

NEED FOR PROTECTION OF GEOGRAPHICAL INDICATIONS: REGISTRATION STATUS IN INDIA

*Deepika Tiwari

Introduction

A Geographical Indication (here in after Geographical Indication will be referred to as GI) is a sign used on goods that have a specific geographical origin and possess qualities or a reputation due to that place of origin. Most commonly, a geographical indication consists of the name of the place of origin of the goods. It is an important form of IPR.

The Geographical Indication takes on value just like any familiar brand, For producers, a Geographical Indication helps to confer essential or differentiation, and can be used to grant a measure of protection to what has essentially evolved to represent a brand name for their product. Besides the value of legal protection, GI status can ostensibly reduce the information problems faced by consumers when product characteristics are not readily evident.

While imitation may be flattering to some, for many geographical indications such fraud is costly in terms of their reputation and their income. Since there are often attempts to “free-ride” on their reputations by using the same or similar names and geographical indication require adequate means of protection. Yet, the implications, or the pros and cons, of the various protection approaches are often unclear. Therefore, the requirements, and the impact and costs must be properly assessed before determining the most suitable course of the protective action.

Legal status for a GI not always granted easily. Importing country has no obligation to accept, register, or to offer legal protection to a GI if it does not meet their legal criteria. In theory, the acceptance of a GI should meet consumer needs, such as helping them make better-informed choice, and protected private interests without compromising public ones, Many countries, especially in the “New World”, are also keen to protect domestic industries that have evolved using names of (previously unprotected) GIs from other regions. Such private rights have oftentimes have been granted in the form of trademarks and are not easily rescinded.

Why GI need protection

When certain product or place names are protected in one country but are in free and common use in

another, dispute invariable arise. Popular products such a Basmati rice, Feta cheese and Port wine are among those that face this issue –they are protected at home but not necessarily abroad. In such cases, some countries can claim can these products have attained generic status in the marketplace and do not therefore belong exclusively to a specific geographic location or group of producers. One results is that the name “Feta” while it is protected in its home territory, the EU, as a special Greek cheese, it can however be sold freely in the United States market from a variety of different non-Greek origins ranging from Denmark to Wisconsin. It this thus possible for the originators of the product to lose the rights to defend their name, product or process in other countries if it is not registered and consistently defended there. In fact, global debate on this very subject has reached something of an impasse, so far hindering the achievement of a stronger international agreement or a common registry for GIs.

Without strong and enforced property rights, GIs can lose their association with a geographic area in the minds of consumers. Not only do competitors outside the geographic area imitate products and then fraudulently sell them as authentic, even producers within the geographic area sometimes offer products (in some cases sub-standard) that can erode the quality association in the minds of consumers. This can be the case with Port, for example in markets where the GI has not been given legal protection. In these markets, Port is often associated merely with a style of fortified wine rather than the Oporto area of Portugal to which the GI” Port” is attached.

One of the worst fates to befall a GI is for it to become a common a generic name in some markets. England’s cheese from Cheddar and Yemen’s Mocha coffee are good examples of where association with the original geographic location has been universally lost. Other examples are Indian ink, Chinaware, Worcestershire sauce, Kiwi fruit, Gouda and Swiss cheeses. For a GI to be successful, the enforcement of legal protection is absolute necessity, and this requires resources.

Furthermore, once a name becomes generic, any attempt to reclaim it by seeking the recognition of legal GI, a process called ‘claw back’, likely to be strongly resisted, given the vested interests of firms that routinely use such terms in their marketing to sell feta, china, cheddar, kiwi, etc. A measure of

consumer utility could be argued for immigrants to have the right to use their ancestral names and worlds when they emigrate.

Some of the international tension that currently exists regarding GI pertains to what product ‘claw backs’ can apply. Both the European and the United States courts recently upheld protection in front of usurpers using the names “Darjeeling” because of its clear association and ongoing protection efforts by the Original owner (Tea Board of India). Similarly, though the designation of the “Swiss is not protected for cheese in many countries, several countries, including the United States, protect it for chocolate, in part because of the ongoing protection efforts of the Swiss themselves. By contrast, when a name has not been actively defended or has become somewhat dissociated with a special location, courts are less likely to uphold its protection.

The first step on the path to legal protection is usually taken in the country of origin. If there is not a sufficiently strong local rationale to warrant protection, it is difficult to secure in other countries. In some cases, the reasons put forward for protection may be special measurable properties and characteristics or combinations relating to elements of the soil, water altitude, temperatures, and even the amount of luminosity which are relatively unique to the geographic area and lead to the unique qualities of a product.

The granting of legal status to Geographical Indications, however, is not limited to such aspects of physical geography. In some cases, and the reasons may be less tangible, such as reputation. Cultural geography can also lead to the consistency of unique a superior quality with a special geographic area. This often relates to traditions or particular skill or talents possessed by certain residents in the area. Given that ‘Value’ is subjective by nature, a grey area exists where quality differences cannot be measured in any objective way. In terms of a GI this means that it is not necessary to demonstrate an actual physically measurable difference in the product to have legal granted. The WTO’s TRIPS Agreement, which is the primary instrument governing GIs, defines them;

... indications which identifies a good as originating in the territory of a Member, or region or locality in that territory, where a given quality, reputation or other characteristics of the goods is essentially attributable to its geographical origin.

The WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, and to the Traditional Knowledge and Folklore (IGC), goes to great lengths in its papers to describe how

existing IP tools can be used to protect Traditional Knowledge. O’ Connor also offers an overview of this emerging area of intellectual property law, and according to Escudero, the most important “...category of intellectual property right it might directly applied to the protection of protection of traditional knowledge is that of “GI”.

Sr. No.	Possible Products	State
1	Balarampuram Fine Cotton Sarees	Kerala
2	Sambalpur Sarees	Orissa
3	Bomkai Saree & Fabrics	Orissa
4	Chanderi Muslin Sarees	Madhya Pradesh
5	Maheswar Sarees In Silk Texture	Madhya Pradesh
6	Patola Sarees	Gujarat
7	Lucknow Chikan Craft	Uttar Pradesh
8	Varanasi Sarees & Brocades	Uttar Pradesh
9	Baluchari Sarees & Dress Materials	West Bengal
10	Mahabaleshwar Strawberry	Maharashtra
11	Hyderabad Biryani	Andhra Pradesh

Table Few Untapped Potential Geographical Indications

Among the first registered GIs in India are such well-registered names as: Darjeeling tea, Chanderi saree, Kotpad Handloom fabric, Kancheepuram silk, Mysore Agarbathi, Mysore silk, Kullu shawl; Kangra tea, Coog Orange, Mysore betel leaf; Nanjanagud banana; Mysore rosewood inlay, Kasuti embroidery, and Mysore traditional paintings. Many other well-known GIs are recognized in India, yet remain unregistered. Others, such as Malabar pepper, Monossoned Malabar for coffee, Allepey Green cardamom, Assam Tea and Kashmir Pashmina are going through the registration process. Interestingly, some famous GIs such as Alphonso mangoes are still not in the pipeline, whereas applications were being processed in 2007 for some lesser-known GIs (Laxam Bhog, Himsagar, Fazil mangoes). Achieving the necessary agreements, particularly for GIs that have considerable economic potential such as Alphonso mangoes, can be a lengthy process. Basmati rice, perhaps due to the unique challenge surrounding a potential common GI between India and Pakistan, is also not registered.

