



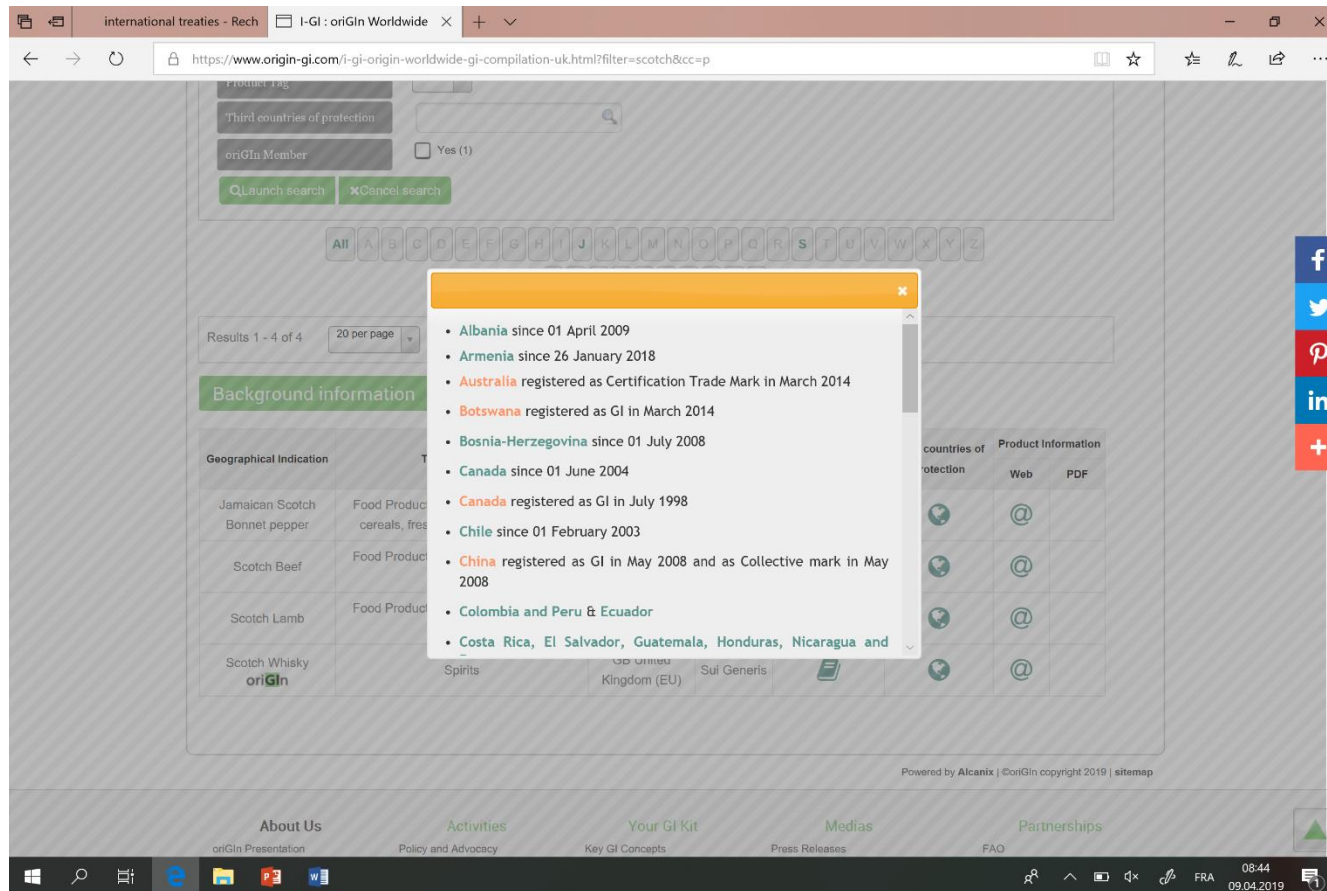
oriGIn 2019 priorities

1. Instruments to facilitate GIs protection in export markets
2. Legal certainty on the Internet
3. Effective GIs campaigns at national level

1. International GIs protection



How GIs groups have dealt with it



Accession to the Geneva Act of the Lisbon Agreement



2. Legal certainty on the Internet



Recent examples of UDRP cases

- Case No. D2018-0168, disputed domain name “rioja.com”
- Case No. D2017-0253 disputed domain name “gorgonzola.city”
- Case No. D2017-0554 disputed domain name “gorgonzola.club”

The UDRP for GIs



3. Effective GIs campaigns at national level



oriGIn France (2013)



oriGIn Georgia (2016)

2017-2018



Several requests for 2019