

Attendance Justification

The Geographical Names Conference:

Protecting and Enforcing Geographic Names, GIs, Trademarks and Domain Names

Rome, Italy | December 10–11, 2015

- The relationship between geographic indicators and trademarks is conflicted and confusing, and touches upon many areas, including:
 - Trademarks that include terms that may also refer to a geographic location;
 - Country code top level domains (ccTLDs) and new gTLDs that incorporate geographic locations;
 - Protected Geographical Indications (PGIs) or Protected Designation of Origins (PDOs); and
 - Collective and certification marks.
- Several treaties and regional arrangements have attempted to set the appropriate standard for resolving this conflict. Conference attendees will have the opportunity to meet with industry leaders and government officials from around the world to bring clarity to this contentious issue. INTA will be inviting representatives from the European Commission; Hungarian IP Office; the Office for Harmonization in the Internal Market (OHIM); the Mexican Institute of Industrial Property; World Intellectual Property Organization (WIPO) and World Trade Organization (WTO).
- Geographic indicators are a central topic of debate in current international trade agreement talks. Attendees will gain a comprehensive overview the Geographic indicator landscape and the status of negotiations on bilateral and multi-lateral agreements, including the Transatlantic Trade and Investment Partnership (TTIP) and Trans-Pacific Partnership (TPP) agreements.
- Attendees will gain insight into the economic benefits of Geographic indicators as well as brand owner strategies and potential benefits of association with a PGI or PDO. This is of particular interest to brand owners right now as the definition of geographic indications (GIs) is expanding in the European Union and other jurisdictions to include non-agricultural GIs.
- Registration and use of ccTLDs remain a strong source of contention in the expanding gTLD system. Speakers will discuss practices and policies for ccTLD operations designed to curb abusive and bad faith registrations of protected names, and to resolve related disputes.
- This meeting takes place during a pivotal time for the European Trademark Reform, the outcomes of which will significantly impact all brand owners who conduct business in the European market. Those traveling from other parts of the world will have the opportunity to meet with European Counsel and discuss the impact on their European operations.

Traveling From	Traveling to Rome		
	Cost: Coach Class	4 Nights Hotel Stay	Total
New York City	\$2,175	\$1,199	\$3,374
San Francisco	\$2,072	\$1,199	\$3,271
Frankfurt	\$189	\$1,199	\$1,388
Beijing	\$1,760	\$1,199	\$2,959