



Global Wine Law

An AIDV Guide

3rd edition

Edited by

Theodore Georgopoulos

Rein-Jan Prins

Stephen Stern

Helbing Lichtenhahn

Georgopoulos • Prins • Stern (eds.)

Global Wine Law



AIDV

Global Wine Law

An AIDV Guide

3rd edition

Edited by

Theodore Georgopoulos

Rein-Jan Prins

Stephen Stern

Helbing Lichtenhahn

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the
Deutsche Nationalbibliografie; detailed bibliographic data are available
in the Internet at <http://dnb.dnb.de>.

All rights reserved. No part of this book may be reproduced by any means,
or transmitted, or translated into machine language without the written
permission of the publisher.

ISBN 978-3-7190-4897-6 (E-Book Version)

© 2025 AIDV
www.helbing.ch

Introduction to the third edition

The *Association Internationale des Juristes du Droit de la Vigne et du Vin* (AIDV), also known as International Wine Law Association, is a unique international association of wine law experts founded in 1985.

The AIDV has members from close to 40 countries who disseminate their sector-specific knowledge and expertise through, among other means, regular e-newsletters and, for 40 years now, international wine law conferences. The AIDV currently has regional sections in Australasia, Canada, Europe, Latin America and the United States of America, and these sections also hold regular (regional) conferences as well as webinars and other activities.

Through these means, there has been an ongoing lively exchange of ideas, information and education between private and institutional legal practitioners, academics, regulators, and industry professionals, while actively involving students, thus preparing the succeeding generations of practitioners and professionals in our area.

A multitude of leading-edge wine law topics are studied and discussed during the various annual conferences, and the presentations given are published on the members-only portion of our recently revamped website (www.aidv.org).

The AIDV has official observer status at both the OIV and WIPO and interacts regularly with national and international supervisory and regulatory authorities in the wine sector.

In this manner we believe that the AIDV, both as an organisation and through its individual members, has contributed to the modernization and globalization of wine law.

This book

In 2021, the AIDV published the first edition of this book, both in paper and electronic version, as a guide for wine law practitioners, IP lawyers, consumer law practitioners, professionals in the wine industry, scholars or others seeking information about specific regulations concerning the marketing and sale of wine. This peer-reviewed guide is written by AIDV members. Unlike many “international wine law” books which provide their value by publishing chapters recounting a wide range of experiences of the authors who practice in the wine law area, this book is intended to act as a text book and guide to practitioners and others by providing a systematic and comparative guide to wine law in 26 countries, which is an important element in the global context of wine trade. In each chapter, the authors respond to detailed and comprehensive questions about wine laws, from the protection of geographical indications laws, through labelling and advertising laws, and a host of others. This is not a book of “war stories”. Rather it is a book for practitioners, providing a detailed guide that will let them understand the legal landscape in the wine sector.

With its first edition it covered 20 wine producing/consuming countries. The present third edition now covers 26 countries, with India as a notable new entrant to the book.

A few authors have changed since the first edition, and based on reader feedback, the questionnaire to which chapter authors respond has been slightly adapted in a few places.

The first edition of the book was published in both hard form and online, but the second and all future editions are published only online. The book will be updated and extended regularly.

The goal of the book is to be the most practical, complete, and up-to-date international wine law book available.

Recent developments in European law

Whilst the third edition of this book deals with the viticultural laws of 26 countries, the European Union continues to be a key region, especially given the extent of regulations dealing with the wine sector.

From an EU standpoint, wine law has evolved significantly in the last three years.

In our introduction to the second edition we described the most important developments in the European Union legal framework at that time, in particular Regulation 2021/2117, adopted in December 2021¹, amending the basic “Wine Regulation” 1308/2013.

Since then, national legal systems of the member states have been called to adjust to the new requirements, pursuant to the general principle of sincere cooperation (Art. 4 § 3 TEU), according to which “the Member States shall take any appropriate measure, general or particular, to ensure fulfilment of the obligations arising out of the Treaties or resulting from the acts of the institutions of the Union”.

By way of example, as from 8 December 2023, Regulation (EU) 1308/2013 not only introduced the compulsory listing of ingredients and a nutrient declaration for wines, but it also provided for an important innovation, by permitting the display of the list of ingredients as well as of the nutrient declaration through electronic means.

Further developments have occurred more recently. First, the European Commission, introducing a new form of regulation of the wine sector, published two texts of “Questions & Answers”, one concerning the implementation of new EU wine label-

1 Regulation (EU) 2021/2117 of the European Parliament and of the Council of 2 December 2021 amending Regulations (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products, (EU) No 1151/2012 on quality schemes for agricultural products and foodstuffs, (EU) No 251/2014 on the definition, description, presentation, labelling and the protection of geographical indications of aromatised wine products and (EU) No 228/2013 laying down specific measures for agriculture in the outermost regions of the Union (OJ L 435, 6.12.2021, p. 262–314).

ling provisions², and the second dealing with the implementation of EU rules on the de-alcoholisation of wines.³ Despite the informal nature of these “communications”, these texts go further than simply informing operators about their obligations under Regulation (EU) n° 2021/2117. On specific matters, the Commission decides on the correct interpretation (without prejudice to possible future different interpretations by the European Court of Justice (ECJ)) and even introduces new rules, not always welcomed by the wine sector. These texts therefore add to the EU legal framework applying to wines and should be taken into account when considering the relevant national rules in each Member State.

