
Review

MIHAELA DACIANA (NATEA) BOLOȘ, TRADEMARKS AND GEOGRAPHICAL INDICATIONS IN THE INTERNATIONAL RELATIONS SYSTEM (in Romanian “*MĂRCILE ȘI INDICAȚIILE GEOGRAFICE ÎN SISTEMUL RELAȚIILOR INTERNAȚIONALE*”), Universul Juridic, Bucharest, 2013 (ISBN 978-606-673-044-0)

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The international relations literature is mainly focused on the political shifts of the international relations system concerning states and international organizations behavior. The political decisions, their impact, how they shape and reshape the international system according to the will of the main political actors are covered by many scholars, from different angles. However, these decisions are only a part of a bigger picture that is being developed internationally, which can be found in all economic or societal areas. In this context, following the international process of decision-making, adopting laws and building standards represent a key aspect in understanding the different layers that interact and interfere in the global system.

In her book, “Trademarks and Geographical Indications in the International Relations System”, the author Mihaela Natea, PhD, Senior Lecturer at the University of Medicine, Pharmacy, Science and Technology of Târgu Mures, Romania, Head of History and Political Science Department, presents the development of the international system in a particular area: intellectual property. The book analyses the behavior of the international actors such as states, the building of an international system of laws and international organizations, the economic focus of companies around the world in this field. The approach is done from different angles international relations, European studies, law, economy, which offers a unique view over the subject.

From the European studies perspective the book underlines the building of the IP system in the UE, the process of harmonization of law and practices for member states and candidate states. Also an important aspect is the reflection of the EU IP system in the world, the European states position in international negotiations with the World Intellectual Property Organization and World Trade Organization. A particular attention is given to the geographical indication system, with the Lisbon Treaty, the difference between geographical indication and appellation of origin, and the international legal battles in front of the WTO Arbitration Court for the allegation of non-tariff barriers in international trade in the case of appellation of origin. There is an international battle of systems and interests with high economic value for all parties.

Also concerning geographical indications, the author points several cases concerning state interest in the delimitation of a certain region such as in the case of Tokay or use of name such as “Macedonia” the region and the republic.

Overall the book offers a rare insight of international relations in a field studied mainly from a legal or economic point of view, adding a valuable research to the academic literature.
