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EUSurvey

EU-wide protection of geographical indications for non-agricultural products

Fields marked with * are mandatory.

Introduction

attributable to its geographical origin specific place (national, regional or local) where a particular quality, reputation or other characteristics are essentially Halas lace, Macael marble, Bolesławiec ceramics, Gablonz jewellery). They identify a good as originating in a Geographical indications (Gls) are names of products linked to products' geographical origin and producers' knowhow, and have the status of intellectual property (IP) rights (e.g. Murano glass, Solingen cutlery, Donegal tweed,

Commission will, on the basis of a thorough impact assessment of its potential costs and benefits, consider the as handicrafts and industrial goods). The IP action plan adopted on 25 November 2020 announces that the There is currently no EU-wide system for protecting the geographical indications of non-agricultural products (such

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feasibility of creating an efficient and transparent EU GI protection system for non-agricultural products.

consultation will feed the impact assessment on the best way forward be envisaged to address these challenges and the impacts stemming from these different options. The results of the the major challenges identified that would need to be addressed in the assessment, the set of policy options that can to the assessment of a geographical indications' system for non-agricultural products. The aim is to gather views on This public consultation invites citizens and organisations, and national and regional public authorities to contribute

About you

* Language of my contribution

French

<

* I am giving my contribution as

Non-governmental organisation (NGO)

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* First name EMMANUEL

* Surname BAUD

^{*} Email (this won't be published) ebaud@jonesday.com

^{*} Organisation name

255 character(s) maximum

experts. It is composed of in-house lawyers, Attorneys-at-law and Industrial Property APRAM is an international Association grouping together Intellectual Property legal Attorneys participating via various means in the evolution of IP law.

240 / 255

* Organisation size

Large (250 or more)

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	55 character(s) maximum

N

* Country of origin @

Please add your country of origin, or that of your organisation.

France

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GENERAL QUESTIONS

- * 1. How familiar are you with the rules for the protection of geographical indications?
- Very familiar
- Somewhat familiar
- O Not at all familiar
- No opinion
- 2. Could you name a non-agricultural product bearing a protected geographical indication? porcelaine de limoges (but tricky question since by definition non-agricultural products do not (yet) bear a EU PGI

○ Yes○ No○ In case of more products, please specify
5. Does the name of your product(s) include its geographical origin?
○ Other
○ Textiles
 ○ Natural stones ○ Porcelain/Ceramics
O Lace
○ Jewellery/Gems
○ Glass
○ Furniture
○ Cutlery
4. In which sector do you operate?
Please only reply to questions in this section if you are a producer of non-agricultural products.
QUESTIONS FOR PRODUCERS OF NON-AGRICULTURAL PRODUCTS
Other
☐ The product is not counterfeit/fake
▼ The product is based on the local knowledge/ skills
☐ The product is hand made
▼ The raw materials for the product come from a specific region
▼ The quality of the product is higher
3. Which of the characteristics do you associate with non-agricultural products protected by a geographical indication?

CHALLENGES RELATED TO FRAGMENTATION WITHIN THE SINGLE MARKET

characteristics, others use only trade marks and/or rules on unfair competition. Within the single market, there is also While over half the Member States have established specific national protection systems with different The current regulatory framework for the protection of GIs for non-agricultural products in the EU is fragmented.

no cross-border system of (mutual) recognition of national protection systems.

not the geographical origin. contrast to geographical indications, these trade marks aim at indicating the commercial origin of a good or service, A geographical name can constitute, under certain circumstances, an individual or collective trade mark. However, in

certification trade mark does explicitly not allow for certifying the geographical origin. Certification marks certify the compliance of a product or service with specific quality criteria. However, the EU

8. To what extent do you agree with the following statements?

Please rate from 5 (strongly agree) to 1 (disagree).

	ΟΊ	4	ω	N	 No opinion
It is difficult for producers to protect their non-agricultural products nationally.	<				
It is difficult for producers to protect their non-agricultural products within the Single Market.					
At EU level, it is sufficient that producers can indicate the origin of their products using a collective or individual trade mark.					\$
It is not fair that non-agricultural GI products do not have similar level of protection as agricultural GI products.		S			

geographical origin for non-agricultural products in the EU? 9. Which are the most important challenges resulting from the fragmentation of rules for the protection of the indication of the

Please rate from 5 (most important) to 1 (least important).

	ĆΊ	4	ω	Ν	_	No opinion
Producers have fewer incentives to invest in geographically linked products and to cooperate to create niche markets.	S					
Producers have fewer incentives to retain unique skills that would otherwise disappear.	S					
The potential of the tourism sector in the regions where authentic products are manufactured remains untapped.		S				
The potential of developing the cultural heritage of these regions remains untapped.	S					
Sellers pass off their products (often made in third countries) as authentic, thereby threatening the value of the collective goodwill.	S					
Consumers have more difficulties to identify authentic products.	S					

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INTERNATIONAL AND TRADE-RELATED CHALLENGES

and seven EU Member States (Bulgaria, Czech Republic, France, Hungary, Italy, Portugal and Slovakia). The latest three months after the EU acceded. World Intellectual Property Organization. There are currently 34 contracting parties to this system, including the EU revision of the 1958 Lisbon Agreement is the Geneva Act of 2015, which entered into force on 26 February 2020, The international GI protection system is based in particular on the so-called Lisbon system administered by the

the nature of the goods to which they apply, including agricultural products, foodstuffs, wine and spirit drinks, handicrafts, industrial products and natural products. The Lisbon system offers a route to obtain protection of appellations of origins/geographical indications regardless of

Please rate from 5 (most important) to 1 (least important). 10. In your view, which are the most important challenges resulting from international developments?

