

PARMA HAM



ENFORCEMENT

WIPO MEMBER STATES ASSEMBLIES
OriGIn Side Event

Geneva, 3rd October 2016



Organization for an International
Geographical Indications Network

THE CONSORZIO

1963



***VOLUNTARY
ASSOCIATION
OF PARMA HAM
PRODUCERS***

2016



23

Members/producers

150

50.000

Production

8,4 mln

MISSION



PARMA HAM

PROTECTION AND
PROMOTION

...

ALSO ON



STRATEGY



REGISTRATIONS

«first come first served»



«the sooner the better»

gTLDs - ccTLDs

gTLDs	 registration
prosciuttodiparma.com	1997
parmaham.com	2002

ccTLDs	 registration
prosciuttodiparma.it	1998
parmaham.us	2002



WORLDWIDE FAMOUS

"Third parties" registration



Conflicting with the  IP rights



italyparmaham.com
prosciuttodiparma.biz
prosciuttodolceparma.com
parmahamitaly.com

PROTECTION

MONITORING SERVICE



DOMAIN NAMES



infringements on web sites



PROTECTION

AGREEMENT

+

WIPO ARBITRATION



+



WIPO ARBITRATION

4 Main Cases:

[CPP vs Antonio Piromalli FRA jambone-parme.com](#)

[CPP vs Edilservizi ITA prosciuttoparma.net prosciuttoparma.org](#)

[CPP vs Site Internet Solutions ITA crudodiparma.net .org .com](#)

[CPP vs Future City ITA parmahamitaly.com prosciuttodiparma.info](#)

AGREEMENT

monitoring:

peterparmaham.com

peterparmaham.be

peterparmaham.nl

[parmaham.hk](#)

[parma-ham.nl](#)

purchased & redirected:

[prosciuttodiparma.nl](#)

[parmaham.com.au](#)

NEW gLTDs

TMCH



TMs Registered Since August 2013:

PARMA HAM[®]

+

PROSCIUTTO DI PARMA[®]

NEW gLTDs: SUNRISE PERIOD

New  web domains

www.parmaham.recipes

www.parmaham.kitchen

www.parmaham.news

www.prosciuttodiparma.trade

PARMAHAM.ㄣㄥ

...waiting for .food

NEW gLTDs: SUNRISE PERIOD



Depending from the
domain relevance
(es: higher for .store, .shop)

IF NOT PURCHASED IN THE SUNRISE PERIOD...



...."GENERAL AVAILABILITY"



MONITORING ("PRE-REGISTRATION")



INFRINGEMENTS



IMPORTANT ISSUE VERY DIFFCULT TO SOLVE/FACE





INFRINGEMENTS

E-COMMERCE

.1688.com ITALIAN IMPORTED PARMA HAM

信立通国际物流



业务：钟先生

TEL:139 2846 8681 QQ:1687585496

食品商务网
www.food168.com



INFRINGEMENTS



Daniele Parma Boneless Prosciutto Whole Leg, Minimum
Weight 15 lbs. from [Daniele](#)

[Be the first to review this item](#)



Price: **\$261.12** & **FREE Shipping**

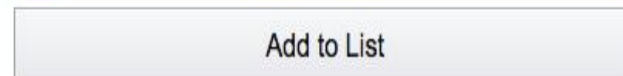
In stock. Ships from and sold by [C & M Trade](#).

Get it Sooner. Estimated delivery on **Oct. 11 - 18** when you choose **Standard Shipping** at checkout.

Ship to: Select a shipping address: ▼

Qty: 1 ▼

[Turn on 1-click ordering](#)



Have one to sell?

[Sell on Amazon](#)

Share    



INFRINGEMENTS

E-COMMERCE





INFRINGEMENTS



CONSTANT MONITORING

DIRECT ACTION



EX OFFICIO EU AUTHORITIES



תודה
 Dankie Gracias
 Спасибо
 شكرًا
 Merci Takk
 Köszönjük Terima kasih
 Grazie Dziękujemy Dėkojame
 Ďakujeme Vielen Dank Paldies
 Kiitos Täname teid 谢谢
Thank You Tak
 感謝您 Obrigado Teşekkür Ederiz
 Σας ευχαριστούμε 감사합니다
 Bedankt Děkujeme vám
 ありがとうございます
 Tack



oriGIn

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