



THE UNIVERSITY OF
BUCKINGHAM

Geographical Indications and Collective Marks
in South America: it's not all about the label.
Cultural Factors and Networked Governance

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Lay out

1. Geographical Indications and Collective Marks – background
2. A window of what is happening in South America – issues
3. A proposal: a network as a potential solution
 - a) International Network Approach
 - b) Social Network Approach

Geographical Indications and Collective Marks

Aim

- Protect from misappropriation - economic rights

What is *protected*?

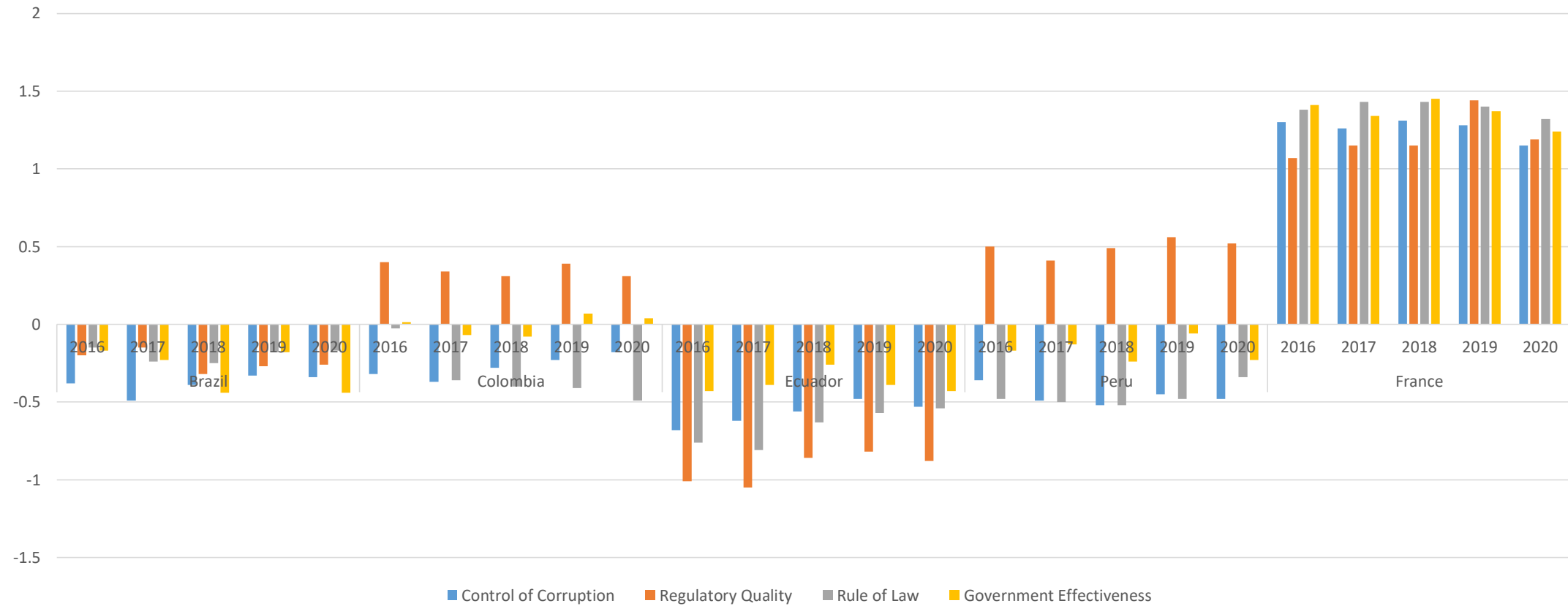
- What you see: protect name/sign of products
- What they see: may protect integrity + intrinsic value
 - ❖ the role of associations AND GIs' application

