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September 2021

## Reputation in Prohibited Marks, Geographical Indications, and Moral Rights: A Key Link?

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### Citation of this paper:

Tomic, Darinka, "Reputation in Prohibited Marks, Geographical Indications, and Moral Rights: A Key Link?" (2021). *Inspiring Minds – Showcasing Western’s Graduate Research, Scholarship and Creative Activity*. 68.

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10 June 2021

Inspiring Minds - my research described in 150 words

### Reputation in Prohibited Marks, Geographical Indications, and Moral Rights: A Key Link?

During my Master's thesis research, I noted intellectual property enactments include two different types of protection: classic intellectual property devices (patents, copyright, and trademarks) -- known to be monopolies that bring economic benefits to their owners, and characterized as tradable, licensable, transferable, and therefore alienable rights -- and other devices, such as prohibited marks and geographical indications, and moral rights, that are not tradable, not licensable, not transferable, and therefore inalienable. Can the latter three, if not intellectual property, be linked together as their own set? What is the link that can unite them and set them apart from the classic three intellectual property devices? I hypothesize the unique link amongst prohibited marks, geographical indications, and moral rights is 'reputation' (as understood in defamation law) and it distinguishes them, as a class, from intellectual property. What might this mean for the futures of prohibited marks, geographical indications, and moral rights?

Supporting image:

