

Bibliometric Analysis on Protection of Geographical Indications

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Abstract

This paper considers the importance of current certifications of origin of products seeking to examine the relevance of the registration of a geographical indication to local economies in development of regional products. The objective is to conduct an analysis of published scientific papers about the forms of registration and protection granted to geographical indications (IGs). To gather the papers dealing with the subject of Geographical Indications protection record, held a search in the database of the Web of Science, by removing the items that detail on products protected, twenty-one theme related papers were analyzed. You can see differences between the registration forms between the European Union and the United States, another fact highlighted is that most of the products protected by geographical indications are. Many countries are interested in publishing research in this area, those with greater numbers of publication, are also countries with numerous records of geographical indications.

Keywords: Protection, Registry, Geographical Indication

1. Introduction

In agribusiness the thought of innovating is increasingly strong and evident, two characteristics that food producers care about is food safety and consumer protection. Stamps and quality records come to meet this need. Since the Industrial Property Law 9,279 of May 14, 1996 – LPI / 96, the relationship between a product and its geographical origin is increasingly intensified (INPI, 2017).

Since the year of the appearance of LPI/96 to the present day, the agro-food production chains have experienced a significant movement for the differentiation of the market and the proliferation of products in many parts of the world, which translates into an increasing complexity of quality and new quality conventions (BRAMLEY, 2009).

The potential of geographical indications contributes for improvements in rural livelihoods based on local

resources that aims to contribute to the advancement in rural development. In all rural communities around the world, they have developed typical products based on the interaction between local knowledge (including selection, production and processing) and specific environmental conditions such as soil and climate (BRAMLEY, 2009).

To obtain a standard quality of products with a geographical indication is not bound to a single being, but rather the collective, a community where will bring credibility to the service by linking this product to a region of origin, where characteristics of this community are evidenced by the seal of a geographical indication (ZAN, TIBERIUS, RUSSO, 2017).

The seal of certification of a Geographical Indication is granted to products that have a distinctive character of other products on the market, thus providing valuable protection to owners by protecting them as well as consumers from misleading labels. Geographical indications are an excellent example of intellectual property rights (CONNEELY, 2015).

2. Literature Review

In order to justify the bibliometric analysis of geographical indications, have that o get a better global knowledge between the subject studied and the business sector is necessary for a overview of how the issue has been studied by the academic community, Bibliometric analysis reflects precisely this interface by means of analysis of published studies on the topic studied (MIRANDA, SANTOS, RUSSO, 2017).

Some definitions of geographical indication can be seen in Table 1. It’s perceived that the term geographical indication (GI) is used to refer to places used to refer to products coming from these specific locations, their function is to protect the quality and reputation of product originating in a particular region.

Table 1: Some definitions of Geographical Indication (GI)

| Authors | Definitions |
|----------------|---|
| Bowen, 2009 | Geographical indications are local names (for example, Champagne, Roquefort) which convey the geographical origin, as well as the cultural and historical identity of agricultural products. Glisprotected under a wide range of institutions and arrangements and are found all over the world |
| MOSCHINI, 2008 | Geographical Indications are quality attributes of interest to consumers that are linked to the specific geographic origin.The key role of the GIs is to provide a credible certification mechanism |
| GANGJEE, 2015 | The systems for the protection of geographical indicationsare legal systems that facilitate the signaling of this provenance in the markets |
| DOGAN, 2012 | Glis one of the intellectual property rights, it is a symbol used in goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that origin |
| MOSCHINI, 2008 | Indications identifying a good as originating in the territory of a member or a region or locality in a given territory where a particular quality, reputation or other characteristic of the good is essentially attributable to its geographical origin |

Source: prepared by the authors

Geographical indications have emerged with the referential of certain foods and beverages to their places of origin. With the increasing demands of product standards and provenances, a niche has been created in the market. Products that receive geographical indication registration are differentiated by agroecological conditions, or animal races, or plant varieties, and/or unique human patrimony, always correlated to the geographical environment that originated the product (DESELNICU, 2013).

