III INTERNATIONAL SEMINAR ON DESIGNATIONS OF ORIGIN AND GEOGRAFICAL INDICATIONS

6th and 7th of March, 2019

University of Alicante

Venue: Sala Patrimonial. Sede de San Fernando. Calle San Fernando, 40, 03001 Alicante (University of Alicante, city centre).
Language: bilingual with simultaneous interpretation (spanish and english).

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.
- Ministry of Agriculture and Fisheries and Food
- Esperanza GALLEGO 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

Area of agri-food products of differentiated quality. General Directorate Food Industry. Ministry of Agriculture and Fisheries, Food and Environment

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.-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: Pilar MONTERO. Commercial Law Professor. 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

Table 6: Comentator: University Professor

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:

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

13.30 Closing of the Seminar

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 Iníguez Ortega
Dr. Jorge Moya Ballester
Mr. Ignacio Rabasa
Mrs. Andrea García Martinez
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).