Nevertheless, many are aware that GI registration alone will be insufficient and that these sectors need other complementary forms of development. In agriculture, GIs are perceived as one means to resuscitate traditional 'heirloom' varieties, such as Coorg Oranges, that had suffered declining interest. In compliance with the agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), India implemented the law on geographical indications, in 2003. Since due to effective implementation of GI Act 1999, there have been sharp boost in applications for registration of famous geographical indications, including Darjeeling tea, Mysore silk and Pochampalli Ikat textiles. However, the overseas applicants are conspicuous by their absence. There may be some lingering questions that make the foreign associations hesitant to register in India. However, as one of the fastest-growing economies, it is imperative that the statutory rights be secured in India at the very outset, irrespective of their economic exploitation within this jurisdiction. Intellectual property owners are well aware of the fact that, when the rights are not statutorily protected, the fear of a geographical indication becoming diluted could become a reality. And in India, the registration procedure for a geographical indication is relatively easy but lack of awareness and local institutional capacity would be a major challenge faced by producers wishing through GI registration to protect their product.

In the two and half years since the implementation of the Geographic Indication Act in 2003, the Geographic Indication Registry has been working at an uncharacteristically rapid pace, and is not yet overburdened with the work and seeing a resultant backlog.

While the Indian economy is rapidly progressing and the information gateways are shrinking the world into a global village, the intellectual property pirates may be looking to usurp hundreds of the French wines and Italian cheeses in an attempt to leverage the time that remains on their side before the authentic owners come to India. Under these circumstances, it would be cost effective to register these and other geographic indications early, while the burden on the Geographic Indication Register remains light.

Challenges and Issues Geographical Indication Act

An essential prerequisite for establishing GI status in foreign countries is obtaining legal protection made available by those countries. However, it may be turn out to be a daunting task to acquire statutory armor in different target countries as per their respective legal frameworks.

Notably, TRIPS leaves it up to the Member countries to determine the appropriate method of implementing the provisions of the Agreement within their own legal framework. The WTO Secretariat has classified the diverse means of protection available for GIs in different WTO Member countries into three broad categories: (i) laws focusing on business practices (e.g. common laws—particularly in relation to passing-off; laws relating to the repression of unfair competition; or the laws meant for consumer protection); (ii) trade mark law; and (iii) *sui generis*

In countries that require registration of GIs under a *sui generis* system, the claimants to a GI are required to codify distinctive facts related to their products, production processes, uniqueness, geographical origin, etc. Specifying these facts in difficult legitimate language and as per the requirements of the country anxious is a technical and costly venture. As far as protection under trademark lawmaking is concerned, and they normally prohibit the registration of a name with a geographical meaning. Where they are not available, however, Indian geographical indication right holders may be forced to seek a limited protection - for their logo only - via a figurative trademark registration. In countries where protection is available via unfair competition and consumer protection acts and the geographical indication right holders may have to spend a considerable amount of money trying to fend off abuses in foreign markets. They may have to launch costly legal actions to seek protection of their geographical indication. In such a case, right holders are often required to prove that their geographical indication is not a generic name and that it has acquired distinctiveness. As for securing protection via passing-off actions, this is also a difficult, and the expensive and largely an uncertain process. Once legal rights over a GI are obtained, and they have to be defended and enforced. And the disputes may crop up with competitors regarding whether their products and/or marketing Endeavour are infringing on the geographical indications.

While the rampant misuse of many Indian geographical indications demonstrates the urgent need for effective enforcement, the extent of misuse that has already cropped up makes the task rather difficult. For take example, 'Darjeeling' tea. Notwithstanding the multipronged initiatives undertaken on the part of the Tea Board towards ensuring adequate legal shield for 'Darjeeling' in India and abroad, on an average around 40 million kg of tea per annum is being sold globally as 'Darjeeling tea', whereas the actual production of authentic Darjeeling tea hovers around nine million kg only.

Instances of misuse from within and outside the country are galore for Indian handicrafts and handloom products, posing serious threats to their survival. For example, a Chinese imitation of the popular ‘Banarasi’ Sarees (that has applied for geographical indication registration now) is flooding the Indian market over the past several years. This is learnt that master craftsmen from Varanasi saree are being lured to China to produce these imitations with cheaper Chinese silk. Poor quality transcription are also being produced within India, and the particularly in the Surat field of the Indian state of the Gujarat.

However, enforcement of GI associated with such traditional arts and crafts products would be an extremely challenging venture even within India, let alone in other countries. And the handlooms, handicrafts are sold from several of formal and informal outlets in India making it a Herculean task to keep vigilance on imitations. Moreover, there are so many varieties of blended and machine-made products available in the market that regulating this trade is far from easy. It is encouraging to see that the right holders of some of the registered GIs in India have started taking initiatives towards the enforcement of their legal rights within the country. In May 2005, it came to the notice of the right holders of this GI that a retailer in Hyderabad was selling imitations of ‘Pochampally Ikat’ sarees, while a Mumbai-based manufacturer was manufacturing and whole-selling these imitations. In June 2005, a matter was filed in the Delhi High Court adverse the productive and selling of these imitations. Importantly, this was the first ever infringement matter filed under the geographical indication Act in India. However, the defendants accepted the charge of violation and pleaded for out-of-the-court settlement.

Declaring their unawareness about the GI protection of ‘Pochampally Ikat’, they claimed to have destroyed all the fake sarees and undertook that thereafter such sarees would not be available in the market or else they would be ready to pay the requisite penalty. This is also taking other initiatives towards enforcement including, and format on of the state-level/district-level and the committees for facilitating coordinated action with the involvement of the state enforcement machinery towards combating counterfeiting. to the action points include collecting information on the infringers; and developing a database of possible infringers; and the sending caution notices to the infringers; The enforcement strategies adopted by ‘Chanderi Fabric’, another famous Textiles geographical indication of India, and include survey of selling points and supply chains of duplicate ‘Chanderi’ in Indian metros; intimating dealers regarding legal implications of such misuses and the potential

penalties that may ensue; filing of cases against infringement, among others.

Enforcement of GIs in exotic jurisdictions is an even greater challenge for the stakeholders from a developing country like India. Monitoring the foreign markets requires hiring the services of a watchdog agency. ‘Darjeeling’ tea is the only Indian geographical indication that has already been naked to such challenges in a large measure. In the order to prevent the misapplication of the ‘Darjeeling’ word and the logo, the Tea Board has since 1998 hired the services of CompuSmart — a reputed watch dog agency.