Legal recognition of geographical indications gives rural communities the opportunity to value local productions based on know how to do. With the registration of a geographical indication, the joint protection of the rural development of the producer and also of the consumer is perceived, thus constructing a vision of the multidisciplinary nature of the subject that includes legal, economic, social and political dimensions (BRAMLEY, 2009).

The importance of the provenance of food and agricultural products grows each day, impacting on the sustainable and economic development of each region. The certification of the Geographical Indication (GI) is a legal device that signals this provenance (GANGJEE, 2015).

Studies aiming at the process to obtain the certification of Geographical Indications (GI) in the European Union, show that the legislation has a certain flexibility focusing attention on the particular and specific characteristics of the products to be protected. The European Union's legislation is based on the Trade-Related Aspects of Intellectual Property Rights (TRIPS), cite in one of its papers that the certification of a geographical indication occurs when there is a certain type of connection with the region of origin and the product in question, so the certification ensures regional development of the geographical origin that originated the protected paper (GANGJEE, 2015).

The system for registering a United States geographical indication uses existing administrative trade mark structures, the country doesn't protect generic terms or geographical signs for goods/services. Another feature of the registered system is that the owner of the geographical indication has the exclusive right to prevent the use of the GI by an unauthorized party when such use would likely cause confusion, error or disappointment as to the origin of the goods/services (MOSCHINI, 2008).

With the records of geographical indications, Brazil has great economic potential due to its vast agricultural and natural products. It's perceived that LPI/96, even innovating in several aspects, this law needs to improve the adequacy of geographical indications so that the country doesn't have economic losses and in some papers, this law isn't in line with the TRIPS agreement (PORTO, 2009).

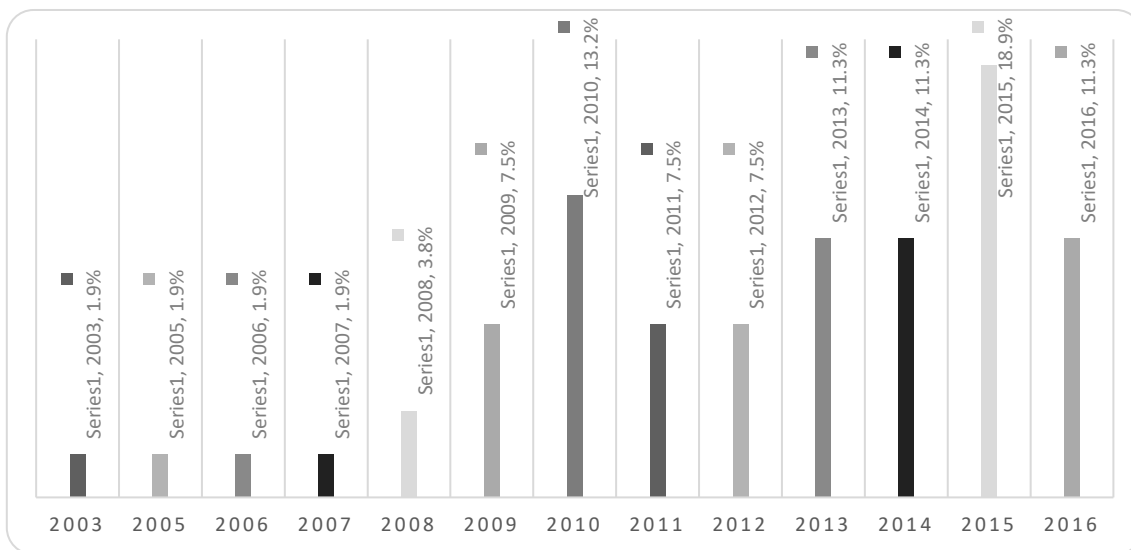
3. Analysis and Discussion of Results

This study analyzes the empirical literature to identify the factors that influence the protection and registration of a geographical indication, thus compiling a set of papers registered in the Web of Science database, by performing the search on June 20, 2017, of the terms: (Geographical indication) and (Recognition or registration or record), resulting in 55 documents.

