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## [Lambrusco: Protecting and enforcing a GI for wine products](#)

Like most unique food and wine products whose quality and reputation are strictly linked to their geographical origin, Lambrusco, maybe the most famous sparkling red wine in the world, is protected at European Union level by several geographical indications.

Geographical indications (GIs) are valuable intangible assets and their protection and enforcement constitute a crucial step to retain the related competitive advantage.

This case study, based on the direct experience of the *Consorzio Tutela del Lambrusco di Modena*, demonstrates how GIs can be successfully enforced in the European Union against conflicting trade mark applications.

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