	IJ	4	ω	Ν	_	No opinion
Producers of EU GIs for non-agricultural products cannot benefit from the EU's accession to the Lisbon/Geneva Act to get protection in third countries using the Lisbon/Geneva route, as there is no EU registration to start with.	•	0	0	0	0	0
Producers of non-agricultural GI products from third countries cannot get protection in the whole of the EU using the Lisbon/Geneva route, as such protection is not available at EU level.	•		0	0	0	0
The EU cannot secure protection of non-agricultural Gls via bilateral trade agreements. This is because the EU cannot include non-agricultural Gls in the lists of Gls to be protected by such agreements, due to the lack of EU-wide protection for non-agricultural Gls.	•	0	0	0	0	0

Other, please specify:

NEED FOR EU ACTION

agricultural products? 11. Do you believe there is a need for an EU-wide initiative to improve the protection of geographical names or indications for non-

12 What could be the incentives to participate in an ELI scheme for protection of apparation indications for non-participate.
products?
✓ Better enforcement, combatting misuse of protected name and fraud
✓ Strengthened position of producer groups in the value chain
✓ Useful marketing tool/better visibility for consumers
Quality assurance signal for consumers
☑ Differentiation of product
▼ Traceability tool
✓ Increase own firm's reputation
Access to new markets within/beyond EU Internal Market
✓ Increase credibility of product
✓ Higher price premium
✓ Increase/secure market share
☐ Limit competition on the market
✓ Affinity with the region
✓ Protection of traditions/cultural heritage
✓ Regional development and tourism
□ Other
13. What could be the disincentives to participate in an EU scheme for protection of geographical indications for non-agricultural
products?
☐ Higher production costs
☐ Higher marketing costs
Administrative burden/Costs, for example relating to the application
✓ Stricter inspections
☐ A GI would prevent innovation in the production/commercialisation

Yes

O I do not know

☐ Uncertainty of market demand or low demand						
Cower productivity						
Missing regional roots (lack of local identity) Missing regional roots (lack of local identity)						
No added value						
□ No need because we have an own trade mark						
☐ No need because unfair competition law is sufficient						
□ No need because strong market position already						
□ Other						
POLICY OPTIONS						
14. Which is your preferred overall policy approach regarding the possible creation of an EU-wide protection mechanism of geographical indications for non-agricultural products?	e pro	tection	on m	echa	nism	of
The Commission proposal on Gls may result in a mix of different options.						
Please rate from 5 (most preferred) to 1 (least preferred).						
	CJ	4	ယ	Ν		No opinion
No action – The EU would not act. The current situation will remain.	0	0	0	0	•	0
Voluntary measures - a recommendation at EU level proposing both to Member States and producers to agree on voluntary measures in order to certify the origin of industrial and handcraft products.	0	0	0	•	0	0

Trade mark reform - This option would consist of a reform of the EU trade mark system. Producers of industrial and handicraft products would have the possibility to apply for the registration of a name guaranteeing a certain quality	Merger - Under this option, a GI protection system for industrial and handicraft products would merge with the current GI protection system for agricultural products.	EU specific (or sui generis) system – a regulation establishing a specific Gl protection system for industrial and handicraft products. An EU title would protect Gls.	Harmonisation - an EU directive setting out specific objectives for the protection of GIs for non-agricultural products, for example protection duration, scope, territorial link, but also procedural aspects such as application and registration, but leaving it to Member States how to reach these objectives.	C J
0	0	0	0	4
0	0	0	0	ω
0	•	0	0	N
•	0	0	•	_
0	0	0	0	No opinion

Other - Please specify:

would be much more efficient than a Directive, A EU specific regulation (like the ones existing for spirits and wine and agri products)

products? 15. How do you assess the likely impact from the creation of EU-wide protection of geographical indications for non-agricultural

Scale from 5 (very positive) to 1 (very negative).

