

# Labirintos da Origem: The Crossroads of Geographical Indications

23 febbraio 2024  
ore 13:30

23 de fevereiro 2024 Hora  
09:30

In this 4th meeting, the Labyrinths of Origin series comes to an end, concluding how Intellectual Property can influence the differentiation of products that highlight and value origin. It goes beyond the geographical origin, reaching the collective business origin. As a final step, it discusses how the valued origin can mean prosperity, but it can also attract profits and unfair competition. How to control it to avoid losing the real origin in the future?

13:30h Patrícia Barbosa Celso Lage Gaetano Sabatini (Opening/Abertura)	INPI Brasil INPI Brasil Consiglio Nazionale delle Ricerche-ISEM
13:35h Alessandra Narciso (Moderation/Moderadora)	Consiglio Nazionale delle Ricerche-DISBA
13:40h Tabatha Benitz: Amazon Origin: The Case of the Tefé National Forest Collective Trademark	Instituto de Desenvolvimento Sustentável Mamirauá
14:00h Fernando Pinheiro: Geographical indications of cheese: Brazil-Italy Comparisons and Consumer Considerations	PhD student at INPI
14:20h Rita D'Errico: Pecorino Romano: the origin of a PDO cheese	Roma Tre University
14:40h Massimo Vitorri: Geographical origin and trade opportunity: meeting the growing expectations of consumers in terms of authenticity and sustainability	OriGIn
15:00h Closing/Encerramento	



The seminar will take place remotely and will be broadcast live on ISEM's YouTube channel : <https://1.cnr.it/youtube-isem>

O seminarário será realizado remotamente e será transmitido ao vivo pelo canal do ISEM no YouTube: <https://1.cnr.it/youtube-isem>

Scientific coordinators/Coordenação científica

[www.isem.cnr.it](http://www.isem.cnr.it)

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