS

June 2018 – 4th GI
BURGUNDY STONE

In short:

- **A small association of little businesses won against big companies**
- **Only with sending formal notices in 100 cases**
- **And only one lawsuit that led to :**
 - 9 domain names transfer,
 - € 25 000 damages and interests

EXAMPLES

November 2018 - 5^{ème} IG
PERPIGNAN GARNET

- ▶ **13 companies in the Pyrénées-Orientales**
- ▶ **45 craftsmen**
- ▶ **M€ 2 in turnover**


Grenat
DE PERPIGNAN


IG
INPI 1802



BENEFITS

November 2018 - 5^{ème} IG
PERPIGNAN GARNET

- ▶ **These jewels have gone from a regional reputation to a national one**
- ▶ **50% more turnover in the months following approval**
- ▶ **30% more turnover in the long term**


Grenat
DE PERPIGNAN


IG
INPI 1802



EXAMPLES

December 2018 – 6th & 7th GIs

AUBUSSON TAPESTRY AND CARPET

- ▶ **8 companies**, all located in **Creuse department**
- ▶ **60 craftsmen**,
- ▶ **M€ 6** in turnover



EXAMPLES

November 2020 – 12th GI
BASQUE LINEN

- ▶ **3 companies**
- ▶ **42 craftsmen**
- ▶ **M€ 5 in turnover**



EXAMPLES

March 2022 – 13th IG
ALSACE POTTERIES

- ▶ **12 companies**
- ▶ **600 000 pieces of pottery produced per year**
- ▶ **M€ 5 in turnover**



EXAMPLES

September 2022 – 14th IG

LAGUIOLE KNIFE

- ▶ **38 companies from Massif central**
- ▶ **Employing 600 people**
- ▶ **M€ 40 in annual turnover**



EUROPEAN UNION PERSPECTIVES

- ▶ The European Union is now working on a regulation enlarging GI protection to craft and industrial GIs
- ▶ Regulation project is now in Parliament hands
- ▶ Entry in force in 2024-2025
- ▶ Extension of protection on all EU members



EUROPEAN LEVEL UNION PROCEDURES:

Art. 17:

“ the processing of **applications for a geographical indication concerning products originating in a third country**, other than geographical indications protected in the Union under the Geneva Act or under any other international agreement to which the Union is a contracting party.”

EUROPEAN LEVEL UNION PROCEDURES:

Art. 18:

“In cases referred to in Article 17(c), an application for registration of a geographical indication concerning a product originating in a third-country shall be submitted to the Office **either directly by the applicant or by the competent authority of the third country concerned, whichever the third country allows. The applicant and the competent authority of the third country concerned shall be considered to be parties to the procedure.**”

EUROPEAN LEVEL UNION PROCEDURES:

Article 21:

“Opposition and comments Union level opposition procedure

1. Within three months from the date of publication of the single document and the product specification in the Union register, **an opponent may lodge an opposition or notice of comment with the Office.** The applicant and the opponent shall be considered to be the parties to the procedure.

2. **An opponent may be the competent authority of a Member State, or of a third country, or a natural or legal person having a legitimate interest and established or resident in a third country or in another Member State,** except a national opponent referred to in Article 13(1)..”

EUROPEAN LEVEL UNION PROCEDURES:

Article 21:

“Where the Office considers the opposition to be admissible, it shall, within two months after receipt of that opposition, invite the opponent and the applicant to engage in consultations for a reasonable period not exceeding three months with a view to a friendly settlement. At any time during that period, the Office may, at the joint request of either party the opponent and the applicant, extend the time limit for the consultations by a maximum of three months. The Office may offer shall offer alternative dispute resolution, such as mediation for the consultations between the applicant and the opponent pursuant as referred to Article 170 of Regulation (EU) 2017/1001.”

EUROPEAN LEVEL UNION PROCEDURES:

Article 22:

“An opposition, shall be based on one or more of the following grounds for opposition:

- (a) the requested geographical indication does not comply with the requirements for protection laid down in this Regulation;
- (b) the registration of the requested geographical indication would be contrary to Articles 37 and 38 or Article 39(12); or
- (c) the registration of the requested geographical indication would jeopardise the existence of an identical or similar name used in trade or of a trade mark, or the existence of products that have been legally on the market for at least 5 years preceding the date of the publication of the application provided for in Article 18(3).”

