

## DIRECTORS OF THE SEMINAR

**Prof. Dr. Esperanza GALLEGO SÁNCHEZ.** Chair in Commercial Law. Director of the Commercial Law Department. University of Alicante. Permanent member of the General Commission of Codification (Ministry of Justice).

**Prof. Dr. Pilar MONTERO GARCÍA-NOBLEJAS.** Professor of Commercial Law. Director of the Intellectual Property of the University of Alicante (Magister Lvcentinvs). Commercial Law Department.

## MANAGEMENT AND ORGANIZATION COMMITTEE

Dra. Altea Asensi Merás  
Dra. Nuria Fernández Pérez  
Dr. Vicente Gimeno Beviá

Dra. Pilar Iñiguez Ortega  
Dr. Jorge Moya Ballester  
Mr. Ignacio Rabasa

Mrs. Andrea García Martínez  
M. Maurizio Crupi  
Mrs. Marina Vázquez Esteban

## ORGANIZATION

Commercial Law Department, University of Alicante.  
Master in Intellectual Property of the University of Alicante (Magister Lvcentinvs).

## PARTICIPATE



# III INTERNATIONAL SEMINAR ON DESIGNATIONS OF ORIGIN AND GEOGRAPHICAL INDICATIONS

6<sup>th</sup> and 7<sup>th</sup> of March, 2019

Universidad de Alicante  
Edificio San Fernando,  
Calle San Fernando 40,  
Alicante



This project receives funding from the programme:  
FEDER/Ministerio de Ciencia, Innovación y Universidades –  
Agencia Estatal de Investigación/ Project DER2017-87675-R



## PRESENTATION OF THE SEMINAR

Consumers are increasingly interested in the composition and quality of the products they consume, both from the point of view of healthy products and of quality and means of production. Designations of origin and geographical indications are a kind of distinctive sign that provide consumers information about the geographical origin of the product, as well as a certain quality derived from a production method, its characteristics and a well-known tradition. On the other hand, designations of origin and geographical indications allow producers to see their investment rewarded. These rights, therefore, play a fundamental role in the economy because they are part of a system that allows producers to identify their products in the market and grant them an added value. This circumstance promotes the development and enhancement of the agriculture in many areas of the European Union.

Therefore, the relevance of this intellectual property right from an economic point of view in various countries of both the European Union and internationally, it is undoubted. These circumstances have caused that the regulations governing designations of origin and geographical indications have undergone numerous changes at the national, European Union and international level during recent years. In this regard it can be highlighted the publication in Spain of the Law 6/2015, of May 12th, on Designations of Origin and Protected Geographical Indications, and at the European Union, Regulation (EU) 1151/2012 on quality schemes for agricultural products and foodstuffs. At the international level, it is possible to mention the Geneva Act of the Lisbon Agreement on Designations of Origin and Geographical Indications of May 20, 2015.

This international seminar has been created with the aim of providing a specialized forum for debating on the legal regime applicable to designations of origin and geographical indications. In this sense, in the seminar will participate national and foreign academics from prestigious universities, experts from the different competent bodies in this field, as the Ministry of Agriculture, the Directorate-General for Agriculture and Rural Development of the European Commission, the European Union Intellectual Property Office (EUIPO), the Spanish Patent and Trademark Office (SPTO), the World Intellectual Property Organization (WIPO), the Directorate General for Trade of the European Commission, commercial law judges, specialized lawyers, producer organizations, inter-branch organizations and control bodies experts in this field.

## PROGRAM

### WEDNESDAY, MARCH 6, 2019

9.00-9.30 Welcome and Registration

9.30-10.00 **Opening of the III Seminar on Designations of Origin and Geographical Indications.**

University of Alicante.

Mr. Francisco Javier MATE CABALLERO. Deputy General Differentiated Quality and Organic Agriculture. General Direction of Food Industry. Ministry of Agriculture and Fisheries and Food

Esperanza GALLEGRO SÁNCHEZ. Chair in Commercial Law. Director of the Department of Commercial and Litigation Law. University of Alicante.

