

**The Geographical Indications Project
Jamaica—Switzerland (GIJA)**

The Jamaica Intellectual Property Office (JIPO) signed a Memorandum of Understanding with the Swiss Federal Institute of Intellectual Property (IPI), the joint technical assistance project is aimed at contributing to the economic success of genuine Jamaican products.

For more information visit our website

www.jipo.gov.jm
www.jipo.gov.jm



Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

**Jamaican Jerk
known for its
unique flavour**



**Havana
Premium cigars**



**Swiss Army
knives are well
known around the
world for high
quality multi-tools**

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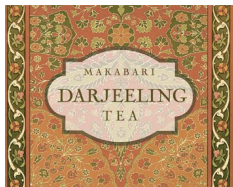
Jamaica Intellectual Property Office

WHAT ARE

**GEOGRAPHICAL
INDICATIONS?**



What is a Geographical Indication?



'Darjeeling Tea', 'Basmati Rice,' 'Roquefort Cheese' – are some world famous examples of names which are associated with products of a high standard.

The main feature of these product names are their reference to a particular geographical origin. When we hear these names, we definitely think of special products which are in our perception deeply rooted in the places they designate. This is what is known as a Geographical Indication (GI).



A Geographical Indication can therefore be defined as a sign used on goods that connotes a specific geographical origin and is indicative of the product's distinctive characteristics and reputation. The quality and standard of the good is therefore attributable to its place of origin.

POTENTIAL GI BENEFITS FOR JAMAICA

The fact is that Blue Mountain Coffee fetches a high price on the world market and

persons will pay this high price for a cup of this coffee, simply because of its reputation as a coffee of distinct taste and quality. Protecting Blue Mountain Coffee as a GI will ensure economic benefits for Blue Mountain coffee producers.

WHY DOES A GI NEED PROTECTION?

GIs help consumers around the world to identify the origin, quality and reputation of products. If these products are not adequately protected they can be misrepresented by dishonest merchants. Such commercial operators deceive consumers and lead them into believing that they are buying a genuine product with specific qualities and characteristics from a particular geographical region, when they are in fact, getting an imitation.

As a result two things may happen;

1. The producers/ merchants who are holders of the GIs may lose business and suffer financially
2. The reputation of the product may be damaged.

Blue Mountain Coffee



HOW ARE GI'S PROTECTED?

In addition to the PROTECTION OF GEOGRAPHICAL INDICATIONS ACT

2004, GI's are also protected in accordance with our other national laws for example laws against



unfair competition, consumer protection, and protection of certification marks. GI's cannot be used on products not originating in the place indicated, as such use is likely to mislead the public as to the true origin of the product.

The Protection of Geographical Indications Act (2004) establishes the legal framework for the protection of goods designated under the GI regime in Jamaica. Producers that observe a commonly defined code of practice for the production of their products can effectively seek protection for their GI's locally and internationally.

The Jamaican products that can be protected as GI's include but are not limited to :

- ◆ JAMAICA RUM
- ◆ JAMAICA JERK
- ◆ BLUE MOUNTAIN COFFEE