Meanwhile, the regulation on geographical indications for wine, spirit drinks and agricultural products, which we announced in our introduction to the second edition, has finally been adopted. Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024⁴ not only confirms the innovations introduced progressively by the abovementioned Regulation 2021/2117 but it also introduces new rules – of substantive as well as procedural nature. These new rules are likely to have a significant impact on the registration, the management and the protection of PDOs/PGIs for wine. Although some provisions of this regulation will enter into force in 2025, most of them have been in force since May 13, 2024, calling for a fast adaptation – when necessary – of national laws.

The following are examples of substantive changes (among others) :

- Article 26 § 1a of Regulation (EU) 2024/1143 protects PDOs/PGIs for wine against weakening, dilution and detrimental action to their reputation. The EU legislator has not given any definition of these new types of infringements against geographical indications. However, these practices are distinct from the exploitation of the reputation of the geographical indication.
- Article 26 § 2 of Regulation (EU) 2024/1143 extends the protection of geographical indications “to all domain names accessible in the Union”, whereas Article 35 § 1 provides that “(c)ountry-code top-level domain name registries established in the Union shall ensure that alternative dispute resolution procedures for domain names recognise registered geographical indications as a right that can be invoked in those procedures”

2 Commission Notice – Questions and answers on the implementation of new EU wine labelling provisions following the amendment of Regulation (EU) No 1308/2013 of the European Parliament and of the Council and Commission Delegated Regulation (EU) 2019/33, C/2023/1190, OJEU 24.11.2023.

3 Commission Notice – Questions and answers on the implementation of EU rules on the de-alcoholisation of wines, C/2024/694, OJEU 15.1.2024.

4 Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012, OJEU, L, 23.4.2024.

Finally, among the various interesting wine law cases brought before the ECJ, two should be mentioned in particular: on the one hand, the *Weingut* case⁵, which changes dramatically the conditions under which the terms designating a vitivinicultural holding (“domaine”, “château”, “castello”, “clos”, “Weingut”...) can be used. The intrusion of European Law in this field of valued national traditional expressions is likely to be a source of conflicts with well-established national rules.

On the other hand, the case of *Papouis v. European Commission*⁶ explains the sharing of powers between the EU and Member States in the complex administrative procedures of registration, amendment and cancellation of geographical indications, including PDO/PGI for wines. The decision adds to the relevant provisions of Regulation (EU) 2021/2117, which are already included in Regulation (EU) 2024/1143.

Thanks

We wish to address our sincerest thanks to all our country authors and peer reviewers, who have contributed to this book on a pro bono and disinterested basis. That's the AIDV spirit!

The Editors
Theodore Georgopoulos
Rein-Jan Prins
Stephen Stern

5 ECJ, 23.11.2023, C-354/22, ECLI:EU:C:2023:916.

6 General Court of the EU, 21.02.2024, Case T-361/21, ECLI:EU:T:2024:99.

Reading guide and disclaimer

Reading guide

All country chapter authors received and answered the same questionnaire about wine law. Thus, the reader can easily compare specific issues in various countries “at a glance” by clicking on the hyperlink of the chosen question, which leads to a Horizontal Index.

The chapters are arranged in alphabetical order of the English names of the countries.

Short biographies of the country chapter authors are available at the beginning of the book or by clicking on their names.

The peer review having been a “double-blind” peer review, there are no biographies of peer reviewers.

This book contains many hyperlinks to local legislation, making it directly consultable.

Disclaimer

This is a handbook and does not constitute legal advice. Although the texts are updated regularly and have been thoroughly reviewed through a double-blind peer review system, neither the publishers nor the individual authors can accept any liability for possible mistakes.

This guide was up to date as at the date of each author’s contributions. However, the law is dynamic and there have doubtlessly been some changes in some countries since the authors finished the final versions of their chapters.

Contributing authors

Argentina

Pablo A. KUCK is a Law graduate of the UBA (*Universidad de Buenos Aires*) specialised in Public International Law. He has done various specialisation courses in Trade-marks and Geographical Indications in the WIPO and in the OEPM (*Oficina Española de Patentes y Marcas*) and also postgraduate courses in the ESCP (*École Supérieure de Commerce de Paris-École Européenne des Affaires*) and in the UBA.

He has acted as Deputy Director of the Argentinean Trademark Office and at present is the Legal Representative of the French state, the Swiss state and other private institutions, for the defence of their industrial production assets, particularly concerning the Geographical Indications related to alcoholic beverages and other products in Argentina, Uruguay and Paraguay.

As the Head of the Kuck Law Firm and on behalf of the French State and the CIVC (*Comité Interprofessionnel du Vin de Champagne*) he has been granted in Court the irregistrability of the denomination “La Champaneria” for IC 43 services and “Martinique” for IC 33 products and denominations similar to Champagne, Cognac, Bordeaux, Bourgogne, Beaujolais, Romanée Conti and others before the Argentinian, Paraguayan and Uruguayan Trademark Offices.

Australia

Stephen STERN is a partner of Australian law firm Corrs Chambers Westgarth and the Chairman of its National IP Group. Stephen's principal practice is in intellectual property litigation with wine law as one of his focal points.

He was the AIDV (International Wine Law Association) International President from 1996 to 1999 and has since remained one of its Vice-Presidents and a member of its Executive Committee.

Much of Stephen's work has been involved in the geographical indications area, registering and protecting wine GIs from a number of countries in the Asia Pacific region. He has been involved in numerous disputes dealing with GI delimitations and between trade marks and GIs in several countries.