The Tea Board, however, has faced a number of the hurdles in its Endeavour to ensure enforcement of ‘Darjeeling’. As revealed by its first-hand experiences, various legal provisions in various countries may often result in a failure to ensure enforcement even after long drawn legal battles. While victory is not guaranteed, such legal battles involve huge expenses. Notably, these exclude the administrative expenses including those relating to the relevant personnel working for the Tea Board, the cost of setting up monitoring mechanisms, software development costs, etc. While the Tea Board had the support and financial backing of the Ministry of Commerce and Industry, Government of India, it may not be possible for many other Indian GIs to incur such prohibitive expenses on enforcement. For getting the government support, the exorbitant expenses involved in appointing an international watchdog agency and fighting legal battles abroad are likely to restrict, to a large extent, the ability of the GI right holders in India to ensure enforcement of their rights in overseas markets.

Marketing and promotion of the GI-products in the foreign countries is certainly more challenging and tricky than doing so in the domestic market, particularly for those GIs that do not have any reputation in the global market. The greatest challenge in this respect is posed by the developed countries, where consumers actually have sufficient incomes to potentially pay a premium. While marketing efforts in these countries require a sustained commitment of the resources for a long period of time, there is no set formula to ensure the success of an emerging GI in these markets, nor is there any guarantee of such success. For most of the Indian GIs that do not have any established image in these markets, consumers in the developed countries would

Have to be informed of the existence of a GI as well as its whereabouts and would be required to be convinced of the quality associated with it. Once consumers have been successfully induced to try the new products and have enjoyed a positive

experience, a different form of marketing effort would be required as well. Novelty consumption must be replaced by the sustained consumption. This is an even more difficult task, because consumers would be continually presented with new novel products.

The producers of GI-products may have to contend with the economic power of various intermediaries to reach the market. Processors, for instance, are increasingly penetrating the supply chains of agro-food products to substantially control most aspects of the production process, often making the primary producer significantly dependent on them. In case of coffee and tea, where India has in its possession quite a few GIs, a handful of processing companies control a large share of the global market. Equally problematic is the position occupied by a handful of retail companies, on account of their growth and concomitant economies of scale and scope.

Given such complexities, an appropriate marketing and distribution strategy is considered as an essential prerequisite for a GI to act as an effective commercial tool. Importantly, success of any brand-building exercise in GIs is contingent, in a large measure, upon standardization and quality control. Empirical research using hedonic price technique has revealed that consumers' willingness to pay a premium for a GI-product is strongly correlated to its quality. When Standards are agreed to, there must be a realization by all the actors that adherence to the codes of the practices is essential for the success of the GI. Breach of the standards even on the part of a single actor, be it intentional or unintentional, may eventually turn out to be damaging for the reputation and value of the GI.

According to some commentators, given the collective nature of the rights to a GI, provision for the exclusion or neutralization of those who under-perform or purposely threaten the integrity of the GI must be made prior to establishing the GI – in other words the individual's rights in the GI must be made conditional on performance and integrity. Quality control and enforcement calls for establishment of an effective regulatory mechanism, preferably comprising third parties.

However, the flip-side is that harsh standardization and quality control can often end up imposing harmful rigidities in the system hindering its ability to accommodate innovations and experimentations in line with technological development as well as change in consumer tastes and preferences. Countries adopting systems of the geographic indications which are too rigid or restrictive may find that they undermine the innovation and flexibility that is one foundation of the success of

their industries'. Such rigidities may render the GIs uncompetitive in the market over time.

The challenge lies in striking the right balance between the two, which is easier said than done. Coming to India, there is a provision in the Indian GI Act and Rules that calls for furnishing of information on the 'particulars of the mechanism to ensure that the standards, quality, integrity and consistency or other special characteristic...which are maintained by the producers, and the makers or manufacturers of the goods...'. It also requires the applicant to furnish the 'particulars of the inspection structure, *if any*, to regulate the use of the GI in the definite territory region or locality mentioned in the application" (emphasis added). However, as indicated by the clause 'if any', the oversight structure is not a mandatory requirement to be fulfilled while registering GIs in India.

As for quality control, often furnishing details about initiatives/plans to set in place quality control mechanisms (rather than already established mechanisms) may be sufficient to get a GI registered, while the mechanism may follow suit. In our view, while it is imperative on the part of the geographical indication Registry to implement these provisions stringently, it is also important for the stakeholders of geographical indications in India to ensure that appropriate quality control mechanisms are set in place. In fact, many geographical indications in India are already taking steps in that direction. 'Darjeeling' is a front-runner in this case. While the 'Darjeeling tea' got its GI-status only in October 2004, an inspection structure was established by the Tea Board way back in February 2000.

In order to ensure the supply of the genuine Darjeeling tea the Tea Board set up a statutorily compulsory system of certifying the authenticity of the Darjeeling tea being exported, under the purview of the Tea Act 1953. The system makes it compulsory for all the dealers in Darjeeling tea to enter into a license agreement with the Tea Board on payment of an annual license fee. Under this system, around 300 entities dealing with Darjeeling tea have registered with the Tea Board. The terms and conditions of the agreement require, *inter alia*, that the licensees must furnish the information relating to the production and manufacture of Darjeeling tea and its sale, through auction or otherwise. The Tea Board is thus able to compute and compile the total volume of the Darjeeling tea produced and sold in a given period. Certificates of origin are then issued for the export consignments under the Tea Order, 2000, read with the Tea Act, 1953.

Government of the India has researcher the geographical indications Registry' and with all-

India the jurisdiction at Chennai, and where the geographical indication might register. Authorities claim that this Act has two key characteristics; (i) protection of producers against counterfeiting and misleading commerce, and (ii) and the striking of balance between trademark and geographical indications protection. Once a geographical indication is registered, any person claiming to be the producer of the good designated by the registered GI can file an application for registration as an authorized user. The GI Act is to be administered by the Controller General of Patents, Designs, and Trademarks – who is the Registrar of GIs. The Registration of the geographical indication is for a period of ten years. If a registered geographical indication is not renewed, it is liable to be removed

Registration Status of GIs in India

Around 1500 products from India have reportedly been identified as having the potential to get registered as GIs. By July 2012, 178 GIs registered with the GIs Registry including few foreign GIs. A striking feature of the Indian GIs is the variety of product categories to which they belong. These include textiles, handicrafts, paintings, agricultural products, horticultural products, beverage, among others. This is in sharp contrast with the European Scenario, where GIs predominantly relate to Wine and Spirits, or other food and agricultural products. To depicts the distribution of registered geographical indications in India as per certain broad product categories. By March-April 2015, 237 GIs got registered

Table State/Region wise distributions of GIS in India

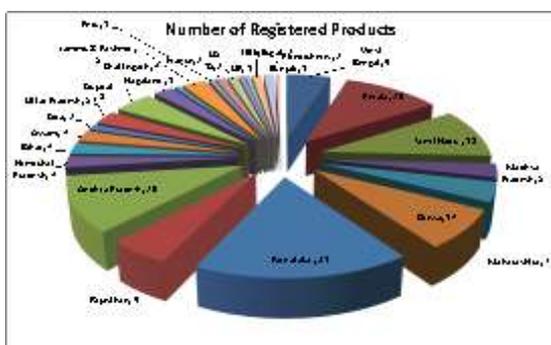


Table represent that Karnataka has the maximum products registered (32) and few products from outside India have also been registered seeking protection which the Indian GI Registry Office. In whole India, geographical indications only form only 18 states and 2 union territories had registered under the GI Act.

