

# INTA Bulletin

The Voice of the International Trademark Association

January 15, 2017

Vol. 72 No. 1

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## Two-Hundred View INTA-USPTO Industry Training on Trademarks in the Wine Industry

Each year, INTA's Government Officials Training (GOT) Committee collaborates with the USPTO on an Industry Training presentation for the Office's examining attorneys and staff. The industry trainings provide a forum whereby an industry sector and the IP Office come together to share information on the latest trends within the industry that may affect the examination of trademark applications. The trainings allow examiners to hear about common trademark challenges facing in-house counsel and the outside bar and establish a direct line of communication between the examiners and attorneys practicing before the USPTO.

In 2016, the GOT Committee's second training at the USPTO took place on December 1, and focused on the wine industry. Approximately 200 people attended or viewed the presentation live online. The GOT Committee's USPTO Subcommittee Co-Chair, Scott Woldow (Smith, Gambrell & Russell, LLP, USA), organized the training along with subcommittee members, and presented opening remarks. Speakers included INTA Past President Paul Reidl (Law Office of Paul W. Reidl, USA); Simone Katz-O'Neill (Delicato Vineyards, USA); and David Gooder (Brown-Forman Brands and Jack Daniel's Properties, USA). The panel was moderated by GOT Committee member, H. David Starr (Nath, Goldberg & Meyer, USA).

Each panelist presented issues of concern to their company and industry. Mr. Reidl gave a brief history of wine, its origin, and its characteristics. He analyzed and discussed the evolution of wine labels and explained the look, feel and reasons for product labeling. Ms. Katz-O'Neill discussed the crossover of alcoholic beverages and the convergence of wine, beer, and spirits. She gave an overview of case law, identified emerging trends in the industry, and discussed marketplace realities, such as the importance of consent and coexistence agreements. Lastly, Mr. Gooder examined the crossover of wine and spirits into other product areas and services. A lively question and answer period focused on packaging and bottling issues as well as consumer preferences.

The GOT Committee also presents annual trainings at the European Union Intellectual Property Office (EUIPO) and the Mexican Institute of Industrial Property (IMPI).

Although every effort has been made to verify the accuracy of items in the *INTA Bulletin*, readers are urged to check independently on matters of specific concern or interest.

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