



Organization for an International
Geographical Indications Network

We are pleased to invite you to attend the launching of **oriGIn**'s handbook:

American Origin Products (AOP): Protecting a Legacy

Tuesday, June 1, 2010,
3 pm – 5 pm

Dewey & LeBoeuf LLP, 1101 New York Avenue N.W., Washington D.C. 20005

Over the last few years, the phenomenon of Geographical Indications (GIs) has stimulated increased interest in the United States. As producers and consumers become familiar with and appreciate the benefits derived from GIs, **oriGIn** – the global coalition of GI producers (www.origin-gi.com) – has endeavored to promote a thorough debate on American Origin Products (AOP), open to relevant public and private stakeholders, as well as academic circles. Within this framework, **oriGIn** published its handbook, *American Origin Products: Protecting a Legacy* in March 2010. The manual focuses on the socio-economic implications of GIs in the U.S. and highlights the adjustments the current legal framework would require for the American GI business to fully deploy its potential.

Welcome

Mr. Alan Wolff, *Co-chair of International Trade Practice, Dewey & LeBoeuf*

Panelists

Dr. Elisabeth Barham, *Prof. at the University of Arkansas*

Mr. Patrick J. Kole, *Vice President, Idaho Potato Commission*

Mr. Stanton J. Lovenworth, *Co-chair of the Intellectual Property Transactions Group, Dewey & LeBoeuf*

Mr. Richard Mendelson, *Prof. at Berkeley Law School, Attorney, Dickenson, Peatman & Fogarty*

Mr. Massimo Vittori, *Secretary General, oriGIn*

A cocktail will be served at the end of the presentation

Please RSVP by May 24th to sa@origin-gi.com and tpaniagua@cig-dc.com

About oriGIn

oriGIn – the Organisation for an International Geographical Indications Network – is a Swiss-based NGO representing 150 associations of GI producers from some 40 countries. oriGIn promotes GIs as a tool of sustainable development.