Table: Year wise distribution of registered GIS in India

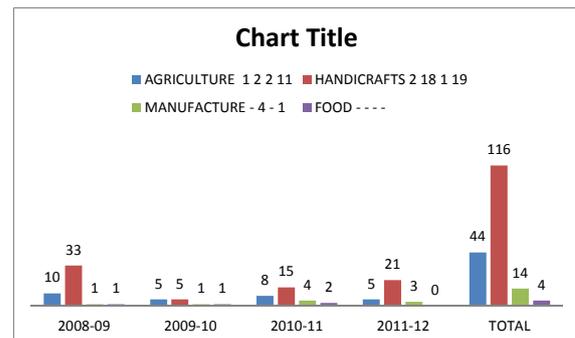


Table shows the patterns in the year wise distribution of GIs in India shows that while there has been an overall increase in the number of registered GI products, the increase has not been consistent over the last 8 years. Only three 3 products were registered in the first year 2004-05. The number of products registered under GI recorded a significant increase in the year 2005-06. Twenty four (24) new products were registered in the following year 2005-06 but in the next year 2006-07, only 3 new products were registered. The year 2007-08, 31 new products were registered. The year 2008-09 witnessed the maximum number of new products registered 45. However, in the following year there was a significant drop in the numbers of new GI product registration. Just 14 products were registered in the year 2009-10. In the year 2010-11, 29 new products were registered in the year 2011-12, 29 new products were registered. In year 2012-13, 21 products have been registered. In 2013-14, 22 products have been registered. In 2014-15, 20 products have been registered. Lastly, 2015-till date 2 products have been registered (refer to Appendix).

Since 2003 when the India's GI Act implemented, number of applications for registration of GI has been sharply increased, By 2006 two States accounted for more than 50% of the 27 registered GIs (Karnataka and Tamil Nadu), reflecting both the differing levels of local institutional capacity to mobilize the process and the considerable time needed to agree locally on the parameters of the proposed GI. There is increasing interest in protecting the names of local agricultural products, as well as handcraft and even manufactured goods, By December 2007, the Indian Federal Government had successfully registered 45 of the 116 applications received for GIs. There was just one foreign GI application from Chile, for Pisco an alcoholic beverage.

Geographical indications an essential tool in marketing strategies as only source indicator of brand

Geographical indication – Marketing Context

Geographical Indications are inseparably linked to places where they are produced and build up reputation over a time associated with it. They reflect the unique combination of the local natural resources like climate, soil and the cultural assets like traditions, know-how and skills often handed from generation to generation, thus establishing a specific link between among the product, local stakeholders. As Like any form of the intellectual property Geographical Indications are also protected as Intellectual Property and have been defined and recognized as intellectual property by the Trade related aspects of Intellectual Property Rights (TRIPS) agreement of World Trade Organization. Thus the creativity and blanket owned knowledge of the local communities producing GI who is the legitimate users of intellectual property like GI, thus it becomes an important collective asset in the value creation process.

The purpose of GI tag is to differentiate and protect marketing of blanket to right. Thus GI can meet specific and profitable demand as the consumers are increasingly concerned with specific attributes of agricultural and food products. As Like a Trade mark, GI also a brand name, but due to the bad effects of oligopoly and monopolistic competition it became a myth. Unlike Trademark producers of GI are not able to make a good think of the brand value and effectively adopt marketing techniques and to effectively manage GI as an asset. So the attempt the practical problems in the marketing GI as a brand name and issues in adopting effective marketing Strategies for management of GI in organized and unorganized in India.

There are many differences in GI marketing and trademark marketing system even though they are brand names. In this order to develop a better marketing strategy we should consider what are the strengths and weakness of our brand. The study investigates common differences in GI marketing and trademarks.

Geographical indications	Trademark
1. It is already there	1. the Created name
2. do Not possible to change the name	2. Easy to shift
3. No scope of perceptual the study	3. Product perceptual study have importance

4. Appears Perceived Quality	4. No quality insured
5. Only in that to geographical area	5. Produce everywhere like factory
6. It is GI	6. Ready to eat concept - customizable
7. Only primary goal satisfaction in buying decision	7. Product line
8. Single product	8. Market segmentation
9. Reputation of the geographical area	9. Reputation of firm
10. “Farm to fork” principle has only limited scope (food products)	10. “Farm to fork” principle is possible

Table: The major differences between GI marketing and trademarks

Marketing barriers in GI marketing system

Marketing system in GI is entirely different from brand marketing because it is a geographical based asset. In that case marketing system restricts somewhat rules that only to those producers can market it. The goodwill of GI is associated with that geography so it is not concentrated with that firm/producer the system issues considers the following headings:

Issues related to GI marketing

GI provides incredible opportunities in marketing the product and thereby protects the traditional knowledge and rural development. In GI Identity is an important marketing tool that creates consumer consciousness and loyalty. Identity produces three main opportunities in user, usufructuary based marketing.

- Result-as consumers can now be sure that
- what they are buying is
- What they want to buy
- Are willing to pay for it

Issues involved in integration of marketing strategy

Collective right is a good phenomenon only if oligopoly market is prevailing. Even in oligopoly system determination of price policy is made by certain criteria. In the case of unorganized sector, GI marketing strategies will result also to the idle producer then their result for marketing strategies become unfocused. If everyone in that group has same right they will try to produce according to the order they will receive from their consumers then that will result lack of quality. If one firm produces low standard product then it would be affected the entire group and over a period of time it will become worst good.

Producer motives in GI marketing

The producer will get historically created brand name in marketing their products and it also assures a set of quality among consumers so producer/firm can skip so many steps in the development of the organization. Since places are intimate producer will get an advantage of reputation. Law protection is another motive and support for the monopoly power.

Many farmers hold the valuable assets in their traditional and regional product. This derives are from:

- Local production features (for example climate, soil) that give a product particular characteristics.
 - Traditional and artisanal savoir fair of the local producers.
 - The indigenous knowledge of the producers.
- The geographical origins can be provinces, departments, states, countries, but also cross-border areas that are culturally, naturally or climatically homogeneous.

