

BRAND RESTRICTIONS WHAT IMPACT FOR BRANDS?

HOW TO FACE NEW RESTRICTIONS?
WHICH LEGAL TOOLS? WHICH ORGANISATIONS?

The Kiri logo features the word "Kiri" in a bold, blue, sans-serif font. A yellow sun-like shape is positioned above the letter 'i'.The GoGo SQUEEZ logo consists of the word "GoGo" in a bold, green, sans-serif font, with "SQUEEZ" in a smaller, green, sans-serif font below it. A small green leaf icon is placed to the right of the word "SQUEEZ".The nurishh logo features the word "nurishh" in a white, lowercase, sans-serif font, centered within a solid green square.The boursin logo features the word "boursin" in a black, lowercase, serif font. Above the letter 'o', there is a stylized golden leaf or flower icon.

SUMMARY

1. Examples of legal brand restriction applying to food industry:

- French law on ecology – LOI AGECE
- Laws relating to nutrition and marketing

2. Other new kind of brand restriction: consumer expectations on brand's transparency

3. How to face these new challenges?

1. Legal brand restriction to food industry :

ECOLOGICAL LAWS – FRENCH EX AGECE

- AGECE : Loi Anti Gaspillage pour une Economie Circulaire (No Waste for Circular Economy Law)
 - > No more disposable plastic
 - > Obligation to put on the market a part of reused packaging
- How to apply such necessary obligation while packaging is part of the brand DNA?

EX: BABYBEL



1. Legal brand restriction to food industry :

NUTRITIONAL AND MARKETING LAWS

- More and more laws to fight obesity in many countries leading in the most concerned ones to very impacting laws for brands' marketing and communication

EX: Mexico > black stamps and marketing to kids forbidden



2. NEW Brand RESTRICTION: TRANSPARENCY

A part some laws impacting the brands, there is also an important topic raising this time from consumer expectations :

TRANSPARENCY

- Does it mean Brands should say everything to consumers?
- Which topics are concerned?
- What impact for the brands?
 - Crisis mode
 - Loss of trust = loss of value

3. How to face these new challenges?

- ❑ Open IP lawyers mind to other connected topic: how IP Lawyers should increase their expertise to their companies' products or services regulatory issues, as an important part of the brand protection?

- ❑ Find new resources:
 - Internal stakeholders such as regulatory, public affairs, communication department, quality, ...
 - External ex: food law lawyers to face new questions such as plant-based regulation to come

- ❑ How Bel Group has reorganized internally to face new challenges



Creating a **TRUST & ETHIC** Department

Composed of 5 expertise centers to help all resources to work together on new issues

1. Product and Business care: IP/Inno/NICT – Business Law – Food Law/Regulatory
2. Corporate - M&A
3. Quality
4. Public Affairs – Corporate Communication
5. Group Safety

THANK YOU

