



## Press Release

### Double Victory for the Asiago Cheese Protection Consortium in Brazil and Chile

*Two attempts to register trademarks in violation of the PDO ASIAGO blocked.  
PDO increasingly stronger in South America.*

Vicenza, January 17, 2024

The Asiago Cheese Protection Consortium celebrates two significant achievements in its international effort to protect the Protected Designation of Origin (PDO) ASIAGO in Brazil and Chile, promising markets for high-quality Made in Italy products. In Brazil, the Consortium successfully got the "ASIAGO CCFN" figurative trademark registration canceled, which was filed in 2020 by CONSORTIUM FOR COMMON FOOD NAMES HOLDINGS INC., an entity connected to the namesake American interest organization. The Brazilian Trademark Office, which initially granted the registration, recognized the deceitfulness of the trademark, in addition to the lack of legitimacy in the registration request.

Furthermore, the Consortium successfully contested a similar registration application by the same American entity in Chile, for the same trademark. This effort was aided by the recognition of PDO ASIAGO in Chile, a status the Consortium achieved in 2018. This dual success represents a particularly significant victory in the ongoing global effort to protect against trademarks that misuse the PDO and promote its use as a common name for products unrelated to Asiago cheese.

South America is a promising market for Asiago PDO. In Brazil, the Asiago Cheese Protection Consortium has been active for years in enhancing the value of the product, particularly in the Southeast region, starting from the city of São Paulo, which has 20% of its population of Italian origin, and where the quality of Asiago cheese is sought after and considered a symbol of style and quality. "Over these years," says Flavio Innocenzi, Director of the Asiago Cheese Protection Consortium, "we have strengthened our protective efforts and are ready to seize the opportunities that will arise at the end of the ongoing negotiations between the EU and Mercosur."

Today, these dual victories in Chile and Brazil strengthen the recognition of the identity of PDO ASIAGO throughout South America, considered credible as it carries a unique history and a production inextricably linked to its place of origin. "In a world where consumers increasingly seek authenticity and proximity, inferior imitations are no longer in vogue", continues Flavio Innocenzi.

"Congratulations to the Asiago Cheese Protection Consortium for the significant victories in Brazil and Chile. These successes once again disprove the theories based on the alleged international generic nature of some geographical names," states Massimo Vittori, Director of oriGIn, the global coalition of Geographical Indications. "On the other hand," continues Massimo Vittori, "the activities of monitoring and enforcing the rights of geographical indications in international markets require increasingly significant economic efforts for the Consortia. Therefore, the support of national and regional authorities in enforcement matters is crucial."

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