Geographical indication strategy

The preparation of communication tools, participation in trade fairs, launch of advertising campaigns in different media, organization of events and exhibitions around the product, are all examples of the many activities that a consortium can develop. In any case, it is the members themselves who decide to what extent they want to standardize the marketing strategy for the traditional product of regional origin, common to all members. Consequently, it is they who set the boundaries in which the promotional work of the consortium should be developed. The consortium's only function is to facilitate and support the product marketing of the different operators, without undermining the individual brands of each of them. Marketing for Rooibos is based on private firms branding. According to a Rooibos tea drinking

study conducted by the South African Advertising to Research the Foundation, In South Africa 7.076 million (23% of total populations) of the major populations are Rooibos drinkers. Of the total Rooibos drinkers, 39% are light drinkers, 34% are the medium drinkers, and 27% are heavy drinkers. The Branding played a vital role towards consumer demands. Freshpak Rooibos was most popular in past (26.3%) followed by Joko (23.3%), Eleven O'clock (18.7%) and 14.1% shared by Glen, Laager, South halls, and Vital, Twinning's and Phendula tips respectively (Business day, April 5, 2006 In: USDA, 2006). The producer price for commercial Rooibos for the export market is 2.9 US\$ (1.9 Euro) per kg. The consumer price on the domestic market is 10.5 US\$ per kg (6.6 Euro/kg) and on the export market 22.5 US\$ per kg (14.6 Euro/kg). The Rooibos is in general profitable for the producers. With the export growth and the recent dry years at farmer gates have become more attractive. Expansion is at least partly due to wheat and potatoes producers modifying their farming systems to include rooibos production.

On the fair trade market two companies are operating: The Wuppertal association and the Heiveld cooperation. Members of the Wuppertal association earn 1.8 Euros per kg if the tea is sold on the domestic market but virtual everything is sold at the international market. Exported as fair trade the same quantity can be sold for 2.5 Euros per kg plus a premium of 10% of the domestic price level for Rooibos tea. A good trade premium is 0.5 Euro/kg.

In March 2005, the Heiveld cooperative was exploring the possibility of increasing its revenue by working directly through independent agents in Europe, air-trade buyers pay 2 Euro per kg (23R/kg), a project which is now running. Respondents commented that, Fair-trade buyers pay 2 Euro per kg (23R/kg), whereas independent agents in Europe could pay up to 4 Euro per kg (44R/kg). Commercial rooibos by the comparison sells for 1.2 Euro per kg (R14/kg) in world markets. Due to the overproduction and price decrease the prices paid by independent Europe agents is less nowadays, but still higher than rooibos sold over the conventional market.

Argan oil is a traditional product which used to be produced by hand by women and sold along the roads for the local market. It was used for food and cosmetics purposes by Moroccan women. The qualities of the argan oil were studied by Zoubida Charrouf, a Professor of Chemistry at the University of Rabat, as demand was growing on the international market.

Through the mid-1990s, the already steadily growth of the domestic argan oil market slowed down and the non-traditional, high-value oil markets expanded dramatically in the late 1990s. Exporters quickly admit that artisan argan oil extraction and marketing were ill-suited to higher value markets. Consumers in these new, higher-price markets expect a purer, higher quality oil and slicker packaging than do traditional argan oil consumers in the region. More sterile, mechanized extraction and more sophisticated marketing strategies were needed.

Most locals' inability to participate directly in high value argan oil markets and the barriers they face to indirect participation in argan fruit markets due to poor transportation infrastructure has motivated the creation of two kind of cooperatives: the non-mechanized sponsored by the GTZ association, and the mechanized cooperative established by Zoubida Charrouf with support from the European Union, Oxfam and the Japanese International Cooperative Agency, among others. The success of this strategy is known to all. Concerning to the artisan production chain, in 1999, GTZ was paying 8 Euro per liter of pure and high quality argan oil to its 27 members. The oil was tested, packaged and marketed as culinary oil in high-value domestic and international markets.

To participate in the cooperative a membership fee of 5kg of argan nuts or 20 Euro must be paid. Cooperative members are paid of 2.5 US\$ per kg of the nuts cracked. On average, a woman can extract in range of 0.8 to 1.0 kg in a single 8 hour work day. This daily wage of approximately 2-2.5 US\$ is relatively low in comparison to the labor options that man face (3.5-4 US\$/ day), but it is very attractive to women since they have few or now labour work options.

The cooperative sells a variety of final products, including cosmetic oil (3.5US\$/60ml), edible oil (12US\$/375ml), and amalo 2. Between 1996 and 2006 the price for one liter argan oil at the cooperative's gate increased from 35 DH (3.5 Euro) to 200 DH (20 Euro). 50% of the price of oil exports is transferred to the women, the rest used for the transportation, the functioning of the association and the commercialization.

The costs of establishing and administering a GI protection regime

Intellectual property (IP) is broadly defined as intangible properties that are essentially creations of the mind, related to pieces of information, which can be incorporated into tangible products. Protection of IP is conferred on ideas, technical solutions or other information that have been

expressed in a legally admissible form (UNCTAD 2002). The conventional categories of IP include copyrights, trademarks, industrial designs, patents, layout designs of integrated circuits, and geographical indications (GIS). The basic principle behind intellectual property protection is to award exclusive rights for exploitation of information to innovators and creative thinkers, to give them the incentive to create and commercialize ideas, while ensuring that society too benefits from the pursuit of knowledge through its public dissemination. This necessitates a balance between the commercial end of profit, moral recognition of the personality of the creator, and the human development (HD) objective of enhancing capabilities of users in societies at large. Knowledge and information are public goods that are typically under-supplied in the absence of State intervention or clear assignment of property rights.

Since modern States resort to allotment of the property rights to solve the externality problems, these property rules are incessantly adjusted, even though without their guaranteeing the stability of individual possession, "development of human personality and protection of individual interests are inconceivable," which Drahos (1998) calls the "paradox of property?" To the extent that these IP rights do not adversely affect HD by restricting peoples' capabilities, choices and well-being, there is little conflict between the two, but when the relationship is ambiguous, there can be tensions, as in the case of patents on essential drugs, or transfer of technology.

The empirical evidence linking systems of IP to innovation, economic growth and development is not conclusive. Despite a rapid move towards harmonizing IP regimes across the world, and critics point out that today's rich countries, and the including the newly industrialized East Asian nations, advanced under vastly weaker, or non-existent, systems of IP protection. To now require the late-coming developing or least-developed countries (LDCs) to adopt strict measures of protection, they say, are unfairly burdensome.

Globally accepted definition of GI is the one prescribed by TRIPS, which defines as indications in terms of words, phrases, symbols and images that categories a good as taking its origin in the regime of WTO Member, or region or locality in that region, where a specified quality, reputation or additional feature of the good is principally accredited to its geographical origin. The definition covers two intrinsic concepts namely the Indication of Source (IOS) and Appellation of Origin (AOO). The origin of these concepts can be traced in their original form 1893 Paris Convention and the 1958 Lisbon Convention correspondingly. IS signifies

commonly a expression or sign utilized for the indication of a product originating in a country, or a particular place whilst AO is all about naming geographical appellation of a country or locality (for case in point , Champagne), serving to label a product taking its origin therein, whose features are solely or fundamentally because of that geographical setting. Whilst every AO is simply IS, the opposite is not essentially correct.