The analysis of the documents distributed per year can be seen in Figure 1, it is observed that in 2015 was the year with the largest number of papers in the area, with 11 papers discussing products being registered and protected by a Geographical Indication. The first paper published in this research was given in 2003, in this paper we study the registration of GI and the importance of certification of origin of agro-food

products

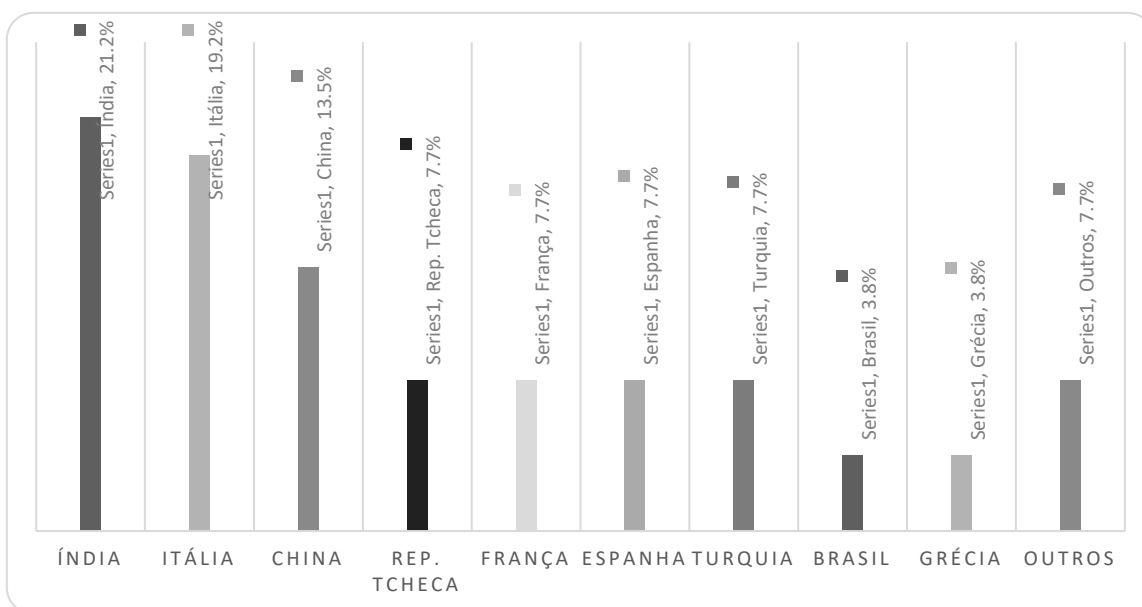
Figure 1: Distribution of papers per year



Source: prepared by the authors

In the distribution of papers by country, it's verified that India is the country with the largest number of publications, followed by Italy, this fact is reflected in the number of registrations of these countries, as can be seen in Valente (2012), Italy is one of the European countries with the largest number of geographical indication registrations, only loses to France, emerging nations, India and China are countries that are in high growth of geographical indications. Brazil, from the data contained in the National Institute of Industrial Property, has 54 national geographical indication records, of which these products resulted in 4 papers related to the theme of the research at the base of the Web of Science.

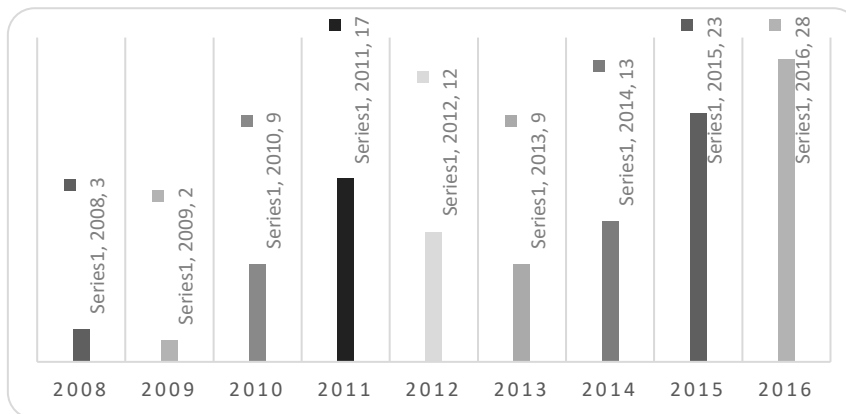
Figure 2: Distribution of papers by country



Source: prepared by the authors

The interest in the researched theme can be seen in Figure 3, with increasing numbers of citations per year. Concern about food security and the need for an increasingly high quality standard in agribusiness reflect the interest in published research in analyzing records of geographical indications.

