

American Origin Products, Geographical Indications, and Rural Development

April 10, 2:00 – 4:00 p.m. EST

George Washington University
Marvin Center, Room 302
800 21st St NW
Washington, D.C.

- 2:00 – welcome and introductory remarks
Beth Barham, Center for Advanced Spatial Technologies, University of Arkansas
- 2:10 - AOPs/GIs: An Introduction with a Focus on the Wine Industry
*Richard Mendelson, Attorney, Dickenson, Peatman & Fogarty
Director, Program on Wine Law and Policy, University of California,
Berkeley Law School*
- 2:40 Needs and Expectations of the Geographical Indications (Origin Product)
Sector in the USA in Terms of Multilateral Trade Rules Affecting GI's
*Patrick J. Kole, Vice President, Legal & Government Affairs
Idaho Potato Commission (IPC)*
- 3:00 A view from an American Origin Product producer group engaged
in international trade
*Butch Weege, International Marketing Consultant for the
Ginseng Board of Wisconsin*
- 3:20 Question and Answer
- 4:00 Conclude

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- In-person
- Live streaming
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Webinar Presenters

Dr. Elizabeth Barham— is nationally and internationally known for her research on labels of origin, or geographical indications, as catalysts for rural development. She holds MS and Ph.D. degrees in Development Sociology from Cornell University. She served as the first Vice President for North America of oriGIn (<http://www.origin-gi.com/>), the international network of origin product producer groups, and currently serves as a member of the Territorial Designations Committee of the government of Quebec, Canada (<http://www.cartvquebec.com/en>). She works with the Center for Advanced Spatial Technologies, U of Arkansas, and the American Origin Products Research Foundation on realizing the full rural development potential of origin products in the U.S.

Patrick J. Kole — is the Vice President, Legal & Government Affairs for the Idaho Potato Commission (IPC). He has practiced law for the past thirty-five years, specializing over the past twenty years in market access issues affecting Idaho® potatoes. Mr. Kole has litigated certification mark cases, registered certification marks in many jurisdictions and developed legislation that amended the Lanham act. He has an undergraduate degree from the University of Michigan in Legal Anthropology and a Law Degree from The University of Denver. He serves on several committees including: the Related Rights Committee, the North American Council, the Geographic Indicators Sub-committee of the International Trademark Association, and the Trademark Legislation Sub-committee of the American Bar Association. He was recently appointed to the Plant Variety Protection Board of the United States Department of Agriculture.

Richard Mendelson — is an attorney with the law firm of Dickenson, Peatman & Fogarty in Napa and Santa Rosa, California, specializing in wine law. He directs the Program on Wine Law and Policy at the University of California, Berkeley Law School, where he teaches classes in Wine Law and Protecting Products of Place: The Law of Geographical Indications. Richard has been intimately involved with the establishment and development of wine appellations in the U.S. As counsel to the Napa Valley Vintners Association, he is responsible for protecting the Napa Valley GI at home and abroad. Richard is a graduate of Harvard University (B.A.), Oxford University (M.A.) and Stanford Law School (J.D.) He has authored three books: *From Demon to Darling: A Legal History of Wine in America* (UC Press 2009), *Wine in America: Law and Policy* (Wolters Kluwer 2011) and *Spirit in Metal* (Val de Grace 2012) on his journey as metal sculptor. Richard grows grapes and makes wine in Napa Valley under the Mendelson brand. His wines include Pinot Noir and two fortified dessert wines.

Butch Weege – has been affiliated with the Wisconsin Cultivated Ginseng industry for over 30 years. He was an active grower for 28 years, serving as a Director on the Wisconsin Ginseng Marketing Board (GBW) from 2003 to 2005, as Executive Director from Nov, 2005 to April, 2010, and then as Director of International Marketing until retiring in early 2014. He now acts as an International Marketing Consultant to the Board. He has made over 2 dozen trips to the countries of China, Japan, Korea, Hong Kong, Taiwan, Singapore and Vietnam to promote the ginseng industry. He spearheaded registration of the industry's trademark in all target markets. He has worked extensively with legal counsel in the U.S., China and Taiwan to defend the industry's intellectual property rights and pursue trade mark infringers. In his various roles with the Board he has worked with legislators, the USDA, FDA and the EPA. He has made several trips to China with Wisconsin Governors and seated Secretary's of Agriculture to promote Wisconsin Ginseng and establish distributor relationships.