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Nota di contenuto	An introduction to wine regulation in a globalized market prospects and limits of wine governance / Julien Chaisse, Fernando Dias Simoes, and Danny Friedmann -- The rise and fall of the world's largest wine exporter and its institutional legacy / Giulia Meloni and Joe Swinnen -- Tradition, territory, and terroir in French wine role, function, and purpose of the institut national de l'origine et de la qualite in the French wine law model / Fabrice Giordano -- Exploring Italy's wine law reforms experiences, challenges, and prospects / Antonio Rossi and Duilio Cortassa -- "Innovative tradition" Austrian wine regulation between past and future / Iris Eisenberger and Rostam Neuwirth -- Between wines and spirits classification challenges of Polish 'fruit wine' - based products in EU perspective / Joanna Banasiuk, Aleksander Stepkowski, and Leszek Wiwaa -- Wine law in Australia challenges of local identity in a global marketplace / Lisa Toohey -- Libiam ne' lieti calici EU and Chinese policies in support of wine production / Flavia

Marisi -- Wine and liquor laws in Canada : trends and regulatory challenges / Daniel Hohnstein -- The protection of Foreign investment in the wine sector / Laurence Ponty, Baptiste Rigaudeau, and Jean-Robin Costargent -- Grafting the old and new world towards a universal trademark register that cancels generic igotermis / Danny Friedmann -- The protection of traditional terms for wines in the Europa Union and beyond / Anke Moerland and Ramyaa Bhadauria -- The Barolo Appellation of origin in the global market / Anisha Mistry and Luca Valente -- "Pure Michigan" and "Napa Valley 100%" is protection of American origin wines as geographic indications on fertile ground? / Rebeccah Gan -- Australia corked its champagne and so should we enforcing stricter protection for semi-generic wines in the United States / Lindsey A. Zahn -- Integrating the protection of foreign geographical indications in federal states transsystemic study of gi protection in Canada, the USA, and Germany / Nicolas Charest -- The Protection of vines, grapes and wine under plant variety rights law, with a particular focus on the EU / Philippe De Jong -- Trade dress regulation and protection rules applying to wine in Turkey / Burak Keskin -- Patent search and analysis in the wine industry a guided tour from vineyards to your table / Luca Falciola -- On the jurisprudence of wine's journeys from national terroirs to a global market places of normativity, mythology and justice in London and Aotearoa/ New Zealand / Wayne Morrison -- Protecting wine packaging as a trademark why the substantial value exclusion makes the task unreasonably burdensome / Jacopo Ciani -- Prosek or Prosecco intellectual property or intangible cultural heritage? / Steven Gallagher -- Use of all wines a legal analysis for conservative Judaism / Elliot Dorff -- Risk management in the wine supply chain / Diego Saluzzo -- The grass is greener on the other side biodynamic wines and trademarks, the quest for answers / Ana Penteado -- In Vino Veritas Blockchain as a viable solution for combating counterfeit wines in China / Jerry I-Hsuan Hsiao.

Sommario/riassunto

"This 26-chapter volume brings together leading academics and practitioners to examine how wine law and policy have gradually moved from national terroirs to a global market. It is the first holistic study of the comprehensive field of wine law which posits that the wine laws and regulations have caused an enormous imbalance between different jurisdictions, which has either resulted in the overregulation, which stifles innovation, and under-regulation, which leaves many a wine consumer clueless about what they are drinking. This book brings together legal scholarship about trade law, intellectual property rights, and health law and policy which are all relevant for the future of the wine industry"--