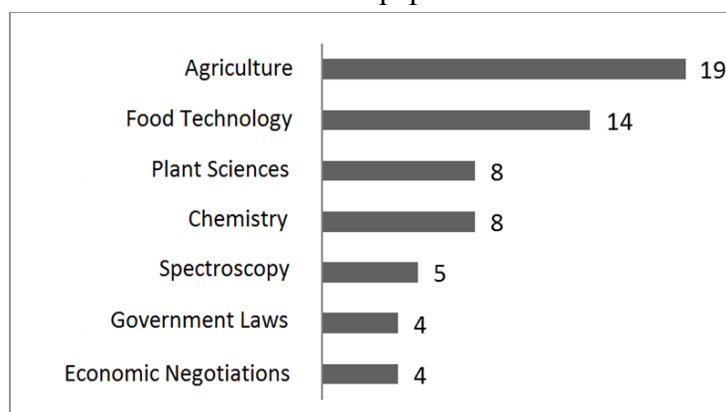
Figure 3: Number of citations per year



Source: prepared by the authors

Figure 4 reflects the fact that the geographical indications contribute to improvements in the agribusiness sector, and the recognition of producers' "know do", in 35% of the papers are related to agriculture. This fact can be observed in Bramley (2009) who reports on food security, the sociocultural status of consumption of certain foods and the valuation of culinary heritage contribute to an increasing demand and increase in the need for a quality standard. Products with source specifications are an important example of this, as trends in the food industry over the past decade indicate that consumers increasingly value products they can associate with a particular location and/or special means of production.

Figure 4: Distribution of the number of papers in Web of Science research area



Source: prepared by the authors

Figure 5: Representation of key word frequencies

| YEAR | AUTHOR | ABSTRACT | CITATION NUMBER |
|------|--|--|-----------------|
| 2008 | Giraud | Basmati is well renowned as the most aromatic rice over the world. Populated urban markets are prone to accept a premium to Basmati, whom price is the highest for rice on trade and domestic markets.The need of protection is clearly documented, but the registration of a Geographical Indication , will probably increase Basmati market shortages. | 3 |
| 2009 | BARDAJÍ, Isabel; IRÁIZOZ, Belén; RAPÚN, Manuel | The aim of this paper is to analyze beef retailers' behavior with respect to the sale of beef under a protected geographical indication (PGI). There is widespread recognition of the contribution towards nature conservation made by the first two of the systems described above... | 5 |
| 2010 | ALBAYRAK, Mevhibe; GUNES, Erdogan. | ... Geographical indications are used worldwide as an instrument for brand management and diversifying products. In the EU (European Union), too, efforts continue to protect products through registration of geographical origin and traditional indication. ...practices of EU countries with respect to geographical indication of traditional foods, which is of importance especially to future members of the expanding EU while adapting their own registration systems. To this purpose, the GI system and practices in the EU are analyzed... | 4 |
| 2010 | MevhibeAlbayrak and Erdogan Gunes | ... Geographical indications are used worldwide as an instrument for brand management and diversifying products. In the EU (European Union), too, efforts continue to protect products through registration of geographical origin and traditional indication.... togeographicalindicationoftraditionalfoods... | 0 |

| YEAR | AUTHOR | ABSTRACT | CITATION NUMBER |
|------|---|--|-----------------|
| 2010 | Rao, R. Bencivenni, M. ;La Mura, M. ;Araujo-Burgos, T. ;Corrado, G. | In the EU, the production of local varieties with well-known quality characteristics may be defended by a Protected Designation of Origin (PDO) or a Protected Geographical Indication (PGI) label. Although the award of either status is based on meeting a number of conditions, the registration , distinction, and protection of such plant material is based on morphological traits... | 5 |
| 2010 | SAMADDAR | It is essential to protect bio-cultural products from being unduly patented and from biopiracy. Identification of a Geographical Indication (GI) ...This paper presents a step-by-step procedure for identifying and testing of a GI candidate and a walk-through GI candidature, application and registration steps... | 2 |
| 2011 | SOAM, S. K | A survey under United Nations Conference on Trade and Development project in 25 states of India identified promising indigenous drinks that merit protection as Geographical Indications (GI) including 'nannari' from Andhra Pradesh, 'kokum' from Western Ghats and 'burransh' from Uttarakhand. ... In such a scenario, can registered GIs accelerate the growth through market penetration? The study offers solutions/models for Giregistration and business strategy with sustainable rural livelihood development. | 1 |