Many of Stephen's clients are involved in the wine and spirit sector, be it as growers, winemakers, producers, importers, distributors, vigneron associations or governmental instrumentalities. He also drafts and negotiates distribution, supply and vineyard lease agreements as well as grape purchase and wine production agreements and advises on labelling issues.

He teaches annually at Bordeaux and Reims law schools and has also taught at a range of other universities such as Monash University, UC Berkeley, UC Davis, Victoria University and others.

Amongst his many wine law publications and articles, Stephen was the author of a chapter entitled "Wine & Place" on Australian wine law in the book *Global Wine Regulation* (Thomson Reuters, 2014) and is a contributor to and on the Editorial Board of *Jus Vini*, the *Journal of Wine & Spirits Law* and is one of the three co-editors of *Global Wine Regulation*, the AIDV publication.

He was appointed a *Chevalier de l'Ordre du Mérite Agricole* by the French Republic in 2006 and then was appointed as an *Officier* in 2024. On 30 May 2017, he received the *Diplôme d'honneur de la Corporation des Vignerons de Champagne*.

Stephen is and has for several years been the Honorary Solicitor for the Mornington Peninsula Vignerons Association and for Wine Victoria.

Austria

Sascha SALOMONOWITZ, MBL-HSG, LL.M. (NYU); Attorney-at-law, admitted before all Austrian courts and administrative authorities including the Austrian Patent Office, as well as WIPO and EUIPO.

Areas of practice: IP/IT, litigation, prosecution, licensing.

Publications: Contributor to Kucsko/Schumacher, *Markenschutz* (Mainz 2013-2020) and various other publications on IP law.

Florian RATH, LL.M.; Attorney-at-law, admitted before all Austrian courts and administrative authorities including the Austrian Patent Office, as well as WIPO and EUIPO.

Areas of practice: IP/IT, litigation, prosecution, licensing.

Brazil

Roner GUERRA FABRIS was born at Porto Alegre, Brazil, in 1964.

He graduated in Law at PUCRS/Brazil in 1988.

He specialized in Industrial Property matters at CEIPI – Strasbourg, France, in 1988/89.

He received his master's degree (DESS) in 1989/90 from Robert Schuman University, France, 1989/90, and his doctorate in Law (PhD) in 2012, from Strasbourg University and the Brazilian Federal University –UFRGS.

He was professor at the UNISINOS University between 1993 and 2014.

He is a lawyer and IP agent at his office RGF-IP in Porto Alegre and dedicates a lot of his work to the wine sector, with several clients in this domain.

He is a member of the following associations: ABPI, ABAPI, ASIPI, INTA, AIPPI, AIPLA, FICPI and AIDV.

He speaks Portuguese, English, French, and has good knowledge of Italian and Spanish. He has written many articles and has given many speeches. Besides his professional career, he is French Consul at Porto Alegre, Brazil.

Canada

Olivier JEAN-LÉVESQUE is a lawyer and trademark agent at Smart & Biggar LLP. His practice focuses on a wide range of intellectual property issues. Drawing upon his years in France, Olivier's practice and interests notably involve the protection of geographical indications (*Appellations d'Origine Contrôlée*) for wine, spirits, and food products in Canada, and more generally, the protection of "shared goodwill". In this context, he regularly assists wine producers and governmental bodies in the protection, management, and enforcement of geographical indications. He also frequently assists clients in the beverage sector on various issues pertaining to branding, labeling and advertising. Olivier has co-authored various publications on Canadian intellectual property law and regularly speaks at conferences on intellectual property, including geographical indications. He is one of the board members of the Canadian Chapter of the AIDV.

Francesca ROY is a lawyer and trademark agent at Smart & Biggar LLP. In addition to her trademarks practice, Francesca is also frequently involved in the protection and enforcement of protected geographical indications (*Appellations d'Origine Contrôlée*) in Canada for European clients. She represents various governmental bodies and regional trade associations for the protection and enforcement of geographical indications and in cases for securing protected geographical status for renowned products. Francesca co-authored various publications on IP law, notably an article entitled "*De*

l'importance du lieu. Comprendre et naviguer les indications géographiques au Canada". Francesca previously worked as a rights and contracts coordinator for a literary book publisher and was a member of the Québec *Association nationale des éditeurs de livres* (ANEL)'s copyright committee from 2015 to 2018.

Chile

Andrés MELOSSI is a graduate from the *Universidad de Chile* (1991), has been a partner of Beuchat, Barros & Pfenniger for 25 years, with expertise in assisting national and foreign clients in IP matters, in the broadest sense.

Andrés has been an active member of the Chilean IP Association (ACHIPI), being President of the same for two periods (2006-2011) and an active member of organizations like AIPPI, INTA, ASIPI, FICPI and also a permanent attendee of annual meetings of ECTA and APAA organizations.

He is an author of numerous articles on IP law.

China

Paul RANJARD is a partner at Wanhuida Intellectual Property Agency and Law Firm.

Paul, member of the Paris Bar since 1972, moved to Beijing in 1997, where he represented the French association Unifab (for the protection of intellectual property).

Since 2000, he has been actively involved in the drafting of the IP Position Papers submitted by the European Chamber of Commerce.

In 2015, within the framework of the European funded IP Key program, he made a study on problems related to adulterated and counterfeited alcoholic beverages in China.

In 2020 and 2021, within the framework of the Action to Support the Implementation of the EU-China Agreement on Geographical Indications, he drafted a study on the protection of GIs in China.

