



## **GIs and Certification Marks**

**By Paola Ruggiero**

### **Abstract**

The EU TM reform has brought about a number of changes with the aim of making the system more modern and agile.

The new EUTMR appears now as an "integrated" system of protection of GIs through a comprehensive and systematic set of provisions which cover both the absolute grounds for refusal as well as the relative grounds.

Finally, it is worth noting that the new Regulation also introduces the certification mark in the EUTM system. Which will be the impact in the foodstuffs sector is questionable considering that these signs cannot certify 'geographical origin'.

This presentation is focused on some of the main changes affecting GIs and Certification Marks trying to identify the positive aspects but also the ones in respect of which some doubts remain or that would need to be further tested.