| YEAR | AUTHOR | ABSTRACT | CITATION NUMBER |
|------|---|---|-----------------|
| 2012 | Bilge Dogan and UmmuhanGokovsli | A geographical indication (GI), which is one of the intellectual property rights, is a sign used on goods that have a specific geographical origin and possess qualities, reputation or characteristics that are essentially attributable to that origin ... The way of benefit from the marketing power of GIs is an effective registration system and also active marketing process is required to gain a place in domestic and world market. In the context of rural development and marketing, the purpose of this study is to investigate the application of GIs in Turkey ... | 6 |
| 2012 | RAY, Sujit; SAMADDAR, Shefalika Ghosh; KESERWANI, Pankaj. | Determination of potential Geographical Indication (GI) is a necessity for timely protection of intellectual property of geographical characteristics. The process of determination and its subsequent filling for registration of GI remains manual ... Prior registration of GI puts to an end to uniqueness. The sign/word indicating GI must not work against public morality of the Nation. The criteria are checked for declaring a potential GI ...The designed DSS methodology will provide a cost effective way for GI registration through GIS web portal. | 0 |
| 2013 | C. HerreroLatorre et al | ...spectra of honeys with protected geographical indication (PGI) "Mel de Galicia" was processed by means of different chemometric techniques to develop an authentication system for this high quality food product.As the first step in chemometric study, display techniques such as principal component analysis and cluster analysis were applied in order to demonstrate that the NIR data contained useful information to develop a pattern recognition classification system to authenticate honeys with PGI . | 0 |

| YEAR | AUTHOR | ABSTRACT | CITATION NUMBER |
|------|--|--|-----------------|
| 2013 | Maria Emília Rodrigues Valente; Ronaldo Perez; Lucia Fernandes | The process of geographical indications recognition for food and beverages in Brazil: regulation of use, delimitation aerea and product differentiation | 0 |
| 2014 | Šárka Velčovská and Tomáš Sadílek | We analysed the use of European Union schemes of Protected Designation of Origin, Protected Geographical Indication and Traditional Speciality Guaranteed labels in the European Union market according to selected criteria including type of label, country of origin, and product classes... ...data from the Database of Origin and Registration are used. The sample consists of 1146 labels registered in this database as to the 28th of March 2013 | 0 |
| 2015 | Marcello De Rosa | The paper focuses on the role of geographical indication in supporting strategies of food safety... ... in his paper he underlines the opportunity to proceed with a GI recognition in cases where food production contributes to the <i>in situ</i> conservation of genetic resources for food and agriculture. | 0 |
| 2015 | Dev S. Gangjee | ... GIs are increasingly valued for their endogenous development potential. But precisely what does legal recognition as a GI guarantee? Drawing on the EU's registration system as a model, this paper investigates the certification of provenance and authenticity by public authorities... | 0 |

| YEAR | AUTHOR | ABSTRACT | CITATION NUMBER |
|------|--------------------------------|---|-----------------|
| 2015 | Ricky Conneelyande Marie Mahon | This paper examines the importance of national-level institutional arrangements for promoting the EU's Protected Geographic Indication (PGI) . Taking the example of Ireland, for which PGI designations remain comparatively low, it explores whether the approach to providing institutional supports to the PGI scheme is influenced by top-down technocratic governance structures that pertain to food safety and quality recognition that encompass the broader operating environment for food production in Ireland. Although the registration of food safety and quality certification are distinct remits to the administration of the PGI scheme, ... | 2 |
| 2015 | ElsyandAdheenaRam | Protection and management of intellectual property rights over unique crop genetic resources, biodiversity, new cultivars in crops and unique products from crops attains significance in the back drops of globalisation and trade liberalisation. ... The Geographical Indications (Registration and Protection) Act-1999 provides for the protection and management of IP rights of communities over unique cashew products. Fenny is a unique product of cashew from Goa and this has been accepted as a Geographical Indication (GIs) from our country. Similarly, there are other cashew products in different parts of our country that can be protected and marketed as GIs in national and international markets... | 0 |