Paul is a member of Geographical Indications team of MARQUES.

France

Rein-Jan PRINS practices as an independent French attorney in Aix-en-Provence, France, since 2002.

Previously, he was a partner of international law firms in Amsterdam, Brussels and Paris and has been member of the Amsterdam and Brussels Bars for many years.

His area of practice covers all aspects of IP law, with a particular focus on the wine, beer and spirits sector, including business contracts in that sector.

He is author and co-author of various publications and articles on intellectual property and wine law in French, Dutch and English, has taught at the ESSEC Business School in Paris (MBA International Luxury Brand Management) from 1996 to 2000, and currently gives lectures at the Reims law school (Wine and Spirits Law Program). He is also a jury member of its yearly AIDV-Robert Tinlot Moot Court competition and contributor to *Jus Vini*, *Journal of Wine & Spirits Law*.

He was the AIDV (International Wine Law Association) International President from 2014 to 2016 and is currently one of its Vice-presidents and a member of its Executive Committee. He is one of the three co-editors of *Global Wine Law*, the AIDV publication.

Georgia

Maka NUTSUBIDZE, Prof. Ass. Dr. at the Faculty of Law, Tbilisi State University, Georgia, and has a Master of Public Law (Comparative Law in European Countries, Sorbonne University, France) and a PhD in Public Law (University Paris Ouest, France). In 2019, she began the research of wine law in Georgia. Founder and President of the “Wine Law Association of Georgia”.

For over 20 years, Dr. Nutsubidze has worked in government, NGOs, various domestic and international projects, and academia, covering a wide range of issues including legal drafting and practice.

Dr. Nutsubidze is the author and co-author of several articles on wine law in Georgia. She is a lecturer and trainer in wine law.

Germany

Dr. Wiebke GORNY is partner with GORNYLAW, a boutique law firm in Frankfurt, Germany. In her daily practice, she is among others dealing with Wine Law, both as consultant and as litigator.

She was admitted to the Bar in 1999, after having been an assistant lecturer at *Johann-Wolfgang-Goethe Universität* in Frankfurt, where she also post graduated with a doctor's grade in law (Administrative Law).

Wiebke worked for a local law firm and an American law firm before she joined GOR-NYLAW in 2003.

Wiebke is Board member of the AIDV (International Wine Law Association).

She participated with a chapter in “Administrative Controls in the Wine Sector” (2021, edited by Theodore Georgopoulos), and together with Thomas Schmitz in “*Weinrecht*”, Vol. 53 of the publications of the German Brazilian Lawyers Association (2017, edited by Wolf Paul, Irene Hagen).

Greece

Theodore GEORGOPOULOS is full Professor of Wine & Food Law at the University of Reims (Champagne, France), where he is responsible for the Wine & Law Program – A Jean Monnet Chair. He also is Adjunct Professor at the Burgundy School of Wine and Spirits Business. A former Fulbright Scholar (NUY, 2006), he teaches wine law in Europe and in the US as well as at the MSc of the OIV (*Organisation Internationale de la Vigne et du Vin*). He has been for 9 years the Founding President of the Georges Chappaz Institute for Vine and Wine.

An Attorney-at-Law and Managing Partner of Georgopoulos & Associates Law Firm (Athens), specializing in Wine and Food Law, as well as in IP and European Law, he has an extensive experience in representing international clients before national courts as well as before the European Court of Justice.

He is also the Director (of counsel) of the Department Wine, Spirits & Terroirs of the International Law Firm Casalonga (Paris).

He furthermore is General Director of the Greek Wine Federation; President of the OIV Law and Consumption Group of Experts; Member of the Club of Directors of the *Comité des Entreprises Européennes Vin* (CEEV); member of the International Wine Academy, the *Accademia dei Georgofili* (Florence) and the *Accademia di Agricoltura di Torino*. He also is the immediate past (2020–2022) International President of the International Wine Law Association (AIDV).

He grows his vines on the island of Serifos (Cyclades) and makes his wine in collaboration with a local winery.

Hungary

Attila JÁSDI is partner at Szecskay Attorneys at Law (Budapest, Hungary) and co-owner of one of the most recognized Hungarian vineyards, Jásdi Pince (Csopak, Hungary).

He received his JD from Pázmány Péter Catholic University (Budapest) in 2000. He participated in the Post-Graduate Course on International and European Union Affairs organized by Pázmány Péter Catholic University, the Robert Schuman Institute (Budapest) and the College of Europe (Bruges, Belgium) in 1998. He worked at the Central and Eastern European Law Initiative of the American Bar Association from 1998 until 1999. He received a Master of Law degree in Global Law and Technology in 2012, in the international LLM program of the Suffolk University Law School (Boston, USA).

Apart from wine law, he specializes in high value real estate, M&A, commercial and corporate cases. He has been the President of the International Committee of the Budapest Bar Association since 2010. He has been a member of the Executive Committee of *Union des Avocats Européens* (UAE) since 2006 and was the Vice-President of UAE between 2008 and 2012.

India

Latha R. NAIR is a partner with the Indian IP boutique, K&S Partners. She is currently the chair of the firm's prosecution and advisory practice in the Trademarks, Copyrights, and GI vertical.

While she has vast experience in advising clients on all aspects of the prosecution and enforcement of trademarks, domain names, and copyrights as well as advisory and transactional work relating thereto, a niche area of her practice focuses on the protection of geographical indications (GIs).

