

"Tell me the origin of the product and I'll tell you if I'm interested"

SELLO DE ORIGEN “Seal of origin”

Adding value to
traditional products
from **Chile**



Paola Guerrero Andreu
Legal Advisor, Trademark, Geographical Indications and
Appellations of Origin Division
INSTITUTO NACIONAL DE PROPIEDAD INDUSTRIAL

▶ Geography of Chile



What is the **Seal of Origin** program?



The Seal



A **Geographical Indication**: is a sign to be used on goods that have a specific geographical origin and possess qualities or a reputation due to such particular place of origin. According to the Chilean law.



The **Appellation of Origin**: is a special kind of Geographical Indication which generally consists of a geographical name or a traditional designation that is used on products which have a specific quality or characteristics essentially given by the geographical environment of their production, as well as other natural and human factors that affect the characterization of the product.

The Seal



The **Certification marks**: are distinctive signs which indicate that a determined product or service meets a set of standards and therefore have been certified by a standard certification entity.



The **Collective marks**: are meant to identify such products and services in the market, differentiating them from those produced or provided by third parties that are not part of the corresponding association or group.



Diagnosis



Pending work with local communities



Limited use of IP tools



Products at risk, which did not reach their potential



High cost to obtain legal protection



Lack of business models



Low associative capacity



Diagnosis



Pending work with local communities



Limited use of IP tools
Products at risk, which did not reach their potential



High cost to obtain legal protection



Lack of business models



Low associative capacity



Diagnosis



Pending work with
local communities



Limited use of
IP tools



Products at risk,
which did not reach
their potential



High cost to
obtain
legal protection



Lack of business
models



Low associative
capacity



Diagnosis



Pending work with local communities



Limited use of IP tools



Products at risk, which did not reach their potential



High cost to obtain legal protection



Lack of business models



Low associative capacity



Diagnosis



Pending work with local communities



Limited use of IP tools



Products at risk, which did not reach their potential



High cost to obtain legal protection



Lack of business models



Low associative capacity



Diagnosis



Pending work with local communities



Limited use of IP tools



Products at risk, which did not reach their potential



High cost to obtain legal protection



Lack of business models



Low associative practices



Diagnosis



Pending work with local communities



Limited use of IP tools



Products at risk, which did not reach their potential



High cost to obtain legal protection



Lack of business models



Low associative capacity

A close-up photograph of a man's face in the background, slightly out of focus. He is holding a large, triangular slice of watermelon in the foreground. The watermelon slice is cut diagonally, showing the red, juicy flesh, a thin white rind, and a dark green outer skin. The man's hand is visible, holding the slice from the bottom left. The background is a blurred outdoor setting with other people and structures.

▶ What did we do?

A working plan with different stakeholders aiming to add value to local well-known products.



Local Communities

Information gathering of relevant and well-known products
by region (through regional and county governments).

Limited use of IP tools

Territorial work throughout Chile, jointly with local universities, to promote the use of IPR's, especially of GI, AO, and collective and certification marks.



Value and benefits of the Seal

New generations of local people did not want to continue traditions since products were not providing enough incomes to subsist.





Product at risk

Traditions are being **lost over time.**

The Seal of Origin Program **rescues and values the traditions and history** behind each product, recognizing that each of them is not only the motor of change and workforce, but also protector of the traditions of the local communities



[Embroidery from Isla Negra]



**High cost to obtain
legal protection**

Working with **government
agencies** and **private entities**
to provide necessary resources
for technical assistance





Lack of **business model**

Working with different Government Agencies: providing resources for education and a business model for the relevant product

Ex. Agricultural Research Foundation (FIA);
Production Development Corporation (CORFO), etc.



Low associative practices

Local communities applying for a Seal shall associate different producers willing to be recognized by the Seal of Origin. Although it has been a difficult process to reach that goal, inclusiveness among groups of producers has been satisfactorily achieved.



