

MAXIMISE COCOA'S POTENTIAL



Quality and advertising are the pillars of success in any use of

- Certification Marks
- Collective Marks or
- Geographical Indications

Each of these are about product differentiation, marketing, and creating a brand that may or may not be based on a unique origin, combined with traditional processing techniques.

The products being marketed with the mark must have a consistent quality to ensure the mark remains well-known for high quality product. In other words, reputation is important.

Enforcement is also a key issue. Legal protection must be paired with enforcement to safeguard the reputation of the IPRs and associated products.

COCOA RESEARCH CENTRE

CERTIFICATION MARKS GEOGRAPHICAL INDICATIONS COLLECTIVE MARKS



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CERTIFICATION MARKS, COLLECTIVE MARKS AND GEOGRAPHICAL INDICATIONS



Something special about your cocoa?

Would you choose a **Swiss** watch over another brand? **Champagne** instead of wine? Jamaica's **Blue Mountain** over another coffee brand?

These are choices based on Geographical Indications (**GIs**) or Certification Marks (**CMs**). The products mentioned all have a special mark that indicates the place it came from. This mark has special protection around the world, so that anyone can be prevented from using it except those authorised. That protection is obtained through the registration of the **Intellectual Property**. **GIs** and **CMs** can be used to protect natural, manufactured or agricultural products such as cocoa. The T&T Intellectual Property (IP) Office handles registration of IP and are equipped to field questions from the public.

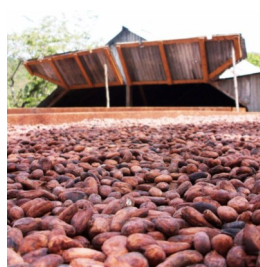
CERTIFICATION MARKS

Certification Marks are used to certify that goods or services meet certain standards of quality, methods of production, origin and other characteristics. The owner of the mark controls the use of the mark but anyone can use it (with authorization) if their product conforms to the standards as defined by the owner.

Jamaica's **Blue Mountain** coffee is protected with a **Certification Mark**. The Blue Mountain name certifies quality and origin of coffee produced and sold with the name Blue Mountain.

GEOGRAPHICAL INDICATIONS

A product may get its unique qualities from the place where it comes from or is grown. If this is combined with specific extraction and processing methods, there is great potential to market this product to the local and foreign



Methods of processing matter!

market using **GI** protection. **GI** protection prevents anyone else from taking advantage of the reputation of your product and region. It may not prevent copycats but **GI** protection gives the

legal right to stop them from producing.

With **GIs** (as for Certification Marks), there is a challenge to maintain quality, to control and preserve the reputation of the **GI**. Another challenge is to meet increased demands for the product, which is likely to occur with proper marketing.

COLLECTIVE MARKS

Groups or partnerships can use collective marks to distinguish their products' origin or other unique features. They can be used "to preserve, and emphasize a guarantee of origin, and a tradition" similar to **GIs**.

Collective marks provide a way to promote businesses collectively. The participating entities must form an official partnership/cooperative, union or other scheme.

Collective Marks cannot yet be registered in Trinidad and Tobago, however there is draft legislation being reviewed.

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