

OriGIn webinar

Online marketplaces: opportunities and challenges for GIs

The Protection of GIs in online platforms

MINISTERO DELLE POLITICHE AGRICOLE ALIMENTARI E FORESTALI

**DIPARTIMENTO DELL'ISPETTORATO CENTRALE DELLA TUTELA DELLA QUALITA' E
REPRESSIONE FRODI DEI PRODOTTI AGROALIMENTARI**

ICQRF

Emilio Gatto

e.gatto@politicheagricole.it



Who we are

- Department of the Italian Ministry of Agriculture
- Control Authority in agriculture e agrifood sector
- Authority which issues fines in agricultural sector
- Management of the most important agriculture database
- Fight against agri-food crime

Organization

No. 720 officials

Central Administration:

- **No. 2** General Directorates
- **No. 8** offices

Local level:

- **No. 29** local offices
- **No. 6** labs



Area of work

Reg (UE) n. 625/2017

on official controls and other official activities performed to ensure the application of food and feed law, rules on animal health and welfare, plant health and plant protection products



Traceability



Transparency



Quality



ICQRF Report

- TOTAL CONTROLS (No.).....**70.992**
- INSPECTION CONTROLS (No.).....58.824
- ANALYTICAL CONTROLS (No.).....12.168
- **G.I.s/BIO CONTROLS (No.).....24.938**



28% ICQRF controls

At International level

- EU Food fraud Contact Point



- Italian Authority for G.I.s Protection



No. 580 Food reports and No.1376 Wine reports submitted by ICQRF

- Partecipazione at OPSON/INTERPOL/EUROPOL iniziativa

- Cooperation with Third Countries



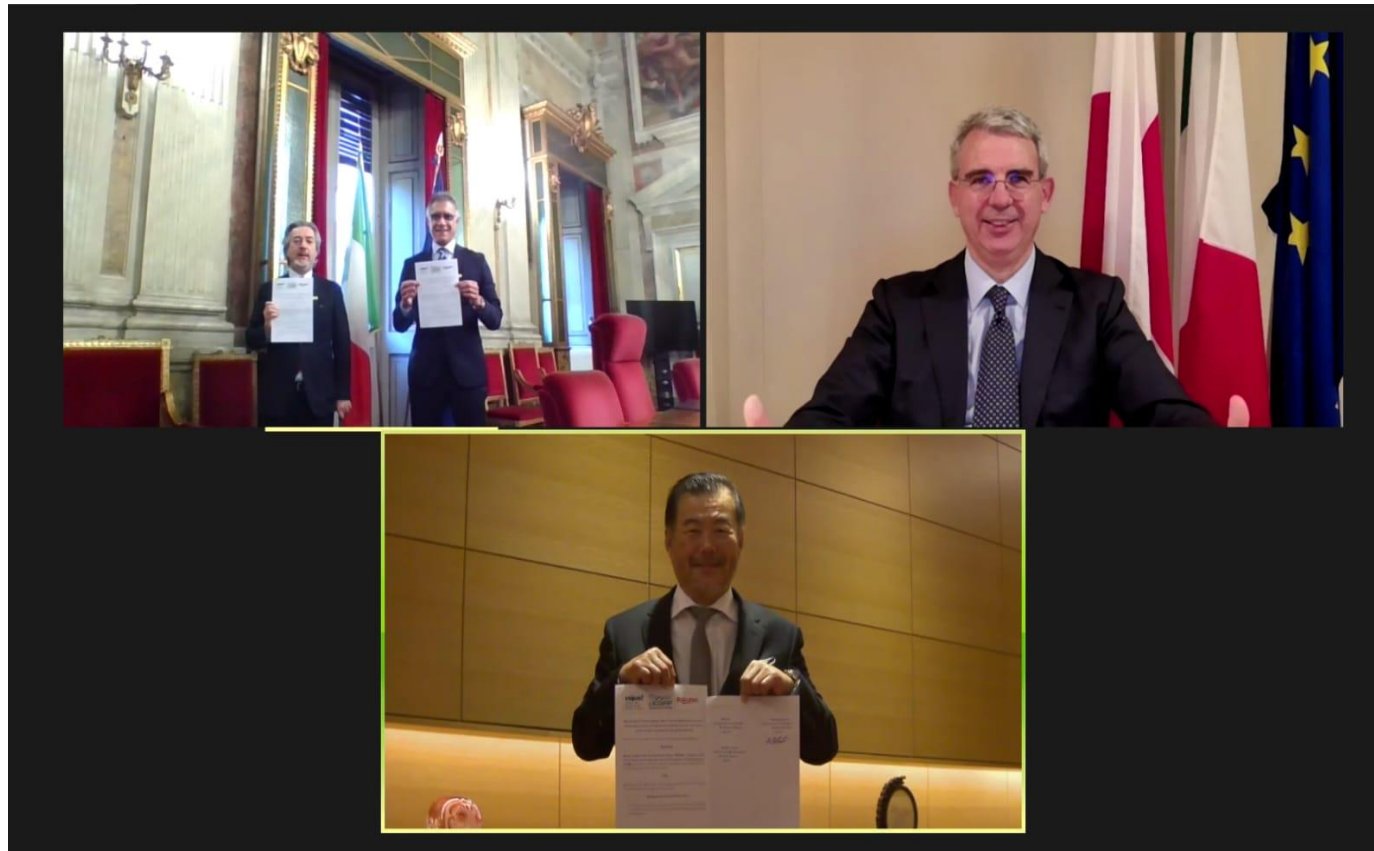
Setting up online controls MoUs with marketplaces