Since 1998, she has been assisting the Government of India in the protection of certain well-known Indian GIs such as Basmati rice and Darjeeling tea both in India and overseas. She also actively represents the interests of some internationally renowned GIs such as Champagne, Scotch Whisky, Irish Whiskey, Cognac, Pisco, Parmigiano Reggiano cheese, Grana Padano cheese, and Prosecco wines in India. Latha is a Principal Editor of INTA's online searchable guide on "Geographical Indications, Certification Marks & Collective Marks" and currently serves as member of the Board of AIDV (the International Wine Law Association). She has widely published about GIs and is also a regular speaker at various national and international forums on issues relating to the protection and enforcement of GIs.

Israel

Shlomo COHEN

Teaching: Adjunct Professor, New York University School of Law (1976–1995); Adjunct Professor, Hebrew University School of Law, Jerusalem (1980–1992); Adjunct Professor, Tel-Aviv University School of Law (since 1988).

Education: Tel Aviv University (LL.B., 1971; LL.M., 1973); from New York University (LL.M. Trade Regulation; J.S.D., 1976); University of Brussels (Diploma).

Highlights: President, Israel Bar Association (1999–2007); Chairman, Justice Ministry Committee to Revise the Registered Designs Act (1985–1990); Member, Justice Ministry Committees to Revise the Patent and Copyright Acts (1985–1995); Israeli Representative to WIPO Convention to Draft Treaty for the Protection of Semiconductor Chip Design (1989); Founder and president (1998–2006), Licensing Executives Society Israel Chapter; Board member, International Trademark Association (1994–1996). Chairman, Public Committee for the Protection of Privacy; Board member (two terms), Israel Civil Rights Association; Founding member, Betselem, human rights watch organization.

Memberships: INTA; IPO; AIPPI; AIPLA; ECTA; LESI; ALAI; Israel Press Council.

Publications: Israel Chapter, "International Design Protection", ed: Clive Thorne, Globe Law and Business, p.191, 2012; "Jurisdiction over Cross-Border Internet Infringements", 20 EIPR 294, 1998; "GATT: a TRIPS in the right direction", Trademark World, January 1995; Israel Chapter, "Worldwide Trademark Transfers", Clark-Boardman, 1992; "Securities Interest in Intellectual Property in Israel" (with Ron Klagsbald), Intellectual Property Journal, Vol. 2, p. 148, 1991; Israel Chapter, "Enforcement of U.S. Judgments Abroad", ABA Publication, 1989; and many other earlier publications.

Italy

Boris OSGNACH is a co-founder and partner with the IP firm De Gaspari Osgnach (aka DeosIP) Padova, Italy. Attorney at law and design & trademark agent before the Italian PTO and the EUIPO, he is an active member of some of the major international IP, wine law and wine business associations (ECTA, INTA, AIPPI, AIDV, UIV, UGIVI, LES).

He advises domestic and foreign businesses in different fields of industry. In the wine sector he serves both wine group and producer associations, heading clearance and trademark/GI registration projects, administrative and judicial disputes between GIs and trademarks, labelling, wine advertising, promotion and trade issues. He represents his clients in transactions and out-of-court contentious matters, as well in administrative procedures before the Italian Patent and Trademark, the European

Union Intellectual Property Office (EUIPO) and in judicial procedures before Italian specialized IP Courts.

Before committing to private practice, he was General Counsel in San Margherita Spa, one of the most successful and globally reputed Italian wine business groups. He is a wine lover and a licensed Sommelier affiliated with *Associazione Italiana Sommelier* (AIS). He is often invited as a speaker at IP meetings and a lecturer at professional seminars.

Japan

Kensuke EBIHARA, Ph. D., is Professor of Law at the Meiji Gakuin University, Department of Global Legal Studies. He mainly teaches Wine Law, EU Law and Public Law. He also teaches at the University of Yamanashi and the Hokkaido Wine Academy.

He is author and co-author of various publications and articles on wine law and public law. His books include “Introduction to Wine Law” (Kohyusha, 2014, OIV Award 2016), “The Wine Law” (Kohdansha, 2019), “The Japanese Wine Law” (Kohyusha, 2020). He is often invited as a speaker at professional seminars and international conferences. Member of the AIDV since 2006.

Teiji TAKAHASHI was born in 1944 in Japan. He graduated from the faculty of economics of Tokyo University, then joined the Ministry of Agriculture. From 1970 he studied in the doctorate course of Toulouse University. Returning to Japan, he made efforts for disseminating the concept of AOC in Japan. In 1997, he was appointed as the first Representative of FAO, UN to Japan. In 2008, he obtained the title of doctor in law of the Toulouse University. He conducted intense research for the introduction of a GI system in Japan.

His publications consist of the Japanese-written titles “The Australian Wine” (1996, Jiji Press), “French AOC system for Wine” (2004, Nobunkyo), “Food Safety and Food Quality” (2006, Nobunkyo), “Wine Laws in the World” (2009, Hyoronsha), “GIs for Foods and Beverages” (2015, Nobunkyo) as well as “*La Sécurité et la Qualité des Denrées Alimentaires*” (Thesis, 2008) and “Wines of Japan” (2017, Ikaros – both in English and Japanese).

He received the OIV Award for his book “Wines Japan”, and was awarded the *Chevalier de l'Ordre du Mérite Agricole* by the French Government.