▶ Objectives of the Seal of Origin



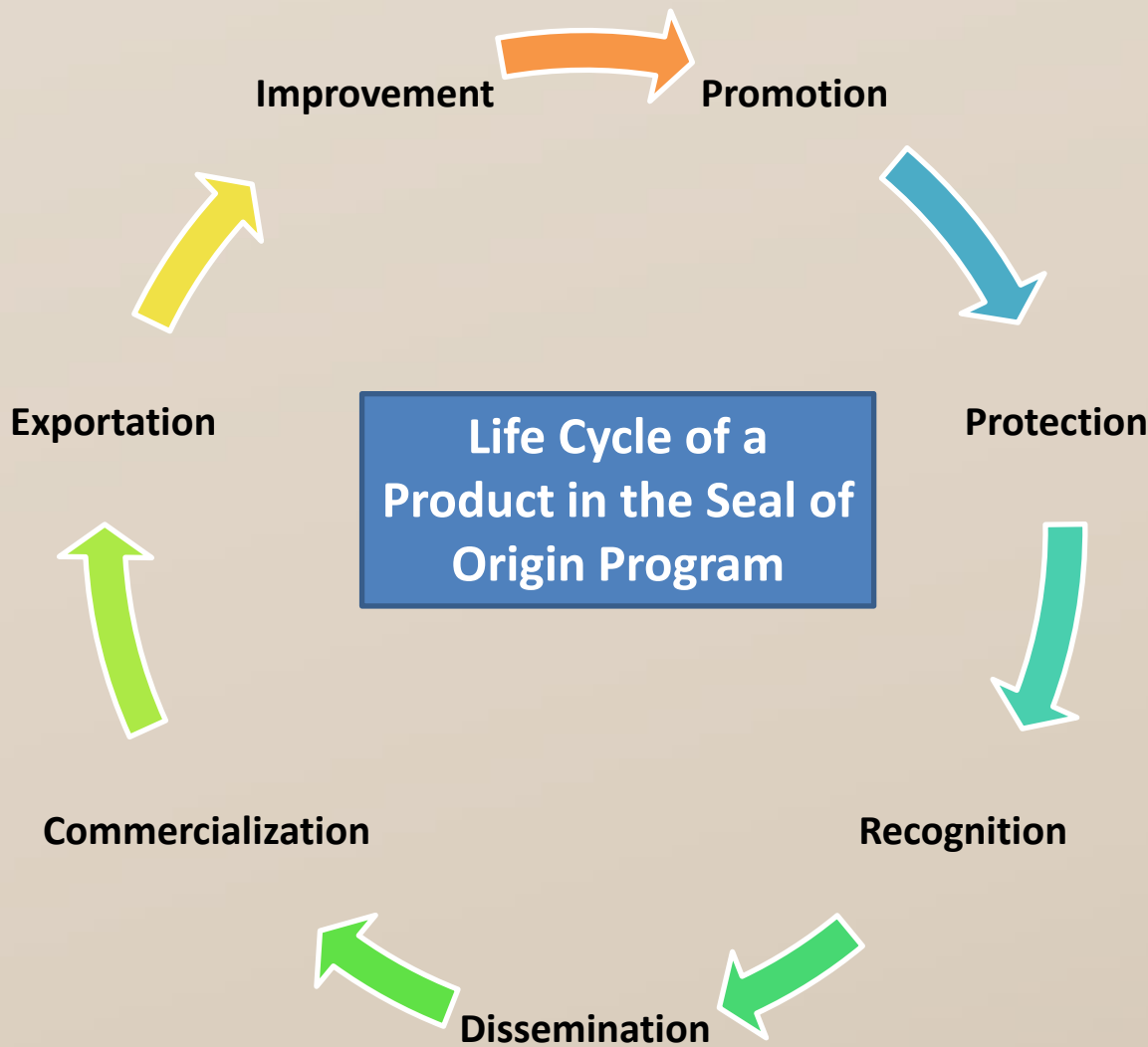
Strategic objectives

- **Identification** of traditional Chilean products;
- **Highlight** local traditions;
- **Contribute** to the development of local communities;
- **Promotion of natural resources**, increasing the value of products, and the variety of choices for consumers;
- **Strengthen traceability** and monitoring of protected products;
- **Avoid** unfair competition ;
- **Sharing and counseling** of instruments protective of IP.



▶ **Life Cycle of a product
in the Seal of Origin
Program**





Based on established **strategic pillars**, and once the product has been protected by **Intellectual Property Rights**, a life cycle of products included in the Seal of Origin program has been defined

► Milestones



Product differentiation on the market 

► Milestones



Benefits for obtaining governmental funding



► Milestones



Consumers' appreciation 

(Fast sale of tomatoes, signs, creation of touristic routes, presence in gourmet restaurants).