Capacity to export	Impact on :
O	CJ
0	4
0	ω
0	N
0	_
0	No opinion

Impact on:	5	4	ω	2	_	No opinion
Competition		0		0	0	0
Competitiveness		0	0	0	0	0
Consumers	O	0	0	0	0	0
Cultural heritage	O	0	0	0	0	0
Employment	O	0	0	0	0	0
Environment	•	0	0	0	0	0
Innovation	•	0	0	0	0	0
Producers	O	0	0	0	0	0
Public authorities	•	\circ	0	0	0	0
Regions	O	0	0	0	0	0
Tourism	•	0	0	0	0	0

SCOPE OF PROTECTION

- 16. In your opinion, an EU-wide protection mechanism of geographical indications for non-agricultural products should cover (provided they fulfil the requirements as to the link with a geographical place):
- All non-agricultural goods
- Only a limited list of categories of non-agricultural goods
- their place of origin? 17. How would you define the link that the non-agricultural goods originating in a specific place, region, or locality should have with

(one choice only)

 (provided the products fulfil the requirements as to the link with a geographical place)? ✓ The GI-term should meet required conditions (for example, that it is not a customary name like 'eau de Cologne') ☐ The protection granted should not jeopardise pre-existing rights (e.g. homonymous GIs or trade marks likely to mislead the consumer as to the true origin of the product) ☐ Other
20. On the basis of which grounds should registration of an EU geographical indication for non-agricultural products be accepted
 Only one: managed at EU level Only one: managed at national level Two: first a national, then an EU registration phase (as already exists in the agricultural area) No opinion
19. How many steps should the registration of EU geographical indications for non-agricultural products involve (In any event, registration will be managed electronically)?
REGISTRATION PROCEDURE
● Yes○ NoOther
18. Do you think that an EU-wide protection mechanism of geographical indications for non-agricultural products should protect geographical indications or names already registered at national level?
inherent natural and human factors; and all the production steps take place in the defined geographical area Their quality or characteristics are essentially or exclusively due to a particular raw material ; and all the production steps take place in the defined geographical area
least one of the production steps take place in the defined geographical area O Their quality or characteristics are essentially or exclusively due to a particular geographical environment with its
 ○ A given quality, reputation or other characteristic of the goods is essentially attributable to their geographical origin ○ A given quality, reputation or other characteristic of the goods is essentially attributable to their geographical origin; and at

	(J)	4	ω	2	_	No opinion
A description of the product, including the raw materials, if appropriate, as well as the principal physical, chemical, microbiological or organoleptic characteristics of the product	S					
The definition of the geographical area delimited	S					
Evidence that the product originates in the defined geographical area	•					
Evidence that the product uses raw materials from the defined geographical area	<					
Evidence that the product has a reputation	S					
A description of the method of obtaining the product	S					
Information concerning packaging of the product	S					
The name and address of the authorities/bodies verifying compliance with the provisions of the product specification	S					
Any specific labelling rule for the product in question	S					

stage of production the product complies with technical specifications before it is placed on the market? 23. In an EU level system of protection for non-agricultural products, who should take care of verification, e. g. ensure that at the

Public authority

Other, please specify:

Producers or producer associations

Public authority and producers/producer associations

Other

Please specify:
independent certifying entities
24. In an EU level system of protection for non-agricultural products, who should bear the costs of verification? © Public authority
Producers or producer associations
○ Public authority and producers/producer associations
○ Other
Please specify:
25. In an EU level system of protection for non-agricultural products, who should take care of monitoring, e.g. control the use of the name once the product has been placed on the market?
○ Public authority○ Producers or producer associations
Public authority and producers/producer associationsOther
Please specify:
26. In an EU level system of protection for non-agricultural products, who should bear the costs of monitoring?
○ Public authority○ Producers or producer associations

Other
Please specify:
ENFORCEMENT
For agricultural products, EU GI Regulations call Member States to take appropriate enforcement measures, in particular administrative and judicial steps, to prevent or stop unlawful use of protected names of products that are
produced or marketed in that Member State. Besides that, Regulation 608/2013 on customs enforcement of intellectual property rights at the EU external borders empowers customs to stop (upon request or spontaneously) goods potentially infringing specific types of GIs from entering/exiting the EU territory. The current European
to determine the means to fulfil this requirement. In addition, the IPR Enforcement Directive 2004/48/EC (IPRED) applies to the civil enforcement of all intellectual property rights including GIs and trade marks. Other EU
harmonization, such as unfair competition and consumer protection laws, provide for further legal tools for users of Gls and consumers to ensure national civil enforcement.
27. In an EU level system of enforcing rights in relation to non-agricultural products, there should be:
○ A general system based on intellectual property enforcement (e.g. general civil law, IPRED and customs enforcement)
Other enforcement (e.g. unfair competition law) rulesNo opinion
Please specify:

Public authority and producers/producer associations

DOCUMENT UPLOAD AND FINAL COMMENTS

28. Please indicate if there are other issues that should be considered.

1000 character(s) maximum

system which by nature, functions, etc is very different from the trademark one trademark system) and composed of highly skilled professionals, very proficient in the GI interesting path to pursue but it would need to be independent (notably from the as to question 21, a specific EU body to monitor the new system could be a very

29. Please share any quantitative data, reports or studies to support your views.

understand your position. response to the questionnaire, which is the essential input to this public consultation. The document is optional and serves as additional background reading to better You can also upload a concise document, such as a position paper. The maximum file size is 1MB. Please note that the uploaded document will be published alongside your

② Only files of the type pdf,txt,doc,docx,odt,rtf are allowed

Select file(s) to upload

- 30. Would you agree to be contacted by the Commission for a possible follow-up?
- Yes
- O No

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