**Panel 1: Comentator: Pilar IÑIGUEZ. Commercial Law Professor. University of Alicante**

10.00 -10.15 **Quality signs for products differentiation**

Prof. Dr. Pilar MONTERO GARCÍA-NOBLEJAS. Director of the Intellectual Property Master of the University of Alicante.

10.15-10.30 **Protected Designations of Origin and Geographical Indications in the European Union**

Mr. Luca CIANFONI. DG Agriculture and Rural Development. European Commission

10.30-11.00 **Questions and answers**

11.00-11.30 Coffee break

**Panel 2: Comentator: Mr. Jesús MORA CAYETANO Chief coordinator. Spanish Conference of Viticultural Regulatory Councils (cecrv)**

11.30-11.45 **Protected Designations of Origin and Geographical Indications in Spain**

José María ESCUDERO GARCÍA. Section chief. Area of agri-food products of differentiated quality. General Directorate Food Industry. Ministry of Agriculture and Fisheries and Food

11.45-12.00 **Defense Strategy of the Jabugo PDO**

Mr. José Antonio PAVÓN DOMINGUEZ, General Director of the Protected Designation of Origin "Jabugo"

12.00-12.30 **Questions and answers**

**Panel 3: Comentator: Nuria FERNÁNDEZ. Chair in Commercial Law. University of Alicante**

12.30-13.15 **Ex officio Protection of Designations of Origin and Geographical Indications in Trade Mark registration**

Mrs. Elisa ZAERA CUADRADO. Operations Department. European Union Intellectual Property Office (EUIPO)

Mrs. Lourdes VELASCO. Head of Exam Area. Distinctive Signs Spanish Patent and Trademark Office (SPTO)

Mr. Rui SOLNADO DA CRUZ. Department of Legal Affairs. National Institute of Industrial Property. *Instituto Nacional de Propiedad Industrial (INPI)*

13.15-14 **Questions and answers**

19.00-20.00 **Visit and Reception to the Regulatory Council DOP Alicante Wine and tasting of Jabugo ham DOP**

(Headquarters of the Regulatory Council: C/ Monjas, 6. Alicante)

### THURSDAY, MARCH 7, 2019

**Panel 4: Comentator: Vicente GIMENO BEVIÁ. Lecturer on Commercial Law. University of Alicante**

9.30-9.45 **Geographical Indications in Trade Policy**

9.45-10.00 **Recent developments in the Lisbon System: What novelties with the Geneva Act?**

Alexandra GRAZIOLI. Director. Lisbon Registry. Brands and Designs Sector. World Intellectual Property Organization (WIPO)

10.00-10.30 **Questions and answers**

**Panel 5: Comentator: Jorge MOYA. Commercial Law Professor. University of Alicante**

10.30-10.45 **An International Agenda of Geographical Indications**

Mr. Massimo VITTORI. Managing Director. Organization for an International Geographical Indications Network (oriGIn)

10.45-11.00 **The control of Geographical Indications**

Delphine MARIE-VIVIEN, PhD. Intellectual Property and Food Law. CIRAD- UMR Innovation

11.00-11.30 **Questions and answers**

11.30-12.00 Coffee break

**Panel 6: Comentator: Altea ASENSI MERAS. Commercial Law Lecturer. University of Alicante**

12.00-12.15 **Enforcement of Designations of Origin and Geographical Indications**

Prof. Dr. Ramón MORRAL SOLDEVILA. Professor of Commercial Law. Universidad Autónoma de Barcelona

12.15-12.30 **Geographical Trade Marks**

Prof. Dr. Alberto RIBEIRO DE ALMEIDA. Professor at the University of Lusíada. North – Porto.

12.30-13.00 **Questions and answers**

**Panel 7: Comentator: Jose María DEL CORRAL. Former General Deputy. Spanish Patent and Trademark Office (SPTO)**

13.00-13.15 **Practical aspects of the protection of Designations of Origin and Geographical Indications**

Mr. Aitor POMARES. Partner at Berenguer & Pomares Lawyers

13.15-13.30 **Practical aspects of the registration of Designations of Origin and Geographical Indications**

Mr. Benjamin FONTAINE. E.G.Y.P.

13.30-14.00 **Questions and answers**

14.00 **Closing of the Seminar**