The formal definition of GIs is thus narrower than the concept of IS, and is closer to that of AO. South Centre (2001) points out crucial differences: AOs are necessarily geographical names, such as Darjeeling or Porto, while GIs may be indications pointing to a given geography, such as the symbol of the Great Wall to designate any famous Chinese product; AO designates a product like Bordeaux, while GI identifies it; AOs are limited to the quality and characteristic of a product, while GIs also cover its reputation.

Importantly, GIs differ from other forms of IP like patents, which are rewards for new creations. GIs are not newly created, but only recognized at a point in time. They are thus an unconventional IP, with huge development implications, for unlike other forms of IP (which are created and owned by individuals or corporations), GIs are owned publicly (by the State, or legally recognized agencies created by communities). GIs can also protect “generic” ideas and expressions already in widespread public use, unlike other intellectual property rights (IPRs) taken the lead in identifying and protecting their IPs.

The first IP laws (albeit in crude forms) appeared in Venice in the 15th century, in England in the 17th century, followed by other industrialized countries in the 18th century. GIs, as an idea, too, are of European origin, with a subgroup of countries, Italy, France, namely, and Portugal, taking a special interest in promoting them. Geographical indications first gained currency in the 1800s, when there was a move to define territories and organize production of special products. Unsurprisingly, the most famous and lucrative GIs today all have origins in developed countries, for example, Cognac, Roquefort cheese, Tequila, Pilsen, Napa Valley wines, Scotch whisky, Sherry, Parmigiano Reggiano, Teruel and Parma hams, Tuscany olives, and so on. Most items pertain to meat, drinks, fruits, cheese, vegetables and, sometimes, clothing and crafts.

An overwhelming share of the protected geographical indications in Europe belongs to wines and spirits, whose trade value runs into billions of dollars. The vital of geographical indications in Asia-Pacific has to be understood in the wider

context of protecting and preserving IP pertaining to traditional cultures, assets and production methods in some of the world’s oldest human settlements. Nations in the Asia-Pacific have a wide range of distinguished products, but only a few are known globally.

There is thus tremendous scope for these to be publicized and made to assume a higher profile, both at home and abroad. Among the better-known examples of GIs in Asia are: Basmati rice, Phu Quoc fish sauce, Long Jing tea, Himalayan waters, Alphonso and Sindhri mangoes, Hunza apricots, Bhutanese red rice, Mongolian cashmere, Pakistani shu (windproof woollen fabric) jasmine (Hom Mali) and ajrak rice (designs from Sindh), and Thai silk, Lao Agar fragrance, Sumatra Mandheling coffee, Shaoxing alcohol, Maotai, Xuancheng art paper, and Ceylon and Darjeeling teas, among others. As with the trademarks, the protection of the GIs under the existing agreements is designed to prevent illegitimate entities from misappropriating or “free riding” on the reputation and/or goodwill of specific indications. IPRs, in general, are important in trade because these are exercised as “exclusive rights” with respect to tradable products that carry protected information.

So all in all it can be concluded that such protection provided through GIs may well aid localizing economic control, promoting socio-economic development in the rural areas and as well as guarantee higher economic returns. The demand may well be termed as quite justified and urgent specifically from the perspective of developing countries such as India , given that it is decisive for the GI products manufacturers in developing countries for the reason that producers in this part of the world produce putting everything at risk.

Suggestions

- In order to examine such socio-economic implications of a GI, the entire supply chain of the product concerned needs to be examined.
- The process of GI registration may itself raise substantive issues concerning reorganization and governance of the supply chain of the product.
- In seeking protection, the relevant interested parties must specify, among other factors, the distinguishing characteristics of the product; its production process; and details concerning its link to its area of geographical origin.
- GI protection may be confined to the more powerful actors on the upper stream of the supply chain and may not get

percolated to the weaker sections of the chain downstream, thereby nullifying to a large extent, the development implications of GI protection. Given such possibilities, and the ground realities of the impact of geographical indications protection on rural development in India is worth investigating.

- A geographical indication is a strategy to differentiate the product on the market and aims at promoting the interest of the producer on market. It is therefore necessary to market the product and make it known. Otherwise there is a risk that consumers will not know the product and its name will be misused.
- At the national level, there is an imperative need to put in place a legislative framework for providing additional protection for geographical indications to products other than Wines and Spirits.
- Products with a potential for geographical indication protection exist in India. But there is need to build capacity to make these products competitive in the international markets.
- There is need to develop empirical studies to help determine whether the benefits of high protection of geographical indication outweigh the cost or vice versa.
- There is need for governments to help producers get the relevant information on markets for geographical indication products. Arrangement such as government support in providing the relevant information on marketing of geographical indication products could help producers.

References

1. R Saha," Management Of Intellectual Property Rights In India" Pp.1-29, 2006, Available At: [Http://Www.Pfc.Org.In/Workshop/Workshop.Pdf](http://www.pfc.org.in/workshop/Workshop.Pdf) (Visited on 07/10/2015)
2. Laura Roper And Jethro Pettit," Development And The Learning Organization: An Introduction", pp.1, Available At: [Http://Www.Developmentinpractice.Org/Sites/Developmentinpractice.Org/Files/Learningorgfulltexten.Pdf](http://www.developmentinpractice.org/Sites/Developmentinpractice.Org/Files/Learningorgfulltexten.Pdf) (Visited on 07/10/2015)
3. N.S. Gopalakrishnan, Prabha S. Nair & Aravind K. Babu," Exploring The Relationship Between Geographical Indications And Traditional Knowledge", August 2007, Available At: [Http://Www.Iprsonline.Org/Ictsd/Docs/GoPaletal%20-%20gis&TK.Pdf](http://www.iprsonline.org/Ictsd/Docs/GoPaletal%20-%20gis&TK.Pdf) (Visited on 07/10/2015)
4. Azmina Govindji," Glycaemic Index – Is It The Right Measure?", pp.1-10, 2005, Available At: [Http://Nutprac.Com/Glycaemic%20article.Pdf](http://nutprac.com/Glycaemic%20article.Pdf) (Visited on 07/10/2015)
5. R Saha," Management Of Intellectual Property Rights In India", pp.1, 2006, Available At: [Http://Www.Pfc.Org.In/Workshop/Workshop.Pdf](http://www.pfc.org.in/workshop/Workshop.Pdf) (Visited on 07/10/2015)
6. Kal Raustiala and Stephen R. Munzer, "The Global Struggle over Geographic Indications", The European Journal of International Law Vol. 18 no. 2, 2007, Available at: <http://ejil.org/pdfs/18/2/227.pdf> (Visited on 10/10/2015)
7. Daniele Giovannucci - Tim Josling - William Kerr - Bernard O'Connor - May T. Yeung, "Guide To Geographical Indications Linking Products And Their Origins", pp. 27-39, 2009, Available at: http://www.origin-gi.com/images/stories/PDFs/English/E-Library/geographical_indications.pdf (Visited on 10/10/2015)
8. Tushar Kanti Shah And Nalin Bharti," Beyond Wines And Spirits: Developing Countries ' GI Products And Their Potential In WTO Regime With Special Reference To India", pp.89-97, March 2006, Available At: [Http://Nopr.Niscair.Res.In/Bitstream/123456789/3565/1/JIPR%2011\(2\)%2089-97.Pdf](http://Nopr.Niscair.Res.In/Bitstream/123456789/3565/1/JIPR%2011(2)%2089-97.Pdf) (Visited on 07/10/2015)
9. David VIVAS-eugui (ICTSD) And Christophe spennemann," the treatment of geographical indications in recent WTO discussions and in regional and bilateral agreements", pp.1-40, October 2006, Available At: [Http://Www.Ictsd.Org/Downloads/2009/01/Gis20dv2020cs20rev2020sa20dialogue-Pdf.Pdf](http://www.ictsd.org/Downloads/2009/01/Gis20dv2020cs20rev2020sa20dialogue-Pdf.Pdf) (Visited on 07/10/2015)
10. Rafael La Porta, Florencio Lopez-de-Silanes, Andrei Shleifer, and Robert Vishny, "Investor Protection: Origins, Consequences, Reform", Available at: http://www1.worldbank.org/finance/assets/images/Fs01_web1.pdf (Visited on 10/10/2015)
11. Cerkia Bramley, Estelle Bienabe and Johann Kirsten, "the economics of geographical indications: towards a conceptual framework for geographical indication research in developing

