

The logo for oriGIn Flash. 'oriGIn' is in a bold, black, sans-serif font with a green square behind the 'i'. 'Flash' is in a green, cursive script font.

Geneva

18 September 2012

***Protecting Quality Product Names in Emerging Economies:
A New Practical Manual for Producers***

oriGIn is pleased to announce today the publication of its latest manual: "Protecting Geographical Indications in Emerging Economies (Brazil, Russia, India and China – BRICs Countries)".

"Inspired by the practical approach which has always characterised our organisation, we are proud to have finalized a practical handbook describing the legal instruments available to protect quality product names in some of the most dynamic markets in the world. The manual is addressed to the oriGIn members willing to protect and commercialize the Geographical Indications they represent in Brazil, Russia, India and China", affirmed Mr. Ramón González Figueroa, Director General of the "Consejo Regulador del Tequila" and President of oriGIn.

"While a truly international registry for Geographical Indications is still lacking, protecting products' names in third countries – and in particular in the most important export markets – is a priority and a challenge for producers' groups. A priority in terms of benefiting from effective instruments to fight imitations and counterfeiting; a challenge with respect to the obstacles which a different linguistic and legal context might generate. Our latest manual is a comprehensive response to these issues", said Mr. Massimo Vittori, Managing Director of oriGIn.

The manual will be presented in Geneva on October 4, at a side-event jointly organised by oriGIn and the Mission of Italy to the United Nations within the framework of the Assemblies of the Member States of the World Intellectual Property Organisation (WIPO).

About oriGIn:

The Organisation for an International Geographical Indications Network – oriGIn – is the global alliance of Geographical Indications, representing 350 associations and some 2 million producers from 40 countries. For more information: <http://www.origin-gi.com>