Geographical Indications:
Law, Trade and SAT Sustainability

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Geographical Indications

...indications which identify a good as originating in the territory of a member country, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin.

Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), Annex 1C, article 22(1)

International Trade Agreements: Intellectual Property Rights

- Written Works
- Inventions
- Brands
- Place-based or Origin Products
General Agreement on Tariffs and Trade (GATT): Trade-Related Aspects of Intellectual Property Rights

- Copyright
- Trademarks
- Patents, Trade Secrets, Industrial Designs
- Geographical Indications
EU - North American Positions

- EU: advanced systems, calling for global registry with protection
- Canada: Quebec system; CETA?
- Mexico: trademark category for Gis
- U.S.: no category – collective certification trademarks - opposing
Problems with U.S. approach for Producers

- trademark registrations
- trademark renewals
- policing against fraud - their responsibility
- enforcement impossible
Possible Solution:

American Origin Products Association (AOPA)

American Origin Products Research Foundation (AOPRF)

Collective Certification Trademark
Free Market –oriented Law

Market

Society

Environment
Law of Sustainability

- Society
- Environment
- Market
Thank you!