Mexico

Oscar CRUZ BARNEY is partner and practicing lawyer at the firm Cruz Barney/ Pérez Cuéllar in Mexico City. He is also researcher at the Institute of Legal Research of Mexico's National University, National Researcher Level III in the National System of Researchers of CONACYT (National Council of Science, Humanities and Technology).

Teaching: Appointed *Professeur Distingué* "Honorary Professor" of the Faculty of Law, Political and Social Sciences of the *Université de Lille*, France; Visiting professor at the universities of Bordeaux, Clermont-Ferrand, Lille and Toulouse in France; Guest lecturer at institutions and universities in the following countries: United States of America, Peru, Chile, Colombia, France, Spain, Italy, Germany and Finland.

Highlights: Former President of the Illustrious and National Bar Association of Mexico and member of the Madrid Bar Association; Panelist of the NAFTA Chapter XIX Dispute Settlement Mechanism on Antidumping and CVD; Arbitrator of the International Chamber of Commerce of Paris (ICC), Member of the Mexican Delegation to the International Organization of Vine and Wine (OIV); Former Senator of the Senate of the Ibero-American Union of Colleges and Groups of Lawyers UIBA; Former President of the Mexican National Committee of the *Union Internationale des Avocats* and Counselor of the Presidency, Paris, France.

Awards: First Class Distinguished Cross of the *Order of Saint Raymundo de Peñafort* by the Ministry of Justice of Spain and with the Great Cross of Merit in Service to Lawyers by the General Council of Spanish Lawyers; Honorary Academician of the Royal Academy of Jurisprudence and Legislation of Madrid and Corresponding Foreign Academician of the Colombian Academy of Jurisprudence; Academician and Vicepresident of the Mexican Academy of Jurisprudence and Legislation.

Memberships : *Société d'Histoire du Droit* (Paris, France), *Société pour L'Histoire des Facultés de Droit et de la Culture Juridique* (Paris, France), Vicepresident of the *International Institute of Indian Law History*, Member of the Society of Chilean Bibliophiles; AIDV.

Publications: Various books and articles on Wine Law, Arbitration, International Dispute Resolution Mechanisms and History of Law published in Mexico, Spain, Germany and France. He has been Director of the *Mexican Law History Review* and of the *Private Law Review*.

Moldova

Diana LAZĂR, PhD, is the Director for the wine industry as part of the USAID funded projects in the Republic of Moldova and a preeminent thought-leader of the Moldovan wine sector. She has authored the cornerstone policy documentation for the strategic reform of the wine legal regulatory framework, and implemented transformational development programs that resulted in the establishment of the first public-private partnership in wine industry management, the activation of the wine PGI/PDO industry system, the development of leading local wine country and tourism brands, as well as the systemic marketing and promotion activities that resulted in an exponential growth of wine exports to EU markets.

She is the observing member of the National Vine and Wine Office of Moldova, member of the Strategic Wine Committee of the Moldovan Ministry of Agriculture and Food Industry, member of various groups for policy reforms, sustainable development, and SMEs support by the Moldovan Government authorities.

She has conceptualized and initiated wine tourism policies, regulations, and product certification, including the accreditation of the Wine Routes of Moldova as first European-cultural route accredited by the Council of Europe as part of *Iter Vitis: "Les chemins de la vigne"*, and was designated as Ambassador for Moldova.

She is an attorney-at-law and a university lecturer at Moldova State University, teaching International Commercial Arbitration, Alternative Dispute Resolution, and a contributor to other local education programs in wine, tourism, and innovation programs.

Mrs. Lazăr is an alumnus of a leading French University (Montesquieu Bordeaux IV) in wine law, economics and management in the wine sector and of George Washington University in sustainable tourism development.

New Zealand

Sarah WILSON is General Manager Advocacy and General Counsel at New Zealand Winegrowers Inc (NZW), the trade association representing New Zealand's grape growers and winemakers. She leads the Advocacy team, which provides information and support to NZW members on a variety of regulatory issues concerning grape and wine production.

Sarah participates in meetings of the International Organisation of Vine and Wine (OIV) and World Wine Trade Group (WWTG) as a representative of New Zealand. She also sits on the Presidential Council of FIVS, an international wine and spirits body.

Prior to joining NZW, Sarah worked as a criminal prosecutor specialising in regulatory matters across various sectors. She has also worked in both public law and commercial litigation.

Prior to joining the wine industry, she has written on non-wine related topics in the Victoria University of Wellington Law Review and the New Zealand Law Journal.

Portugal

João ANTUNES was born in Porto, Portugal, in 1958. He graduated in law at the *Faculdade de Direito da Universidade Católica Portuguesa* (Lisbon). João has been working for Sogrape Vinhos, S.A., as company legal adviser and company secretary and is based in Vila Nova de Gaia, Portugal.

João has been a speaker in postgraduate studies on wine law and a part of OIV – International Organisation of Vine and Wine – Economy and Law Commission. He also is a member of AIDV and *Experto* of Porto Wine Brotherhood.

Francisco VAN ZELLER was born in Porto, Portugal, in 1968. He graduated in law at the *Faculdade de Direito da Universidade Católica Portuguesa* (Porto).

Francisco is the founder and the senior partner at his law firm – Van Zeller, Garcia & Associados – Sociedade de Advogados SP, RL – and is based in Porto, Portugal, the main hub of the port wine trade. His areas of practice are corporate, commercial and civil law, administrative and tax law, administrative penal law, litigation and wine law.

Francisco has been a speaker in postgraduate studies on wine law and has published works on wine law. He is a member of the *Ordem dos Advogados Portugueses* and of AIDV. His family goes back several generations in wine making and its trade.

