

**VIETNAM**  
**Regaining "Buon Ma Thuot Coffee"**  
**in China**

# WHAT IS A GEOGRAPHICAL INDICATION?

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

In addition, the qualities, characteristics or reputation of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production.”

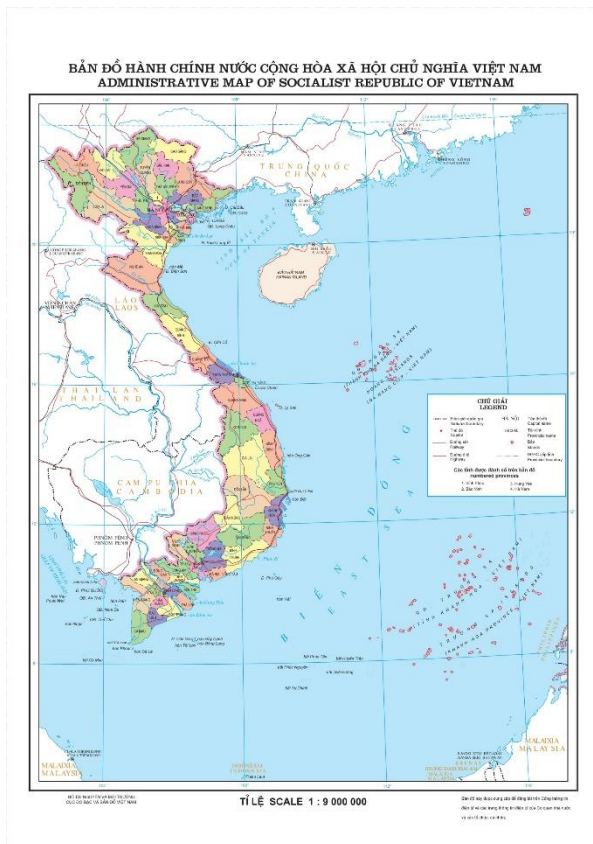
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# GEOGRAPHICAL INDICATION IN VIETNAM

NAME	PRODUCT	ORIGIN
PHU QUOC	FISH SAUCE	PHU QUOC, KIEN GIANG VIET NAM
COGNAC	BRANDY	FRANCE
BUON MA THUOT	COFFEE	BUON MA THUOT, DAK LAK, VIETNAM
DOAN HUNG	POMELO	PHU THO, VIETNAM
PISCO	BRANDY	PERU
HOA LOC	MANGO	TIEN GIANG, VIETNAM
VINH	ORANGE	NGHE AN, VIETNAM
SCOTCH WHISKY	WHISKY	SCOTCHLAND, UNITED KINGDOM
HUNG YEN	LONGAN	HUNG YEN, VIETNAM
KAMPOT	PEPPER	CAMBODIA

# "BUON MA THUOT" REGION



# DISCOVERY OF TWO CHINESE TRADEMARK REGISTRATIONS FOR "BUON MA THUOT COFFEE"

## 商标的详细信息

注册号/申请号	7611987	国际分类号	30	申请日期	
申请人名称(中文)	广州邦美蜀咖啡有限公司	申请人地址(中文)	广东省广州市合润广场19		
申请人名称(英文)		申请人地址(英文)			
商标图像			商品 / 服务列表	咖啡调味香料(调味品);可可;咖啡;作咖啡代用品的植物制剂;咖啡饮料;茶;糖;糖果;饼干;调味品; 查看详细信息 ...	类似群

注册号/申请号	7970830	国际分类号	30	申请日期	2010-01-05
申请人名称(中文)	广州邦美蜀咖啡有限公司	申请人地址(中文)	广东省广州市越秀区大南路2号合润广场1903-1905房		
申请人名称(英文)		申请人地址(英文)			
商标图像			商品 / 服务列表	咖啡调味香料(调味品);咖啡;作咖啡代用品的植物制剂;咖啡饮料; 查看详细信息 ...	类似群 3001
初审公告期号	1255	注册公告期号	1267		

Guangzhou Buon Ma Thuot Coffee Co., Ltd.'s Trademark registrations with filing date of 11 August 2009 and 05 January 2010

## **TAKING ACTIONS**

- 1. File requests for cancellation of the 02 Chinese registrations for Buon Ma Thuot Coffee with the Trademark Review and Adjudication Board (TRAB) of China;**
- 2. Negotiate with GUANGZHOU BUON MA THUOT COFFEE CO., LTD. for assignment of the 02 Chinese registrations to BUON MA THUOT COFFEE ASSOCIATION;**
- 3. Apply for registration of the mark “BUON MA THUOT COFFEE” in China in the name of BUON MA THUOT COFFEE ASSOCIATION.**

## **CANCELLATION PROCEEDING**

**“Buon Ma Thuot Coffee” is a renowned and registered GI in Vietnam;**

**GUANGZHOU BUON MA THUOT COFFEE CO., LTD. had business transactions with coffee manufacturers in BUON MA THUOT city of Dak Lak province in Vietnam;**

**“BUON MA THUOT” is the capital of Dak Lak province in Vietnam, famous for coffee beans. The disputed mark fully contains the name “BUON MA THUOT”, but GUANGZHOU BUON MA THUOT is a company based in GUANGZHOU city.**

# NEGOTIATION

**Negotiation with GUANGZHOU BUON MA THUOT COFFEE CO., LTD. for assignment of the 02 Chinese registrations was unsuccessful as GUANGZHOU required a sky-high cost of 20 Millions \$US for the assignment.**



## **DECISION FROM THE CHINESE AUTHORITY**

**The two trademarks "Buon Ma Thuot Coffee" of Guangzhou Buon Ma Thuot Coffee Company were cancelled.**

**The mark "BUON MA THUOT COFFEE" in the name of BUON MA THUOT COFFEE ASSOCIATION was registered as a collective mark in China.**

## REMARKS

**Do not wait to “lock the stable door after the horse has bolted”.**

**THANK YOU FOR YOUR TIME**