



UNIC
Unione Nazionale
Industria Conciaria

Final Event:

*“Towards improved IP Support
Services for European SMEs”*

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Bruxelles

Session 1:

The point of view of UNIC, the Collective Mark and evaluation of the guides.

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1. INTRODUCTION

**UNIC – UNIONE NAZIONALE INDUSTRIA CONCIARIA
(Italian Tanners Association)**

UNIC is the trade association officially representing Italian tanning industry. Established in 1946, is member of Confindustria (Confederation of Italian industry)

Figures of the Italian Leather sector:

- turnover:	3,8 bln. Euro
- export:	2,6 bln. Euro
- employees:	16.994
- companies:	1.385
- share on EU turnover:	68%
- share on world turnover:	17%
- share on world trade:	32%

UNIC Services:

- 📌 Economic and Market analysis**
- 📌 International Relations**
- 📌 Industrial Relations**
- 📌 R&D, Technology, environment, chemicals**
- 📌 Education and Training**

1. INTRODUCTION: UNIC Group

UNIC

UNIC SERVIZI

LINEAPELLE


anteprima


LINEAPELLE ASIA


Trend
Selection
NEW YORK


Trend
Selection
LINEAPELLE


CONCIARICERCA


ICEC


settimanale
laCONCERIA


SPAZIO tech
TECNOLOGIA
NELL'AREAPELLE


LINEAPELLE
magazine


CONFIDI


Fashion



2. THE COLLECTIVE MARKS

“VERA PELLE” AND “VERO CUOIO” OF UNIC



- **What is (in general) a “Collective Mark”?**

A Collective Mark is a sign

- distinguishing the goods or services **of members of an association** which is the proprietor of the mark

and

- indicating that the goods and services in connection with which it is used are **certified by the proprietor** of the mark in respect of **origin, material, mode of manufacture of goods or performance of services, quality, accuracy or other characteristics.**

Why a Collective Mark for Italian Tanners?

There are 2 main reasons:

- 1) Economic & commercial interest: Italian tanners can differentiate with this mark their quality leathers from other producers building on the powerful appeal they have created worldwide and
- 2) Consumer interest: The mark allows consumers to identify genuine Italian quality leather

2. What is a “Collective Mark”?

Development of the Italian Collective Marks of UNIC:

- Registration of the Marks
- Use of the Marks

The relevance of a Collective (or Certification) Mark for a sector such as that of the Leather

- Due to the fact that Collective Marks guarantee that a product comes from a group of enterprises and/or it has specific qualities, this kind of mark is particularly used with reference to **raw materials**
- Examples:



The relevance of a Collective (or Certification) Mark for a sector such as that of the Leather

- In this regard, a collective mark can represent an effective mean through which a group of companies can impose in the market the high quality of their products/services
- Since a collective trademark presupposes an association as the proprietor of the mark, it appears to be a kind of mark which can be of interests for the SMEs which uses to found or join associations/consortia

Policy of exploitation of a Collective Mark

The Collective Mark can be:

- used by the members of the association which is the proprietor of the mark
- and**
- licensed to companies which are not members of the association. In this case the function of guaranteeing a particular quality of the products/services prevails

Policy of exploitation of a Collective Mark

The choice of an IP is also advisable in view of the protection it grants to the owner.

IPRs provide a powerful protection. Much more than other means that address deceptive practices.

- On request -> Customs protection Reg 1383/2003
Civil/criminal proceedings
- Autonomous -> the criminal law allows the police (e.g.: Guardia di Finanza) to take steps against infringements

CONCLUSIONS

- The IP Europe Aware has produced plain language Guides containing abundant intelligence for anyone in the sector dealing with leather. The Guides are clear, easy to read, complete in terms of coverage of possible IPs, including the specific subject of the Collective Trade Marks, in the sector and providing useful information on how to deal in foreign markets for securing economic interests of IPR holders.
- Thanks to the Guides, a SME finds in a handy booklet all country relevant aspects for pursuing its registration strategy
- The wide dissemination of the sectorial Guides to the sectors operators can improve the understanding of the importance of IPRs and notably the requirements for the use of the VP-VC mark

Thank you for your kind attention.
Questions?