



26 February 2020

(20-1476)

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**Council for Trade-Related Aspects  
of Intellectual Property Rights**

Original: Spanish

**NOTIFICATION OF LAWS AND REGULATIONS UNDER  
ARTICLE 63.2 OF THE TRIPS AGREEMENT**

MEXICO: DECLARATION ON PROTECTION  
OF THE APPELLATION OF ORIGIN "PLUMA"

<b>Notifying Member</b>	MEXICO
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**Details of the notified legal text**

<b>Title</b>	<i>Declaración de Protección de la Denominación de Origen PLUMA</i> (Declaration on protection of the appellation of origin "PLUMA")
<b>Subject matter</b>	Geographical indications
<b>Nature of notification</b>	<input checked="" type="checkbox"/> Main dedicated intellectual property law or regulation <input type="checkbox"/> Other law or regulation
<b>Link to legal text*</b>	<a href="https://ip-documents.info/2020/IP/MEX/20_1515_00_s.pdf">https://ip-documents.info/2020/IP/MEX/20_1515_00_s.pdf</a>
<b>Notification status</b>	<input checked="" type="checkbox"/> First notification <input type="checkbox"/> Amendment or revision to notified legal text <input type="checkbox"/> Replacement or consolidation of notified legal text(s)
<b>Previous notification(s) referred to</b>	Not applicable
<b>Brief description of the notified legal text</b>	
<p>The notified declaration provides for protection of the appellation of origin "PLUMA" in order to protect coffee, in particular the fruits of coffee plants of the species <i>Coffea arabica</i>, primarily of the varieties Typica, as an original variety, and L. Pluma Hidalgo. It also protects the Bourbon, Mundo Novo, Maragogype, Marsellesa, Oro Azteca, Sarchimor, Geisha and Java varieties.</p> <p>The varieties of "PLUMA" coffee are the result of the interaction of its genotypes with the geographical environment and the type of climate that prevails in the territory or protected geographical area.</p> <p>The protected geographical area comprises 30 municipalities in the state of Oaxaca, including the municipality of Pluma Hidalgo.</p> <p>"PLUMA" coffee is characterized by its pleasant bouquet, exquisite taste, marked acidity, excellent aroma and light body. Its qualities can be enhanced through various processes, including roasting.</p>	
<b>Language(s) of notified legal text</b>	Spanish
<b>Entry into force</b>	5 February 2020; The Declaration will enter into effect on the working day following its publication in the Official Journal.
<b>Other date</b>	Publication: 4 February 2020

**Notification details**

<b>Submission date of notification</b>	21 February 2020
<b>Other information</b>	
<b>Agency or authority responsible</b>	<i>Instituto Mexicano de la Propiedad Industrial</i> (Mexican Industrial Property Institute) Periférico Sur 3106, Jardines del Pedregal, Ciudad de México. C.P. 01900  Telephone: (+52) 55 5624 0400

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\*Links are provided to texts of laws and regulations notified under the TRIPS Agreement in the form supplied by the Member concerned; the WTO Secretariat does not endorse or revise their content.