

## **Abstract of Doctoral Thesis**

### **Title : Institutional study of the regional brand protection system in Japan**

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In these days, protecting a regional brand attracts people nationwide in industries and commerce, which expectedly energizes regional-oriented industries and boosts a local economy. To protect a regional brand, the Trademark Act introduces Regional Collective Mark (RCM) that exclusively allows a protection for regional brands per se. In the meantime, Geographical Indication (GI) comes to now a mainstream globally by meeting requirement of WTO-TRIPS as a tool of protection for regional brand. For consideration of the ideal regional brand protection system in Japan, GI protection system is analyzed in this study. First, the law forms in the GI protection system of all over the world are analyzed in this study. As the result, it is suggested that the duty in the international treaty, the economic condition, and the industrial policy of the own country affect on the choice of the law form of the GI protection system of each country. Second, in this study, an ideal GI protection system in Japan is discussed on the basis of proposals of the "geographical indication protection study group" established in the Ministry of Agriculture, Forestry, and Fisheries (MAFF) in 2012. Finally, this study proposes that dual system of the present RCM system and sui generis GI protection system is more ideal regional brand protection system in Japan.