| YEAR | AUTHOR | ABSTRACT | CITATION NUMBER |
|------|---|---|-----------------|
| 2015 | María Reyes Gonzalez-Centeno | The legal recognition of the geographical origin of wines, named Appellation of Origin, is of great interest for both consumers and producers, since it provides decisive criteria of acceptability in terms of guaranteed quality... Thirteen Merlot and 14 Cabernet Sauvignon vineyards were selected from two Appellations of Origin, named Binissalem and Plailllevant, located in the Balearic Islands (Spain). Grapes and soils were sampled evenly over the whole surface of each vineyard. Climatic and landscape conditions were also registered at each site..... | 1 |
| 2015 | Xiomara F. Quiñones-Ruiz , Marianne Penker, Christian R. Vogl, Luis F. Samper-Gartner | Origin labels, more specifically Geographical Indications (GIs), allow organised producers to define quality standards and defend their food products' reputation while highlighting their geographical origin and value to consumers. Cafe de Colombia was the first non-European food product registered as Protected Geographical Indication (PGI) ... GI registration and implementation? and ii) can collective action for GIs reshape relations between supply chain actors and support producers in gaining control over origin products? ... | 6 |
| 2015 | TomášSadílek | The paper deals with European Union schemes of Protected Designation of Origin, Protected Geographical Indication and Traditional Speciality Guaranteed labels used in agricultural and food products sector. The aim of the paper is to analyse the utilization of these labels in European Union market according to selected criteria including type of label registered in each country, and number of agricultural products and foodstuffs registered as quality labels in total. | 0 |

4. Evolutionary Discussion of Selected Papers

Barham (2003) argues that the protection of a given product by its origin is the evolution of agro-food products in the European view, verifying a way of products to stand out and acquire a quality standard, the author perceives a moment of crisis of legitimation of stamps different ideals of the United States and the European Union.

Rao (2006) seeks to defend the idea of geographical indication protection for various neglected practices of indigenous peoples in India, with this protection is intended to stimulate and refine systems of knowledge of these peoples such as protect medicines that make use of the tacit knowledge of the indigenous and protection is only given by the pharmaceutical industry, to change this framework requires national and international policy improvements to ensure the development and protection of such knowledge.

Giraud (2008) studies the registration and protection for Basmati rice, because it is a popularly known and recognized rice in the market the need for protection is clearly documented, but one point discussed is that the registration of a geographical indication will probably increase the market shortage of Basmati. Another point discussed is the geographical delimitation in case of registration, since the junction for the GI registry is pending for the Indian and Pakistani governments.

Bardaji (2009) analyzes the geographical indication on the commercialization of beef in a certain European region. A fact by Bardaji (2009) observed is the differential of the high quality of the product that obtained the registration of the geographical indication, shows a positive attitude towards the meats that is the development based on the valorization of local products.

Albayrak (2010) realizes the difficulty that a company has in differentiating itself from others, with the increase of competition in the market. Geographical indications are used worldwide as a critical handling for differentiating products in the world market and brand consolidation. With this vision, Albayrak (2010) analyzed the geographical indications existing in the European Union by checking the efforts to protect the products through the registration of geographic origin.

According to Rao (2010), to obtain a geographical indication seal in the European Union is based on meeting some conditions for the registration, distinction and protection of this plant material (in the case of apricot) are based on morphological characteristics. Therefore, when analyzing the molecular characterization of apricot cultivars of Vesuviano indicated the presence of incorrect labeling and wrong designations of the protected area by geographical indication. The data revealed that DNA fingerprints should always be implanted to complement the use of morphological traits in the description of plant material during the certification of an origin label.

Samaddar (2010) shows the need to protect natural and cultural products by preventing them from being neglected and unduly patented. Samaddar (2010) analyzes 'KomalChaul' as a possible candidate for a geographical indication (GI) thus creating a test to verify whether a natural product meets the requirements of this type of registration.

