

Non-Paper European Union

Article 10

Protection Accorded by International Registration

(1) *[Content of Protection]* (a) Subject to the provisions of this Act, each Contracting Party shall, from the date of international registration, extend to a registered appellation of origin protection against at least the following acts:

(i) any direct or indirect use of the appellation of origin in respect of products not covered by the registration in so far as those products are comparable to the products registered under that appellation of origin:

- which would amount to usurpation, imitation or evocation of the appellation of origin; or

- which would be detrimental to or exploit unduly the reputation of the appellation of origin, even if the true origin of the product is indicated or if the appellation of origin is used in translated form or accompanied by terms such as "style", "kind", "type", "make", "imitation", "method", "as produced in", "like", "similar", or the like;

(ii) any other false or misleading indications as to the provenance, origin, nature or essential qualities of a product to which the appellation of origin applies on the inner or outer packaging, advertising material or documents relating to the product, or any packing of the product in a container liable to convey a false impression as to its origin;

(iii) any other practice liable to mislead the consumer as to the true origin of the product.