

## Geographical Indications at the Crossroads of Trade, Development, and Marketing: What Way Forward?

### Abstract:

Historically, few topics have proven to be so controversial in international intellectual property as the protection of geographical indications (GIs). The adoption of TRIPS in 1994 did not resolve disagreements, and countries worldwide continue to quarrel today as to the nature, the scope, and the enforcement of GI protection nationally and internationally. In this lecture, Professor Calboli examines the recent developments and addresses some of the most relevant, and controversial, points of view in the debate on GIs. In particular, she elaborates on recent trade negotiations, and the role of GIs as both incentives for trade and economic developments as well as powerful marketing tool to promote local businesses in the global market. However, she also acknowledges how, under the current framework, GIs do not always fulfil the function of guaranteeing geographical origin, as the current laws do not require a full disclosure of the origin of the ingredients, raw materials, and human factor that goes into the GI-products. Hence, Professor Calboli remains a supporter of GI protection and suggests how, without the need of any legislative amendments, the current framework could be interpreted narrowly so as to guarantee that GIs effectively provide information about product geographical origin and characteristics linked to this origin.

### Bio:



Irene CALBOLI is Professor of Law at Texas A&M University School of Law, Lee Kong Chian Fellow and Visiting Professor, Singapore Management University School of Law, and Transatlantic Technology Law Forum Fellow, Stanford Law School. She is an elected member of the American Law Institute, and is currently serving as the Chair of the Art Law Section of the Association of American Law Schools. She is also a member of the Board of the European Policy for Intellectual Property Law Association and the Legislation and Regulation Committee of the International Trademark Association. Her most recent books include “Diversity in Intellectual Property” (CUP, 2015), “Research Handbook on IP Exhaustion and Parallel Imports” (Elgar, 2016) and “Geographical Indications at the Crossroads of Trade, Development, and Culture” (CUP, 2017).