Intellectual Property and Development: Geographical Indications in Practice

by Barbara PICK. Abingdon, Oxfordshire: Routledge, 2022. xxiv + 240 pp. Hardcover: AUD$242.00/£115.00; eBook: AUD$70.99 doi: 10.4324/9781003352105

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In her book, Barbara Pick, an international consultant on intellectual property and development, dissects the operation of geographical indications (GIs) in real-world scenarios, moving "outside the international negotiations, the statutes, and the textbooks" (p. 9). Using France and Vietnam as country case studies, the author meticulously examines twelve GI initiatives within both regions. The book reveals the motivations and procedures behind GI establishment while identifying factors impacting the GIs' application and economic value. A significant feature of this publication is its unique empirical approach, which imparts fresh insights and holds particular relevance for countries like Vietnam, where empirical data is limited and the subject is underexplored.

Putting aside the historical ties between the two countries, Pick's selection of France and Vietnam as comparative jurisdictions is grounded in multiple reasons, as expounded in Chapter 1. Both associate GIs with economic and non-economic objectives, enabling the author to assess the outcomes of GI programmes vis-à-vis their intended goals. Furthermore, both countries employ trademark and *sui generis* frameworks to protect GIs, enabling a viable comparison. Finally, different socioeconomic developments and institutions allow one to study how those factors affect GI implementation.

Chapters 2 and 3 provide context for the establishment, operation, and effects of twelve GI examples. This is achieved by comparing the two countries' *sui generis* and their trademark systems. While Vietnamese scholars have long recognized the French influence on the country's legal system, Pick reveals an exciting observation that France's early technical assistance to Vietnam likely led local practitioners to adopt a strict interpretation of the "*terroir*" concept beyond legal requirements. Chapters 4 and 5 delve into the essence of GIs. Chapter 4 addresses a fundamental question: why does a community require GIs? Although the answer varies from one product to another, the author highlights a critical difference between the two countries: "In France, most products had an established reputation before the GI protection, which is often not the case in Vietnam" (p. 79). Chapter 5 emphasizes the distinct roles local stakeholders and the state play in decision-making processes.

The subsequent chapters examine both market and non-market aspects of GIs. Chapter 6 analyses the initial six GI cases using origin labels, while Chapter 7 pinpoints obstacles faced by producers in adopting labels or crafting traditional products. This is detailed in the remaining six "GI failure" case studies. Chapter 8 broadens the perspective of studying GIs' impacts beyond the market and identifying key factors. The book concludes in Chapter 9, summarizing findings and offering practical recommendations for improved GI implementation.

To Vietnamese readers, Pick addresses 'the elephant in the room', which has handicapped the local GI system: corruption and non-transparency. Such practice is rooted

in the country's state-led model, where the state wields direct and indirect control, granting state officials a legal and institutional basis for exercising discretion. Regrettably, GIs have been manipulated as political tools, with provincial leaders frequently establishing them as personal political legacies during their tenure rather than genuinely working towards promoting local products.

This captivating book provides an enjoyable and enlightening journey for scholars, practitioners, and policymakers alike and is sure to invigorate your perspective.

Competing interests. The authors declare none.

Artificial Intelligence and International Economic Law. Disruption, Regulation and Reconfiguration

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While there are several workshops and conferences planned for 2023, and some (quickly outdated) chapters and articles in diverse outlets, there is limited accessible published work on Artificial Intelligence (AI) from the vantage point of International Economic Law (IEL). This book is an excellent attempt at filling that vacuum.

The volume is coherently organized around four axes of work. The first axis deals with the necessary readjustments to IEL trade and policy arising from systemic shifts in trade, from a product-service dichotomy to a data and AI-driven commerce across borders. The second explores how the WTO law acquis can tackle some AI-specific questions, specifically those within the scope of the Technical Barriers to Trade (TBT) and Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement. The third inverts the optics and evaluates how existing IEL may limit or affect national regulations and policies on AI. The final three chapters look into the future on IEL in connection to AI, from the creation of dedicated instruments for data-driven trade (Henry Gao) to AI-assisted operationalization of AI (Lisa Toohey).

I did not open this review with the conventional point on its potential audience. The discipline is complex, and knowledge from other domains is not easily transferable. Further, AI regulation and policy have steep learning curves, and finding a readership for the book may be challenging. A general trade law expert with some exposure to digital trade would probably benefit from a thorough read of its 352 pages.

Yet, I believe the authors and editors have created an excellent resource for experts in other areas (data protection, data ethics, automated driving systems, intellectual property protection) to gain knowledge about their intersections with trade law and international trade policy. For this group of readers, I can only encourage them to read the brilliant introductory chapter signed by the editors, which offers a comprehensive overview of