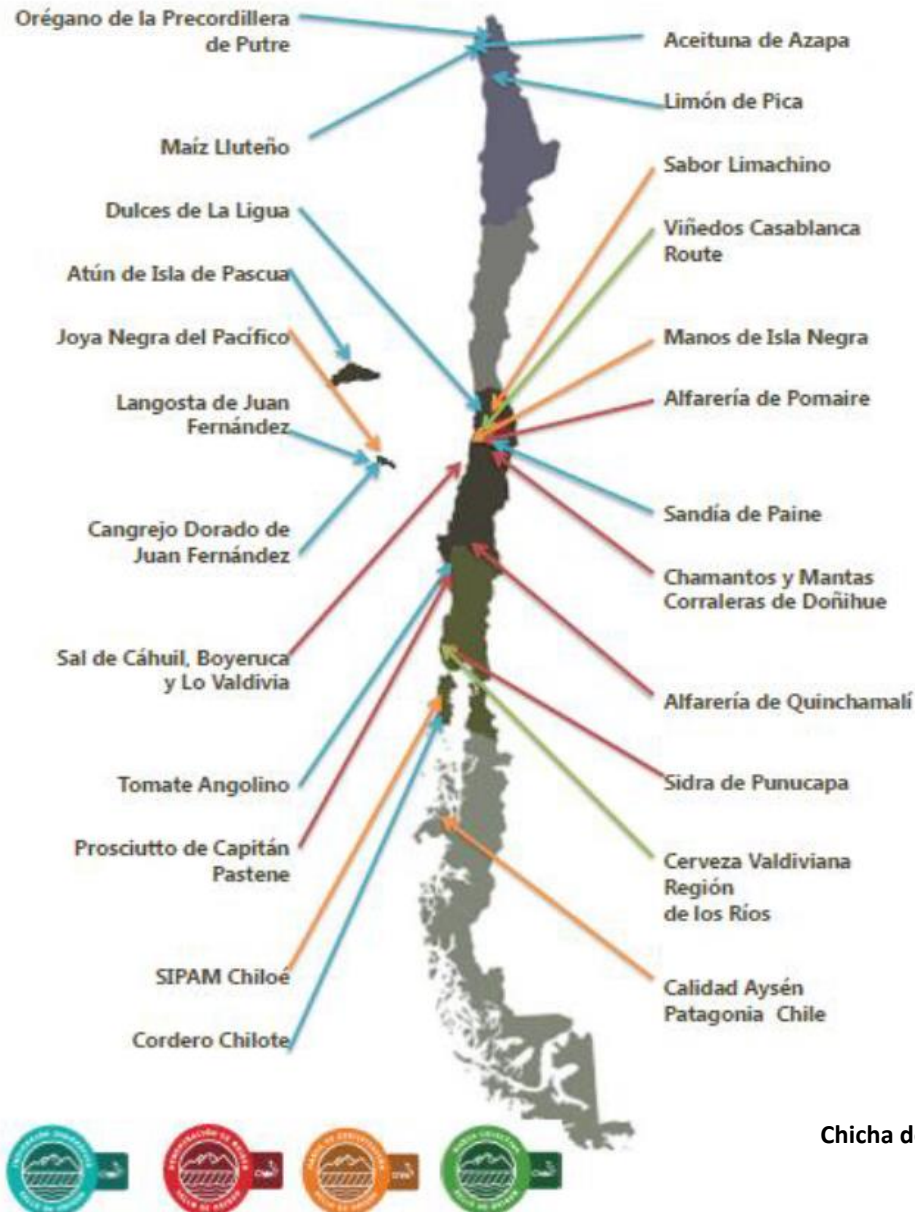
Next steps

- Add more products to the program
- Product positioning abroad;
- Self-management;
- Strengthening of association among producers;
- Guidelines for the use of GI and A0;
- Seal ambassadors to be designated;
- Alliances with public



Chilean products with Seal of Origin (26)

Chile



Chicha de Curacaví and Dulces de Curacaví.

SELLO DE ORIGEN “Seal of origin”

Thank you...



www.sellodeorigen.cl
sellodeorigen@inapi.cl