

Geographical Indications and the Protection of Wine on the Battleground of China

by

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Dr. Danny Friedmann is an award-winning researcher and lecturer of Intellectual Property Law based in Hong Kong.

His monograph is called 'Trademarks and Social Media, Towards Algorithmic Justice' (Edward Elgar Publishing, September 2015). His peer-reviewed articles are published by Journal of Intellectual Property Law and Practice (Oxford University Press), European Intellectual Property Review, Benelux Trade Marks and Design Rights (BMM) Bulletin and GRUR Int. He also published in the California Western International Law Journal.

His book chapter on Google and China was quoted by the Advocate General of the Court of Justice of the European Union in Google Spain C-131/12 in 2013.

Friedmann has been involved with WILMap of the Stanford Center for Internet and Society since 2014. His blog called IP Dragon, which he founded in 2005, is widely read. Friedmann also publishes regularly in media, such as IP Kat, IP-Watch, SCMP and Hong Kong Free Press.

He was invited as International Guest Speaker of the EU Centre for Global Affairs at the University of Adelaide in October 2016, and Castetter Visiting Scholar at California Western School of Law in San Diego, in July 2016. He is a Principal Commentator and External Examiner at the University of Macau since 2016. In October 2017 he will be a visiting scholar at the University of Macau.



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The EU (Old World) is ferociously protecting its Geographical Indications, and even wants to clawback geographical names that have become generic, in the name of authenticity and rural development. The U.S., Australia, New Zealand, South Africa and some South American countries (New World) want to protect geographical names via the existing trademark system which leaves more room for innovation. Both the Old and New World clash in China, where there is a “gold rush” to export as much wine as possible. This two hour course is looking at the approaches of the protection of geographical names in the respective systems and on the strategies the vintners use to exclude each other in China.

This course will cover the followings:

- Introduction into the concept of Geographical Indications
- Old World approach: Appellations of Origin
- New World approach: Protection of Geographical Indications via Trademarks
- Lisbon Agreement
- EU's PDO/PGI system
- TRIPS GI provisions
- Geneva Act of the Lisbon Agreement
- China's GI system
- EU - China Bilateral Agreement
- Prosecco as a case study
- Napa Valley v Screw Kappa Napa
- World Heritage Site: Champagne's strategy
- Using certification and collective marks to protect Geographical Indications
- Conclusions

Scan to Calendar



Further readings:

- Clash of the Old and the New World of Wine in China: A Case Study of Competition, Innovation and Prosecco

Code:	EVT000000206	Level:	Intermediate
Date:	8 December 2017 (Friday) (Amended)	Language:	English
Time:	10:00 - 12:10 (Reception starts at 09:30)	Accreditation(s):	LSHK 2.0 CPD Points
Venue:	Kornerstone Institute 15/F, Hip Shing Hong Centre 55 Des Voeux Road Central Central, Hong Kong	Request for Rerun:	Please Contact Us for Details



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