Legal Framework

Open to agricultural and non-agricultural products

- TRIPS
- Lisbon Agreement
 - ❖ Geneva Act
- Bilateral trade agreements

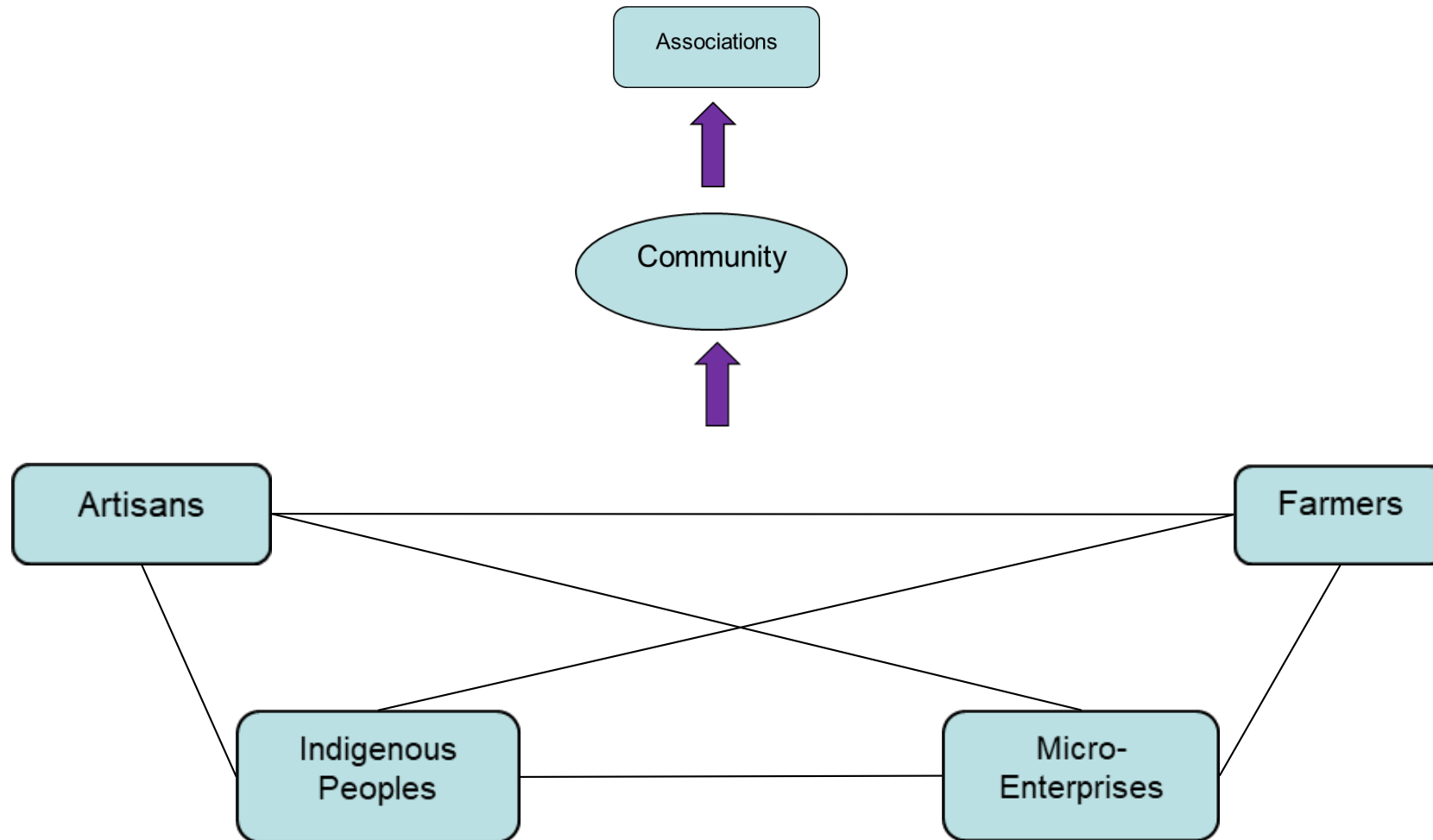
South America – issues