The last MoU of the ICQRF with marketplace

2021, 14th December

NEW



Removal of illegal listings

- Take-down system



ICQRF reports illegal listings directly to marketplaces



Marketplaces remove illegal listings submitted by ICQRF

The experience with ALIBABA Group

ICQRF personal IPR registration

- Information about ICQRF

My IPR Welcome, Mipaaf | My IPR | Logout | 中文 | English | Home page

General Information

Registration
Contact

My IPR

IPR submission (circled in red)
IPR management

Complaint Submission

Submit a complaint
Manage complaints

IPR Service

Application
Application management

Submit IPR Information

- * Registration Place Of IPR: Mainland China
- * IPR Type: Trademark Copyright Invention Patent Design Patent Utility Model Patent Other
- * IPR Name/Description: Please provide the IPR's title in fewer than 150 characters.
- * IPR Registration Number: Please provide the IPR's registration number in fewer than 100 characters.
- * IPR Owner: Please provide the IPR owner's name in fewer than 150 characters.
- * IPR Validity Period: Select a date
- * Verify The Applicable Class Of: Please select
- * The Brand That Owns The IPR: Please input
- * Jurisdiction(s) (Countries): Please input
- Where The Trademark Is Protected
- * Trademark Registration: [Upload Files](#)
Certificate
Please upload a digital photo or copy of the complete trademark registration certificate (Brand name and category pages are required).
The attachment will be disclosed to the respondent or otherwise may be disclosed by Alibaba in accordance with the IPP User Agreement.
Attachments of the following formats can be uploaded: GIF, JPG, JPEG, PNG, BMP and PDF. Each file must not exceed 5M and multiple files can be compressed for uploading.
- Certificate Of Transfer: [Upload Files](#)
If the trademark has been transferred, please provide a digital photo or scan copy of the transfer certificate.

ICQRF Personal IPR

My IPR Welcome, Mipaaf | My IPR | Logout | 中文 | English | Home page

General Information

Registration

Contact

My IPR

IPR submission

IPR management

Complaint Submission

Submit a complaint

Manage complaints

IPR Service

Application

Application management

IPR Manage

Status of Authentication: **All (9)** Under authentication (0) Authentication failed (0)

Authenticated (9) Withdraw (0)

1 of 1 Pag

Date	IPR Type	Title	Registration Number	IPR Owner	Status of Authentication	Action
12/02/2016	Copyright	Parmigiano Reggiano	IT/PDO/0117/0016	Conсор...	Authenticated	View
12/02/2016	Copyright	Chianti	PDO-ITA1228	Mipaaf ...	Authenticated	View
12/02/2016	Copyright	Olio extravergine d...	IT/PGI/0017/1512	Mipaaf ...	Authenticated	View
12/02/2016	Copyright	Gorgonzola	CP20150803003	Conсор...	Authenticated	View
12/02/2016	Copyright	Aceto Balsamico di M...	IT/PGI/0005/0430	Mipaaf ...	Authenticated	View
12/02/2016	Copyright	Mozzarella di Bufala C...	IT/PDO/0117/0014	Mipaaf ...	Authenticated	View
12/02/2016	Copyright	Asiago	IT/PDO/0117/0001	Mipaaf ...	Authenticated	View
12/02/2016	Copyright	Pecorino Romano	CP20151104005	Mipaaf ...	Authenticated	View
12/02/2016	Copyright	Prosecco	PDO-ITA0516	Mipaaf-...	Authenticated	View