Soam (2011) identifies some promising indigenous beverages that deserve protection as geographical indications (GI), with a vision of entrepreneurship, such beverages have great acceptance of retailers and consumers. A requirement addressed is the fact that the shared valuation of the traditional knowledge holders and with the commercialization, the improvement in the socio-economic condition of the protected

region is obtained. In the study, Soam (2011) offers solutions/models for geographical indications, as well as logging strategies.

For Dogan (2012), a product's connection to a specific region adds value to the product and brings certification as an effective marketing tool to attract consumer attention to geographic regions. In the case of rural regions, the geographical indication is a strong ally for development, given that it's difficult in these regions to obtain a technology-based competitive advantage.

In Ray's view (2012), to determine whether a product has potential for a geographical indication (GI) requires unique geographical features, one of the difficulties in obtaining registration is still to remain manual filling in most less developed nations. Ray (2012) explores a methodology in the form of an efficient architecture that can be used for geographic indication (GI) determination. The proposed methodology proposed will provide a cost-effective way of registering GI through a web portal. Valente (2013), which aimed to characterize the Brazilian Geographical Indications with a case study, which verified the regulations, the geographical area delimitation, the evidence of the reputation and the relationship between the product and the geographic environment.

VELČOVSKÁ (2014) analyzes the quality standard of the European Union's geographical indications referring to the food sector, concludes that the certification stamps of a GI are to meet the need for consumer safety when purchasing genuine products with specific qualities referring to a specific region. The benefits of registering a GI for producers are the protection and promotion of their products.

Bhooshan (2015) argues that the economic benefit of the use of certification by geographical indication is a goal of many farmers, since it isn't only a registration certificate, this intellectual property protection refers to a business strategy contributing positively to production and also expanding the range of market in which the product is inserted.

For Conneely (2015), the priorities associated with the certification of geographical indications are to develop employment opportunities related to the specific locality of the product, to promote and maintain the added value of the product or process. Conneely (2015) seeks to promote an analysis of the European Union's geographical indications protection scheme, with the Ireland case study verifying the relationship between quality and food safety certification with GI records. In the value-added research for related producers, GIs verify that the incentives to benefit from the GI protection regime need to be better established as producers require the development of more subjective practices and processes.

Elsy (2015) looks at the cashew derivatives products in India, looking at the provisions, perspectives, problems of protection and management of intellectual property rights on exclusive cultivars. In India it's allowed to regulate access to biodiversity, so that germplasm can be protected. In Elsy's (2015) view, existing and analyzed products derived from cashew are exclusive and provide for the protection and management of intellectual property rights of communities generating such products.

Gonzalez-Centeno (2015) proposes the application of a multivariate approach to evaluate the effect that the agroclimatic fingerprint exerts on the differentiation of vines according to the Denomination of origin that they belong to.

Quinones-Ruiz et al. (2015) conceptualizes that the certification labels of a geographical indication are different from the others (eg organic certification) in the sense that producers in developing countries can

define their own production rules used in their GIs, quality standards are defined by the certification holders. Dokuzlu (2016) analyzes food products registered in Turkey seeking to describe a process to implement certification of Geographical Indication. In the suggested system one can allow the inspection of the producers as the geographical limitation.

5. Conclusions

The regions that seek certification by geographical indication are to obtain a differentiation in their products, to create a reputation of quality valuing the locality and thus to obtain a recognition of the consumers.

With the globalized world and the great demand for a quality standard, a food security renewed the interest in the use of the origin to differentiate agricultural and alimentary products being the registry like geographical indication a solution for these criteria.

Regarding the legislation of geographical indication, it was observed that in the United States some products registered as a geographical indication in other nations are considered generic terms for them, so a recognized GI in the country is protected as a registered trademark. In the European Union, it has a more flexible vision focusing on the particular and specific characteristics of the products to be protected. And in Brazil legislation needs to be improved to fit into the TRIPS agreement and thus increasingly protect its vast potentialities of geographical indications.

Certification by geographical indication is a term that is currently being studied, and is widely referenced in scientific paper. The areas with the greatest interest in scientific production on the subject are agronomic.

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