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

Patricia Covarrubia & Kerry Purcell
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

- Control of Corruption
- Regulatory Quality
- Rule of Law
- Government Effectiveness

[Graph showing the comparison of Control of Corruption, Regulatory Quality, Rule of Law, and Government Effectiveness for countries like Brazil, Colombia, Ecuador, Peru, and France from 2016 to 2020.]

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GI Registration: A Proposed Solution

- **WIPO Network Host**
  - Best Practice Guidance
  - Associations
    - Community
  - Regulators
    - State
  - Country IPO
Network Engagement: A Social Networked Approach

- Artisans
- Indigenous Peoples
- Associations
- Community
- Farmers
- Micro-Enterprises
Social Networks: Network Bridging

Artisans

Weak Tie

Bridge

Bridge

Bridge

Bridge

Bridge

Indigenous Peoples

Micro Enterprises

Farmers
Conclusion

1. Regional issues
2. Challenges
3. Solutions