Romania

Dragoș BOGDAN, managing partner at Stoica & Associates, a Romanian law firm based in Bucharest, has an extensive experience as practicing lawyer, assisting and representing corporations in international and domestic disputes. Former judge, trainer of judges in Human Rights for more than 10 years at the National Institute of Magistracy and trainer of lawyers in IP and Human Rights at the National Institute for Training of Lawyers since 2007, he is the author of various legal books and articles.

Cristiana I. STOICA, Ph.D., founding partner at Stoica & Associates, a Romanian law firm based in Bucharest, has an intensive experience as practicing lawyer, assisting and representing corporations in international and domestic disputes. Associate professor at the Faculty of Law, Bucharest University (LL.M. International Arbitration) and former member of the ICC International Court of Arbitration, she is the author of various articles and contributor to legal books, published in Romania and abroad. For almost 15 years she is a co-owner of the family wine estate Avincis, one of the famous wine producers of Romania and provides legal advice on wine law related cases.

Member of AIDV, she is also former president of AIDV-European Section (2015-2018).

Irina-Andreea STOICA, managing partner at a Romanian law firm based in Bucharest, assisted and represented corporations in IP dispute resolution cases (trademarks, domain names, GI), in international arbitration, data protection and public procurement. Co-owner of AVINCIS winery estate in Romania, she is experienced in matters related to IP law and wine industry. Author of various articles and speaker at conferences, she is also a member of AIDV.

South Africa

Eben VAN WYK is a partner at Spoor & Fischer, South Africa. He graduated with a BProc LL.M (IP) (*Cum Laude*) and is an Attorney of the High Court of South Africa as well as Solicitor of England & Wales. He specializes in Intellectual Property and Advertising Law.

He is a member of the South African Institute of Intellectual Property Law; the International Trade Mark Association (INTA) and the INTA Geographical Indications Subcommittee; a member of the Licensing Executive Society (LES) of South Africa; a Board member of the AIDV. He is the co-author of South African chapter in the Intellectual Property Review; the co-author of the “Unlawful Competition” chapter of *Dean & Dyer’s Digest of Intellectual Property Law* (2014, Oxford University Press) as well as co-author of Sponsorship and Marketing Agreements chapter in *International Business Transactions* (2016, Kluwerlaw). He is also the author of South African chapter in *Geographical Indications, Certification Marks and Collective Marks: An International Guide* (INTA).

He is listed in the WTR 1000 as one of the World’s Leading Trade Mark Professionals; ranked by Legal 500 EMEA as one of South Africa’s Intellectual Property Law experts; listed by Best Lawyers as a “Best Lawyer” in Intellectual Property Law as well as in Litigation; ranked by Chambers Global: The World’s Leading Lawyers in Intellectual Property; listed in Who’s Who Legal as one of the leading Trademark Lawyers; listed in World IP Review Leaders – Best IP Practitioners; listed in the Managing Intellectual Property IP Stars; and listed as Cape Town Intellectual Property Law lawyer of the year by Best Lawyers.

Spain

Félix S. PÉREZ ÁLVAREZ graduated with a degree in Law from the University of Zaragoza (Spain), currently a retired Lawyer, Founder of SEAIN, S.L. (BK ETL Global) in Logroño (Spain).

His main areas of expertise are Wine Law, Protected Designations of Origin, Intellectual Property and Unfair Competition.

He is Vice President and former President of the AIDV and has been Lecturer in the Master of Oenology of the Oenology Superior School of the Basque Country (Spain) and the Master 2 Professional of Wine Law (Spanish Wine Law), University Montesquieu-Bordeaux IV.

Félix has been speaker at Conferences related to the wine sector, such as, among others:

- “New models of wine distribution in Spain”. Spanish Wine Market Observatory (OEMV), Madrid (Spain), 2011.
- “Differences between PDO and trademarks”. 1st National Congress of Wine Law, Mendoza (Argentina), 2012.
- “Differences between PDO and trademarks”. Lisboa (Portugal), 2015.
- “Funding, structure and role of the different groups of producers. Spanish situation”. International Wine Law Association (IWLA – AIDV), Siena (Italy), 2016.
- “Differences between PDO and trademarks”. V International Congress of Wine Law, Lima (Peru), 2016.
- “Judgment “Rioja”. *Bottled at origin*”. International Wine Law Association (IWLA – AIDV), European Section. Budapest (Hungary), 2017.
- “PDO and Quality marks”. General Council of the Judiciary, Peñafiel (Spain), 2019.

Javier PÉREZ-ITARTE graduated with a degree in Law and Economics at University of Deusto (Bilbao, Spain), achieving an LL.M. Program of International Law and International Organizations at *Rijksuniversiteit Groningen* (The Netherlands). Lawyer at EY (Human Capital Resources) from 2006 to 2008 and at Miguel Torres Company (Legal Department) from 2008 to 2010. Currently Partner, Lawyer and Legal Director at SEAIN, S.L. (BK - ETL Global) in Logroño (La Rioja - Spain).

His main areas of expertise are Wine Law, Company Law, Intellectual Property, Protected Designations of Origin and Unfair Competition. He speaks Spanish, English and French.

He is a member of the AIDV since 2009, currently member of the Board of Directors and General Secretary of its European Section.

He has been Lecturer of Spanish Wine Law in the Master 2 Professional of Wine Law at the University Montesquieu in Bordeaux IV (France) since 2017.