- countries”, pp.19, 2008, Available At: http://www.wipo.int/export/sites/www/ip-development/en/economics/pdf/wo_1012_e_ch_4.pdf (Visited on 07/10/2015)
12. Rajnish Kumar Rai, “The Trips Article 23 Extension Stalemate Continues: A Way-Ahead For The Developing Countries”, pp. 405-422, September 2009, Available At: [http://nopr.niscair.res.in/bitstream/123456789/6059/1/JIPR%2014\(5\)%20405-422.pdf](http://nopr.niscair.res.in/bitstream/123456789/6059/1/JIPR%2014(5)%20405-422.pdf) (Visited on 07/10/2015)
 13. David Vivas-Eugui, Anamika, “Bridging the Gap on Intellectual Property and Genetic Resources in WIPO’s Intergovernmental Committee (IGC)”, January 2012, Available at: <http://www.ictsd.org/downloads/2012/02/bridging-the-gap-on-intellectual-property-and-genetic-resources-in-wipos-intergovernmental-committee-igc.pdf> (Visited on 10/10/2015)
 14. These include: Alphonso mangoes; Basmati rice; Bengal cotton; Hyderabad pearls; Jaipur silver jewellery; Kashmir carpets; Nendran bananas; and Nagpur oranges.
 15. International Trade Centre (ITC) Guide to Geographical Indications: Linking products and their origins Geneva: ITC, 2009. xix, 207 p.
 16. Kasturi Das, “Socioeconomic Implications Of Protecting Geographical Indications In India”, August 2009, Available At: http://wtocentre.iift.ac.in/papers/GI_Paper_CWS_August%2009_Revised.pdf (Visited on 06/10/2015)
 17. R Saha, Management of Intellectual Property Rights In India R Saha”, pp.1-29, 2006, Available At: <http://www.pfc.org.in/workshop/workshop.pdf> (Visited on 06/10/2015)
 18. Kasturi Das, “Socioeconomic Implications Of Protecting Geographical Indications In India”, August 2009, Available At: http://wtocentre.iift.ac.in/papers/GI_Paper_CWS_August%2009_Revised.pdf (Visited on 06/10/2015)
 19. Tim Jay, “A Case Of Champagne: A Study Of Geographical Indications”, 7-15-2013, Available At: <http://epublications.bond.edu.au/cgi/viewcontent.cgi?article=1028&context=Cgej> (Visited on 06/10/2015)
 20. Shashikant B Bagade And Deven B Metha, “Geographical Indications In India: Hitherto And Challenges”, pp.1225, March-April 2014, Available At: [http://www.rjpbcs.com/pdf/2014_5\(2\)/146.pdf](http://www.rjpbcs.com/pdf/2014_5(2)/146.pdf) (Visited on 06/10/2015)
 21. Michael Blakeney, “Geographical Indications And TRIPS”, 2012, Available At: http://www.absinitiative.info/uploads/media/Gis_And_TRIPS_-_Michael_Blakeney.pdf (Visited on 06/10/2015)
 22. Veena Jha, “Overview Of The TBT And SPS Agreements And Its Possible Implications For India”, pp.1, Available At: http://r0.unctad.org/trade_env/docs/SPS%20and%20TBT%20doc.pdf (Visited on 06/10/2015)
 23. Biswajit Dhar, “Operationalisation Of GI Protection In India: A Preliminary Exploration”, pp.1, 2006, Available At: <http://www2.warwick.ac.uk/fac/soc/pais/research/researchcentres/csgr/events/conferences/conference2007/papers/das.pdf> (Visited on 06/10/2015)
 24. Dwijen Rangnekar, “The Socio-Economics Of Geographical Indications”, pp.20, September 2004, Available At: http://www.iprsonline.org/ictsd/docs/Rangnekar_Bridges8-8.pdf (Visited on 06/10/2015)
 25. Biswajit Dhar, “Operationalisation Of GI Protection In India: A Preliminary Exploration”, pp.1, 2007, Available At: <http://www2.warwick.ac.uk/fac/soc/pais/research/researchcentres/csgr/events/conferences/conference2007/papers/das.pdf> (Visited on 06/10/2015)
 26. Kasturi Das, “Socioeconomic Implications Of Protecting Geographical Indications In India”, August 2009, Available At: http://wtocentre.iift.ac.in/papers/GI_Paper_CWS_August%2009_Revised.pdf (Visited on 06/10/2015)
 27. Gail Stevenson, “How Public Sector Pay And Employment Affect Labor Markets”, August 1992, Available At: http://www-wds.worldbank.org/Servlet/WdsContentsServer/WDSP/IB/1992/08/01/000009265_3961003060855/Rendered/PDF/Multi_Page.pdf (Visited on 06/10/2015)
 28. Shashikant B Bagade And Deven B Metha, “Geographical Indications In India: Hitherto And Challenges”, pp.1225, March-April, 2014, Available At: [http://www.rjpbcs.com/pdf/2014_5\(2\)/146.pdf](http://www.rjpbcs.com/pdf/2014_5(2)/146.pdf) (Visited on 06/10/2015)
 29. Biswajit Dhar, “Operationalisation Of GI Protection In India: A Preliminary”, Pp.1, 2008, Available At: <http://www2.warwick.ac.uk/fac/soc/pais/research/researchcentres/csgr/events/conferences/conference2007/papers/das.pdf> (Visited on 06/10/2015)

