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Brands, Geographic Origin, and the
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Geographic Branding: Translating
Location into Affect. Creative. ...
producers and local merchant leagues allied in an attempt to compete effectively and employed their brands as badges of their origins and figureheads. ... since the expression of the variable of origin became strategic

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for most businesses: Irish companies
needed to show traits ...

Geographic Branding: Translating
Location into Affect ...

Famous ancient brands are
sometimes associated with products
that have a specific geographi - cal
origin and go back as early as the 5th
century BC, such as wine from the
Greek island of Chios, referred to as
an expensive luxury good in classical
Greece.

Geographical Indications - An
Introduction

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and the Global Economy ... they refer.

The reference to geographical origin is most regularly for agricultural products combined with the use of traditional

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□Unfair Competition□ and the British
Merchandise Marks Act ...

The Origin of Location-based Brands
According to the study, using locations
for branding purposes is as old as
history itself. Even ancient civilizations
such as the Roman Empire acted as
brands, along with their cultural
values, identities and power. On
occasion, an artificial image of a
location can build a consensus
throughout history.

The Two-way Relationship between a
Brand and its Place of ...

There are many reasons for Scotch
Whisky's success, not least the
marketing and promotion of Scotch
Whisky brands, such as Johnnie
Walker and Dewar's, stretching back

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over a century, but one important factor is that it is a geographical indication of origin (GI). At its simplest, this means that "Scotch Whisky" may only be used on a...

Geographical indications of origin: the Scotch Whisky ...

While GIs denote a geographical origin of a good, trademarks denote a commercial origin of an enterprise.

While comparable goods are registered with GIs, similar goods and services are registered with trademarks. While a GI is a name associated by tradition with a delineated area, a trademark is a badge of origin for goods and services.

Geographical indication - Wikipedia

A geographical indication (GI) is a sign used on products that have a specific

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geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place....

Geographical indications can thus be a key element in developing collective brands ...

Frequently Asked Questions:

Geographical Indications

When it comes to food consumption, many French people prefer domestically produced items.

Concerns about food products' origin and transportation in ...

This statistic shows the number of immigrants in France in 2015, distributed by geographical origin. It displays that 890 thousand immigrants had origins in African countries other

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