



THE WINE & LAW PROGRAM A JEAN MONNET CHAIR

WINE & LAW SCHOOL

www.wine-law.org

7th EDITION

TRADEMARKS & GEOGRAPHICAL INDICATIONS IN THE WINE & SPIRITS SECTOR

October 9-14, 2017

Reims Law Faculty

BP 30 - 57 rue Pierre Taittinger

F- 51571 Reims Cedex

03 26 91 88 06

PROGRAM

MONDAY OCTOBER 9

8h30 Welcome breakfast (Bâtiment Recherche n°13, salle polyvalente (niveau -1))

09h00-11h00: Introduction to the European protection of Geographical Indications (Theodore Georgopoulos) **Bâtiment n°18 salle 18-2001**

11h00-13h00: Introduction to European Trademark Law (Stefan Martin)

13h00-14h30 BREAK

14:30-16h30: Introduction to European Trademark Law (Stefan Martin)

17:15 : – 19:00: *Visit of Mont d'Hor Winery (Saint-Thierry)*

8 Rue du Mont d'Hor, 51220 Saint-Thierry

TUESDAY OCTOBER 10

Bâtiment n°18 salle 18-0004

09h00-12h00: Introduction to the European protection of Geographical Indications - Case Study (Theodore Georgopoulos)

12h00-13h00: BREAK

13h00-Departure for Montaigu

14h00-16h00 : Visit of the production premises of Moët & Chandon at Montaigu

Chemin Lava Zone Industrielle, 51530 Oiry

16h30-18h00 : Visit and lecture at the CIVC

5 Rue Henri Martin, 51200 Épernay

WEDNESDAY OCTOBER 11

Bâtiment n°18 salle 18-0004

09h00 – 12h00: Australian GIs and Trademarks in the Wine Sector (Stephen Stern)

12h00-13h15: BREAK

13h15-15:15: GIs and Trademarks for Wines & Spirits in U.S. Law (Lindsey Zahn)

16h00: Visite and Wine tasting at Krug Champagne House

THURSDAY OCTOBER 12

Bâtiment n°18 salle 18-2001

09h00-13h00: Introduction to Wine Marketing – Wine, Terroir & Society (Steve Charters)

(including a Wine Tasting by Steve Charters MW)

13:30 -14:30: BREAK

14 :30 – 16 :30 : The International System of Protection for GIs and TMs applied in the Wine Sector (Theodore Georgopoulos)

16:30 -17:00 : BREAK

17h00-19h00 GIs and Trademarks for Wines & Spirits in U.S. Law (Lindsey Zahn)

FREE EVENING

FRIDAY OCTOBER 13

Bâtiment n°18 salle 18-0004

09h00-11h00 Australian GIs and Trademarks in the Wine Sector (Stephen Stern)
11h00-13h00: GIs and Trademarks for Wines & Spirits in U.S. Law (Lindsey Zahn)

13h00-14h00 BREAK

14h00-17h00: Seminar on European Case-Law related to Trademarks & Geographical Indications (Silvere Lefevre)

18h00-19h00: Event hosted by Georges Chappaz Institute for Vine & Wine in Champagne: Discussing Wine Law with FIVS (Guest: Ignacio Sanchez Recarte, Director of of the CEEV, Member of the Board of FIVS)

Court 1920 - Tennis Club de Reims- 15, rue de la Grive 51100 Reims

SATURDAY OCTOBER 14

Bâtiment n°18 salle 18-2001

09h00-11h00: Law Clinics – Examination (Theodore Georgopoulos)

Partnership Moët Hennessy /MHCS & URCA

Graduation Ceremony

7th IP LAW IN THE WINE SECTOR PROGRAM

***Saturday October 14, 2017
Veuve Clicquot Ponsardin
1, place des Droits de l'Homme
51100 Reims***

Cellier Saint Petersburg

Program

16:30	17:25	Welcome of students and Visit of Veuve Clicquot Ponsardin Cellars
17:30		Welcome Speech by Mr. Stanislas Milcent, Director for MHCS
17:35		Speech of Mr. Guillaume Gellé, President of the University of Reims Champagne-Ardenne
17:40		Presentation of Mr. Jean-Marie Barillère by Mr. Theodore Georgopoulos

Director of the Wine & Law Program

- 17:45 Annual Global Wine Law Lecture by Jean Marie Barillère
President of the Union of Champagne Houses
(followed by questions & answers)
- 18:30- Closing speech by Mr. Theodore Georgopoulos
Director of the Wine & Law Program
- 18:40 Graduation Ceremony, photos
- 19:00 Cocktail.



FOR MORE INFORMATION CHECK OUR WEBSITE: WWW.WINE-LAW.ORG