



**III INTERNATIONAL SEMINAR ON DESIGNATIONS OF ORIGIN AND
GEOGRAPHICAL 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 Iñiguez Ortega
Dr. Jorge Moya Ballester
Mr. Ignacio Rabasa
Mrs. Andrea García Martínez
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).

