

SVVGA Partners with United States Patent and Trademark Office

On September 12, SVVGA had the esteemed privilege to partner with the United States Patent and Trademark Office (USPTO) for a special wine industry roundtable. Commissioner Mary Denison of the USPTO lead the intimate meeting, specifically focused on trademarks and branding for the Sonoma and Napa Wine Industry.

The roundtable brought together leaders from the northern California wine industry, including winemakers, winery owners, and legal counsel from The Wine Institute, Napa Valley Vintners, The Wine Group, Jackson Family Wines, Domaine Carneros, David Family Wines. Representing Sonoma Valley were Three Sticks Wines and Price Family Vineyards & Estates, Highway 12 Vineyards and Highwayman Wines.

Topics discussed included growth of US patents and trademarks, the top challenges facing the beverage industry and USPTO, competition for wine and beverage brands abroad, certification marks for the beverage industry, case law and trademark usage for the wine industry.

In addition, Deputy Commissioner Sharon Marsh and John Cabeca the USPTO's West Coast Regional Director joined Commissioner Denison's panel, and in addition, Elizabeth Krauth, the Director of the US Commercial Service North Bay office, addressed issues around wine industry exports and various programs available through US embassies and consulates around the world.

SVVGA looks forward to continuing a partnership with the USPTO and bringing critical information to our members.