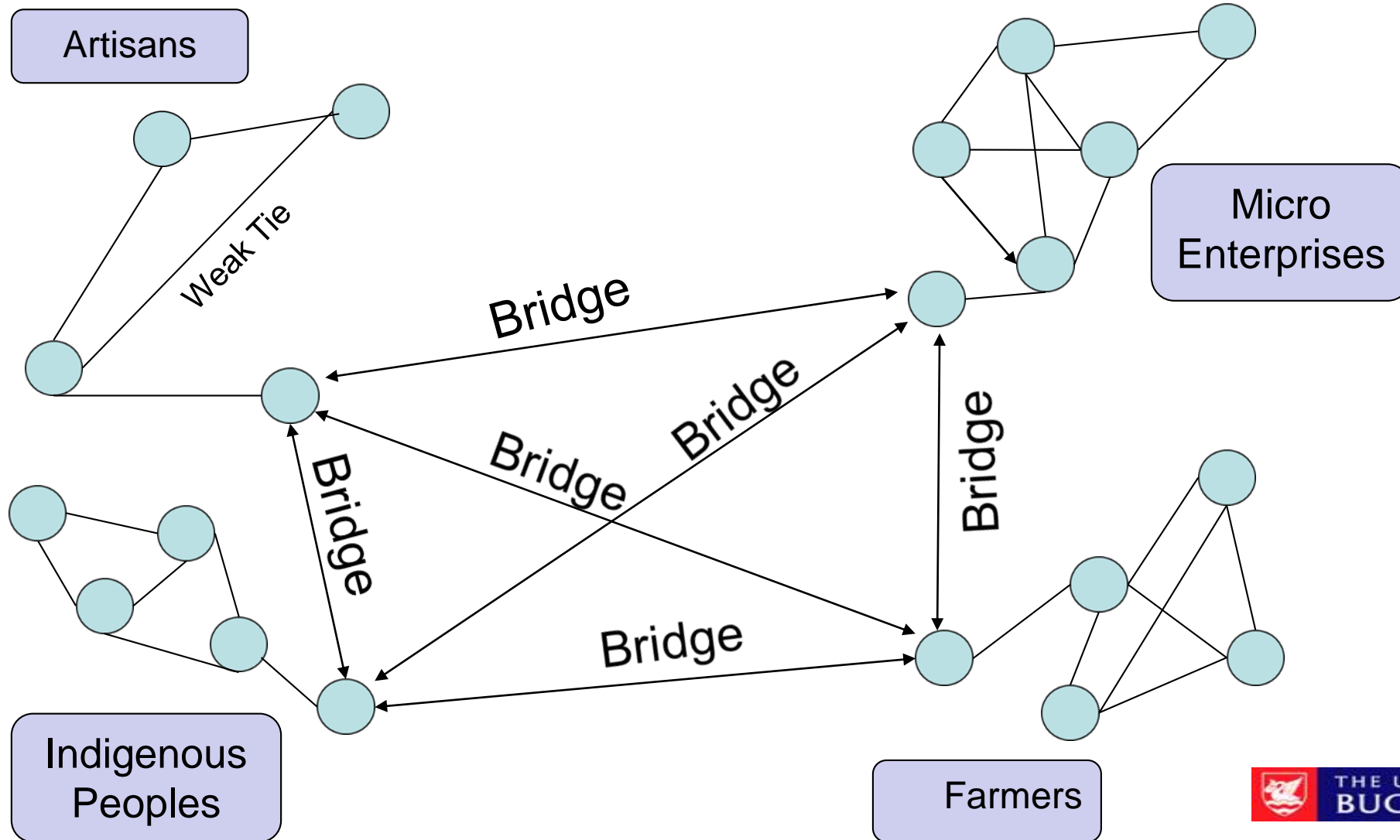
GI Registration: A Proposed Solution



Network Engagement: A Social Networked Approach



Social Networks: Network Bridging



Conclusion

1. Regional issues
2. Challenges
3. Solutions