- is/Research/Researchcentres/Csgr/Events/Conferences/Conference2007/Papers/Das.Pdf (Visited on 06/10/2015)
30. Parag shil; suchismistal das,” Indian tea industry in the context of intellectual property rights (IPR) and geographical indications (GI)”,pp.70, October 2012, Available At: [Http://Indianresearchjournals.Com/Pdf/APJMMR/2012/October/6.Pdf](http://Indianresearchjournals.Com/Pdf/APJMMR/2012/October/6.Pdf) (Visited on 06/10/2015)
 31. Shashikant B Bagade And Deven B Metha,” Geographical Indications In India: Hitherto And Challenges”,pp.1225, March –April 2014, Available At: [Http://Www.Rjpbcs.Com/Pdf/2014_5\(2\)/146\].Pdf](http://Www.Rjpbcs.Com/Pdf/2014_5(2)/146].Pdf) (Visited on 06/10/2015)
 32. Shashikant B Bagade And Deven B Metha,” Geographical Indications In India: Hitherto And Challenges”,pp.1225, March-April, 2014, Available At: [Http://Www.Rjpbcs.Com/Pdf/2014_5\(2\)/146\].Pdf](http://Www.Rjpbcs.Com/Pdf/2014_5(2)/146].Pdf) (Visited on 06/10/2015)
 33. Kasturi Das,” Socioeconomic Implications Of Protecting Geographical Indications In India”, August 2009, Available At: [Http://Wtocentre.Iift.Ac.In/Papers/GI_Paper_CWS_August%2009_Revised.Pdf](http://Wtocentre.Iift.Ac.In/Papers/GI_Paper_CWS_August%2009_Revised.Pdf) (Visited on 06/10/2015)
 34. ibid
 35. Akarsh Kamra, Geographical Indication, Available at: <http://www.legalserviceindia.com/articles/geoind.htm> (Visited on 28/01/2016)
 36. See Government of India Geographical Indications Journal 1 to 20.
 37. INTERNATIONAL TRADE CENTRE (ITC) Guide to Geographical Indications: Linking products and their origins Geneva: ITC, 2009. xix, 207 p.
 38. Keller, K.L., “Conceptualizing, measuring, and managing customer-based brand equity”, *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22 (1993).
 39. The WTO agreements, Part 3, Available at: https://www.wto.org/english/thewto_e/whatis_e/inbrief_e/inbr03_e.htm (Visited on 02/06/2015)
 40. John T. Masterson, “Overview of Intellectual Property Rights and the TRIPS Agreement”(2002), Available at: <http://www.osec.doc.gov/ogc/occic/ipr.html> (Visited on 02/06/2015)
 41. Ramona Teuber, “Consumers and Producers’ Expectations towards Geographical Indications Empirical evidence for a German case study”, <http://www1.american.edu/ted/riobas.htm> (Visited on 03/06/2015)
 42. FeliceAdinolfi, Marcello De Rosa, FerruccioTrabalzi, “The disconnection between geographical indications and consumer behavior in Italy” *British Food Journal*: 113 Issue: 3 2011, Available at: <http://www.emeraldinsight.com/journals.htm?issn=0007070X&volume=113&issue=3&articleid=1913551&show=pdf> (Accessed on 14/05/2015)
 43. Ramona Teuber, “Consumers and Producers Expectations towards Geographical Indications Empirical evidence for a German case study”, *British Food Journal* Volume: 113 Issue: 7 2011, Available at: <http://www.emeraldinsight.com/journals.htm?issn=0007070X&volume=113&issue=7&articleid=1913551&show=pdf> (Visited on 14/05/2015)
 44. FeliceAdinolfi, Marcello De Rosa, FerruccioTrabalzi, “The disconnection between geographical indications and consumer behavior in Italy”*British Food Journal* Volume:113 Issue: 3 2011, Available at: <http://www.emeraldinsight.com/journals.htm?issn=0007070X&volume=113&issue=3&articleid=1913551&show=pdf> (Accessed on 14/05/2015)
 45. Ramona Teuber, “Consumers and Producers Expectations towards Geographical Indications Empirical evidence for a German case study”, *British Food Journal* Volume: 113 Issue: 7 2011, Available at: <http://www.emeraldinsight.com/journals.htm?issn=0007070X&volume=113&issue=7&articleid=1913551&show=pdf> (Visited on 14/05/2015)
 46. Felice Adinolfi, Marcello De Rosa, FerruccioTrabalzi, “The disconnection between geographical indications and consumer behavior in Italy”*British Food Journal* Volume: 113 Issue: 3 2011, Available at: <http://www.emeraldinsight.com/journals.htm?issn=0007070X&volume=113&issue=3&articleid=1913551&show=pdf> (Accessed on 14/05/2015)
 47. The origins of geographical names of the provinces and territories, Available at: <http://www.nrcan.gc.ca/earth-sciences/geography/place-names/origins-geographical-names/9224> (Modified on 22/08/2014)
 48. Lindsay Carter,“South Africa: Rooibos – TEDCase Studies” (2005), Available at: <http://www1.american.edu/ted/riobas.htm>
 49. Don Hofstrand,“AgMRC Renewable Energy & Climate Change”, Newsletter

- (February 2014), Available at: http://www.agmrc.org/renewable_energy/renewable_energy/can-we-meet-the-worlds-growing-demand-for-food/ (Visited on 6th May 2015)
51. Justin Hughes, "The Philosophy of Intellectual Property", December 1988, available at: http://pages.uoregon.edu/koopman/courses_readings/phil123-net/property/hughes_phil_ip.pdf (Visited on 05/10/2015)
 52. Surbhi Jain, "Effects Of The Extension Of Geographical Indications", pp. 65, December 2009, Available at: <http://www.unescap.org/sites/default/files/apdj-16-2-3-Jain.pdf> (Visited on 05/10/2015)
 53. Ahmad Siddiqi, "Intellectual Property Law"; Patents and Pharmaceutical Drugs, pp.1, 2005, available at: http://web.stanford.edu/group/journal/cgi-in/wordpress/wpcontent/uploads/2012/09/Siddiqi_SocSci_2005.pdf (Visited on 05/10/2015)
 54. Daniele Giovannucci – Tim Josling – William Kerr – Bernard O' Corner – May T. Yeung, "Guide to Geographical Indications", Pp.1, 2007, available at: http://www.origin-gi.com/images/stories/PDFs/English/E-Library/geographical_indications.pdf (Visited on 05/10/2015)
 55. Geographical Indications As Trade-Related Intellectual Property", January 2007, pp.1, available at: <http://www.snap-undp.org/elibrary/Publications/GeographicalIndications.pdf> (Visited on 05/10/2015)
 56. "Geographical Indications As Trade-Related Intellectual Property" Pp.1, January 2007, Available At: <Http://www.snap-undp.org/Elibrary/Publications/Geographicalindications.Pdf> (Visited on 05/10/2015)
 57. Dr. Jane Anderson," Indigenous/ Traditional Knowledge Intellectual Property",Pp.1, 2010, Available At: Http://Web.Law.Duke.Edu/Cspd/Pdf/Ip_Indigenous-Traditionalknowledge.Pdf (Visited on 05/10/2015)