EUROPEAN LEVEL UNION PROCEDURES:

Article 46 b): Verification of compliance of products originating in a third country

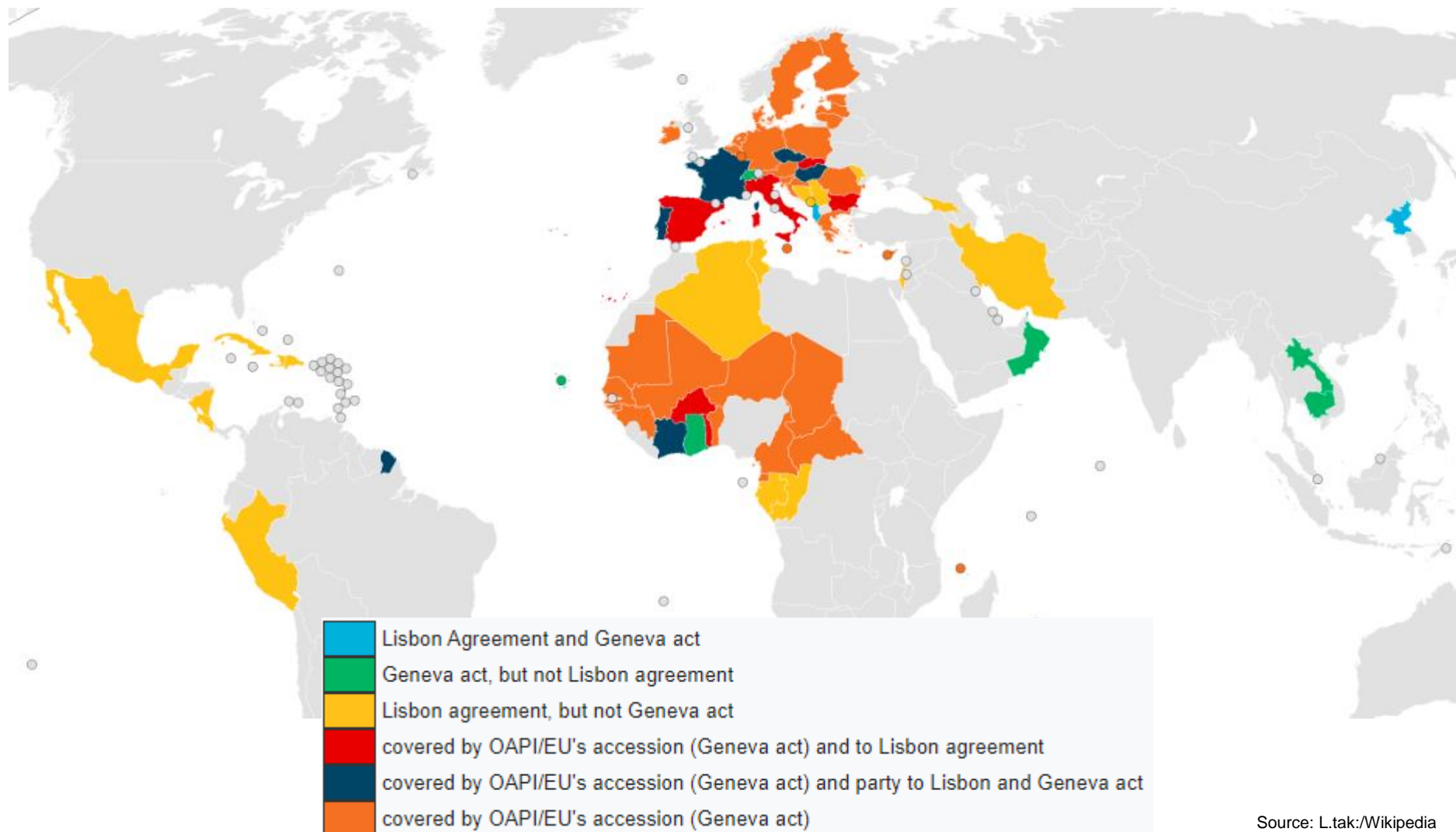
In respect of geographical indications that designate products originating in a third country, **verification of compliance with the product specification before placing the product on the market shall be carried out by:**

- (a) a competent authority designated by the third country; or**
- (b) one or more product certification bodies.”**

WORLDWIDE PERSPECTIVES: GENEVA ACT

- ▶ **Lisbon Agreement (1958) was limited to PDOs and had too few members (27)**
- ▶ **Geneva Act, negotiated in 2015, entered in force in 2021**
- ▶ **Protection extended to Gis**
- ▶ **Membership enlarged to intergovernmental organizations: EU and OAPI (2022)**
- ▶ **Today federating 70 members**
- ▶ **One shot procedure through WIPO**

WORLDWIDE PERSPECTIVES: GENEVA ACT





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**Thanks for your
attention**

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