3.1.1 Trademarks

- a trademark has to conform to the rules laid down by national law;
- a trademark must not be in contradiction with the protection of appellation of origin and geographical indications, as defined by the OIV. Furthermore, it must not create confusion in the minds of the people for whom it is intended, neither on the appellation of origin or the geographical indication, nor on the product's geographic origin;
- a trademark must not create confusion, notably on the producer, the merchant, the vine variety or the vintage.