Article IX
Marks of Origin

1. Each contracting party shall accord to the products of the territories of other contracting parties treatment with regard to marking requirements no less favourable than the treatment accorded to like products of any third country.

2. The contracting parties recognize that, in adopting and enforcing laws and regulations relating to marks of origin, the difficulties and inconveniences which such measures may cause to the commerce and industry of exporting countries should be reduced to a minimum, due regard being had to the necessity of protecting consumers against fraudulent or misleading indications.

3. Whenever it is administratively practicable to do so, contracting parties should permit required marks of origin to be affixed at the time of importation.

4. The laws and regulations of contracting parties relating to the marking of imported products shall be such as to permit compliance without seriously damaging the products, or materially reducing their value, or unreasonably increasing their cost.

5. As a general rule, no special duty or penalty should be imposed by any contracting party for failure to comply with marking requirements prior to importation unless corrective marking is unreasonably delayed or deceptive marks have been affixed or the required marking has been intentionally omitted.

6. The contracting parties shall co-operate with each other with a view to preventing the use of trade names in such manner as to misrepresent the true origin of a product, to the detriment of such distinctive regional or geographical names of products of the territory of a contracting party as are protected by its legislation. Each contracting party shall accord full and sympathetic consideration to such requests or representations as may be made by any other contracting party regarding the application of the undertaking set forth in the preceding sentence to names of products which have been communicated to it by the other contracting party.

Bibliography


Case Law


Documents

A. Introduction to the Concept

I. Overview

Marks of origin are regulated in a single provision of the GATT: Art. IX. Its wording is complex, and the provision appears to be incomplete. It states only basic principles regarding country of origin marking requirements. A most-favoured-nation (MFN) clause is at the heart of Art. IX (para. 1), while the rest of the provision represents a compromise between two competing objectives: the protection of legitimate consumers’ and producers’ interests and the need to ensure that marking requirements do not become “an unreasonable burden on international trade”.1

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1 Kennedy, in: Macrory et al. (eds), 144.