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## EUIPO confirms validity of Bottega trademarks

By Lisa Riley

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Italian Prosecco producer Bottega has had the validity of its registered three-dimensional trademarks confirmed by the European Office for Intellectual Property (EUIPO).

The decision of the second trial, which followed an initial trial in 2017, will help the Italian producer to protect the distinctive mirrored, metallized features of its Bottega Gold and Bottega Rose Gold bottles.

Applauding the ruling Bottega, which exports the duo to more than 120 countries across the world, said the decision strengthen the commitment of the company to defend its brands, in the interest of the company, its employees and customers.


"My company has been protecting its brands from imitations for over 30 years and I hope that our legal achievement will represent a warning to criminals and will help limit the undue appropriation of other people's ideas and patents," said MD and owner, Sandro Bottega.

The counterfeiting of Bottega Gold and Bottega Rose Gold had caused economic loss, confusion on the market, damage to consumers and to the image of the sector as a whole, he added.

As a result, Bottega had invited customers to be "wary of imitations" and has confirmed it will continue to promote an active judicial protection campaign in defense of its trademarks, which Bottega said had already obtained various seizures of imitation bottles, the criminal conviction of a major producer and the indictment of other alleged counterfeiters, he said.

The first Bottega trial by the EUIPO, which is responsible for managing the EU trademark and the registered community design, took place in 2017.

Bottega, which made its first foray into Vermouth with the launch of Vermouth Bianco and Vermouth Rosso in October last year, manages several different brands including Alexander, Bottega and Cantina dei Poeti.

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