

GEOGRAPHICAL INDICATIONS: A MARKETING STANCE

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ABSTRACT

India, as a member of the World Trade Organization (WTO), enacted the Geographical Indications of Goods (Registration & Protection) Act, 1999 has come into force with effect from 15th September 2003. GIs are not absolutely commercial or legal instruments. They exist as an integral form of rural development that offers a valuable framework for GIs. These are unique expression of local agro-ecological and cultural characteristics that have come to be evaluated and protected in many countries throughout the world. A GI is a unique and important form of collective intellectual and cultural property, with various rights. For limiting the use of geographical asset user registration established under the control of the registrar. This registration provides right to use of a name, which considerably defines a specific geographical (or sometimes cultural) area, is given by the state of regional producers and processors of particular products for their use only in relation to those products. While conceptualizing the GI law, it has normative power in market the product successfully. It is motivating to see that what all are the marketing weapons secures by GI registration. The present paper is discussing about the geographical indications in the context of marketing and suggests some opportunities in GI marketing.

KEYWORDS: Geographical indications, marketing management, intellectual property rights, product differentiation, GI registration