He has written articles on commercial distribution, published in specialized magazines and since 2017 and has intervened as a speaker at the following Conferences of the AIDV:

- “Spanish and EU wine legislation”. Beaujolais (France), 2009.
- “Protection of the wine-growing landscape”. Albi (France), 2013.
- “Law for the improvement of the functioning of the food chain in relation to late payment in commercial transactions”. Bucharest (Romania), 2015.
- “Regulations on distribution and commercial agency in the wine industry”. Mendoza (Argentina), 2015.
- “Vineyard control in La Rioja”. Bordeaux (France), 2017.
- “From grape to wine: Product valuation”. Avignon (France), 2019.
- “EUROPE RESPONSE TO THE PANDEMIC”. Different legal measures adopted in some European wine-producing countries to reduce or restore the impact of the pandemic. Webinar, 2021.
- “Wine on the Internet”. Domain names and Appellations of Origin. Webinar, 2021.
- “Developments in electronic wine labeling”. Webinar, 2024.

Switzerland

Michael NOTH is co-founder of TIMES Attorneys, a boutique law firm specialized in intellectual property. He studied law at the universities of Zurich (lic. iur./Dr. iur.), Alicante (Erasmus) and Singapore (LL.M.). In 2001, he was admitted to the bar (all courts in Switzerland).

Michael focuses on trademarks, geographical identifications, copyright, designs and unfair competition law (including trade secrets and advertising). He has vast experience in IP related litigation and arbitration (he is also on WIPO's official list of arbitrators), IP related contractual work (including license and distribution agreements and cooperation contracts) and the worldwide filing and prosecution of trademarks. He works for various clients from the wine and spirits industry.

Michael is recognized as a leading practitioner in the field of intellectual property and listed in various professional publications such as WTR1000, Who's Who Legal or Chambers Europe describing him "considered to be one of the key IP lawyers in Switzerland". He is member of some distinguished professional associations, including the International Trademark Association (INTA), MARQUES (where he is the chair of the Committee Famous and Well-Known Trademarks), the Swiss Arbitration Association (ASA) and the AIDV, and he regularly holds speeches and publishes articles on topics of intellectual property; in particular, he is co-editor of a comprehensive commentary on Swiss trademark law ("*Stämpflis Handkommentar zum Markenschutzgesetz*") and teaches at the Università della Svizzera italiana.

Michael is a wine lover and wine collector and completed his training as a wine academic (Weinakademie Rust, Austria).

United Kingdom

Nigel URWIN is a Consultant and head of the intellectual property team at Lee Bolton Monier-Williams LLP.. Lately he has tended to concentrate on advising largely international clients on the protection of their intellectual property, particularly geographical indications, as well as trademarks and copyright.

He trained with a large City of London firm, where he experienced trademark, patent and monopoly law matters, and after qualifying his career has encompassed media work, publishing, film and television and IT and during his many years of experience he has lectured on subjects as diverse as merchandising rights, brand protection and the then *terra incognita* of IP in the nascent field of satellite broadcasting. For the last 15 years or so he has focused on the protection of geographical indications, particularly major names in wine, spirits and cheeses, including lecturing on the protection of GIs in the UK following the UK's decision to leave the EU. During this period too he has acted as a trustee of the entities which own the publishing rights in Winnie-the-Pooh and the other copyrights of AA Milne and his son Christopher Milne (Christopher Robin), where he directs licensing activity for the benefit of the charity set up by the Milne family with substantial funds to support persons with disabilities.

United States of America

Scott GERIEN is the head of the Intellectual Property practice group Dickenson, Peatman & Fogarty in Napa (California). Scott represents hundreds of wineries in protecting their intellectual property interests in the U.S. and abroad and has filed and prosecuted over 2,000 class 33 trademark applications at USPTO on behalf of his

clients. Scott is also very active in the protection of geographical indications and acts on behalf of the Napa Valley Vintners, the Cognac Bureau, Consorzio Vini Venezia, and others.

Richard MENDELSON is a wine law attorney at the law firm of Dickenson, Peatman & Fogarty in Napa (California).

He also directs the Wine Law Program at the University of California Berkeley School of Law and is the author of “From Demon to Darling: A Legal History of Wine in America”, “Wine in America: Law and Policy”, and “Appellation Napa Valley: Building and Protecting an American Treasure”.

Richard is a Founding Member and Past President of AIDV.

John TRINIDAD is a co-managing partner of Dickenson, Peatman & Fogarty in Napa (California), and is a member of the firm’s Wine Law, Business, Alcohol Beverage, and Geographical Indications practice groups. John advises wine and alcohol beverage industry clients on a broad range of legal issues, including alcohol beverage licensing, business contracts (including grape purchase agreements and distribution agreement), and the purchase and sale of winery brands and assets. John also advises clients on federal and state alcohol beverage regulations such as franchise laws, tied-house laws, labeling requirements, and the protection and promotion of American Viticultural Areas.

John is a lecturer at the University of California Berkeley School of Law where he teaches a wine law class. He authored a chapter on labeling regulations in “Wine In America: Law and Policy”, is a frequent contributor to “Jus Vini – the Journal of Wine & Spirits Law”, and his work has been published in wine law text books and publications in the U.S., Australia, and France. An avid photographer, his pictures of the Champagne region were featured in “But First, Champagne: A Modern Guide to the World’s Favorite Wine”.

John is a graduate of Harvard College and the New York University School of Law.