ICQRF has registered on the Alibaba

Marketplace No. 42 Italian G.I.s

Reports submission



AliProtect - Alibaba.com Intellectual Property Protection System

[中文版](#) | [English](#)

User ID: icqrf.capodipartimento@politicheagricole.it [Sign out](#)

After finding infringements

- **We provide adequate reasons**
- **Upload proof of infringements**

My Account
IPR Management
IPR Complaint
Help

Submit Listings
Pending Submissions
Pending Counter-Notification
History

*Choose IPR:

*Choose complaint reason:

Complaint reason: Please provide reasonable and adequate reason of complaint for facilitating our processing of your complaint.

The product is misusing and unlawfully evoking / alluding the European PDO cheese "Parmigiano Reggiano".
 From the product image, it appears that the product does not bear the official signs as provided for the product specification (see attached image).
 For any further information, please find below the link to the official European Commission webpage about the PDO Parmigiano Reggiano:
<http://ec.europa.eu/agriculture/quality/door/registeredName.html?denominationId=518&locale=en>

Upload proof of infringement:

Acceptable formats include: TXT,DOC,BMP,JPEG,DOCX,PDF,GIF,PNG,JPG,RAR,
 Compressed files could be used to upload, Each file must not exceed **2MB**

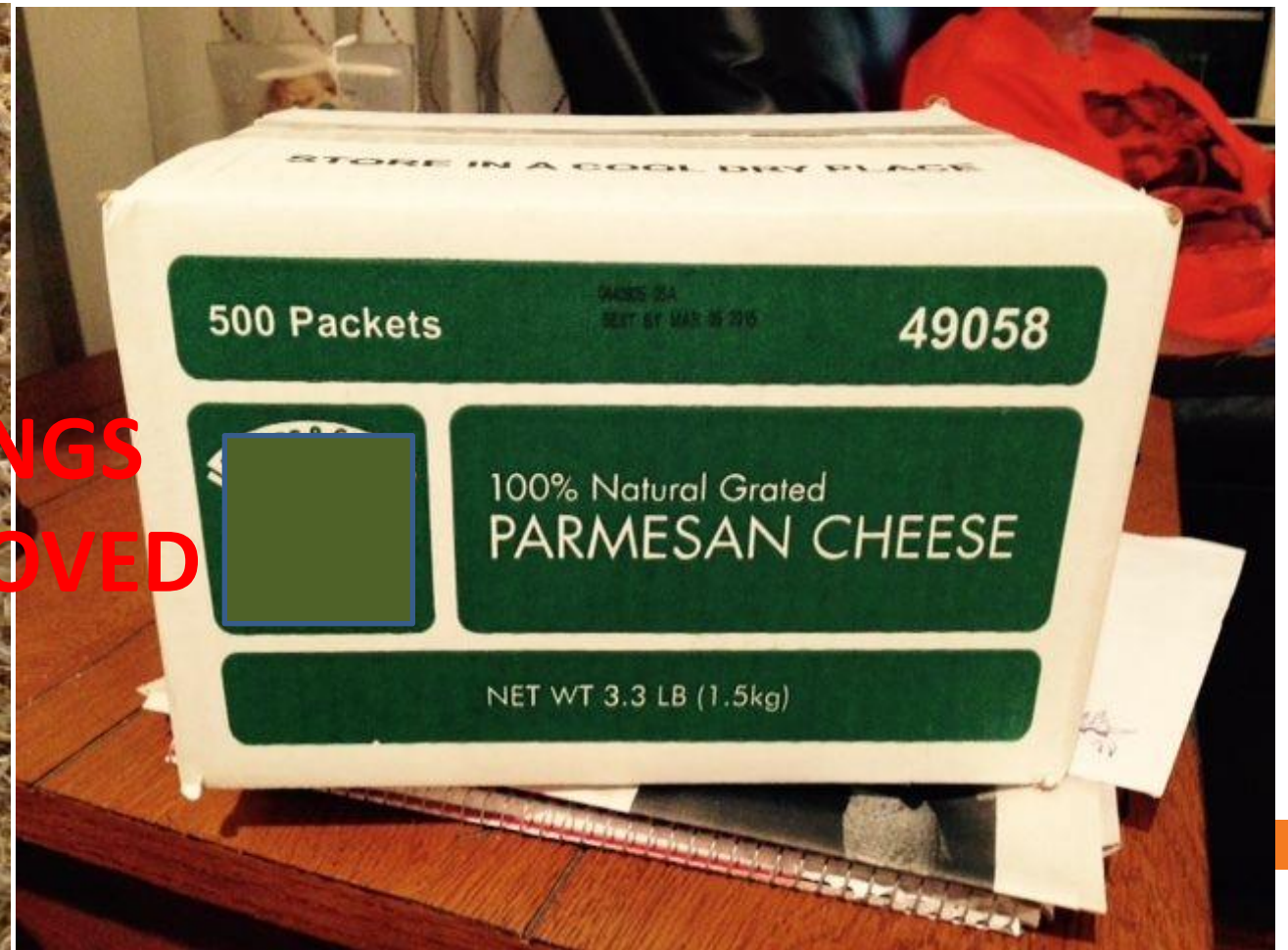
PROSECCO IN CAN!!!



WINEKIT «BAROLO»!!! PARMESAN CHEESE IN PACKETS!!!



LISTINGS
REMOVED



VEGAN PARMESAN CHEESE!!!



LISTINGS
REMOVED



GOUDA – PARMESAN – FETA CHEESEKIT

We protect all EU G.I.s

LISTING

REMOVED




WINES designated as «Champagne» on Amazon marketplace

amazon.fr Votre adresse de livraison: **Italie** Epicerie

Toutes Meilleures Ventes AmazonBasics Ventes Flash Prime

Epicerie > Bières, vins et spiritueux > Champagnes et vins mousseux > Vins mousseux



Freixenet Catalonia Ice Rose Cava Cuvee Special Champagne 750 ML

Marque : Freixenet
★★★★☆ 6 évaluations

Prix : **8,95 €** (8,95 € / unité)
Tous les prix incluent la TVA.

Neufs (2) à partir de **8,95 €** + 20,13 € Livraison


Marque Freixenet
Dénomination Cuvée variétale
Volume 750 Millilitres liquide

LISTINGS REMOVED

amazon.de Liefern nach **Italien** Bier, Wein & Spirituosen

Alle AmazonBasics Bestseller Angebote Prime Video Neuerscheinungen Prime Amazon

Bier, Wein & Spirituosen > Wein > Champagner, Sekt & Schaumwein



The Great Cuvée Rosé Extra Dry 12.5% (1 x 0.75 l) - bester Schaumwein mit 23 Karat reinem Blattgold - Champagne war gestern! Jetzt komme ich :) BLUBB BLUBB

Besuchen Sie den Michi Palma-Store
★★★★☆ 2 Sternebewertungen

Preis: **34,90 €** (46,53 € / l)
Preisangaben inkl. USt. Abhängig von der Lieferadresse kann die USt. an der Kasse variieren. Weitere Informationen.

Our results with the marketplace

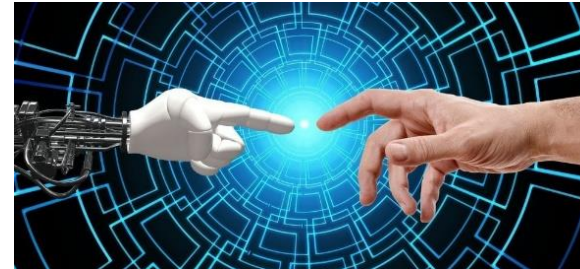
- EBAY.....No. 2.593
- AMAZON.....No. 420
- ALIBABA.....No. 249
- **TOTAL REPORTS SUBMITTED.....No. 3.262**
- **PERCENTAGE SUCCESS.....99%**

Online Controls: work in progress...

Protection of G.I.s as **DOMAIN NAMES**



Development of **ARTIFICIAL INTELLIGENCE**



Partecipazione at the new **EU e-commerce Directive**



Final Considerations

- G.I.s protection on the web is possible
- Improving cooperation between C.A.s
- Setting up a solid exchange of experience and expertise

Thank you!

MINISTERO DELLE POLITICHE AGRICOLE ALIMENTARI E FORESTALI

***DIPARTIMENTO DELL'ISPettorato CENTRALE DELLA TUTELA DELLA QUALITA' E
REPRESSIONE FRODI DEI PRODOTTI AGROALIMENTARI***

ICQRF

e.gatto@politicheagricole.it

ROMA

ITALY