What is an indication of source?

Swiss chocolate or Appenzeller cheese – indications of source tell consumers where a product was produced or processed. Unlike a trade mark, an indication of source does not refer to a particular company, but to the geographical origin of goods or services.

Key information at a glance

- What is an indication of source?
- How can you use the ‘Swiss’ brand for advertising purposes?
- How can you protect geographical indications in Switzerland?
- How can you protect geographical indications abroad?
- What can the IPI do in cases of misuse?
How can I benefit from the ‘Swissness’ bonus?

How can I benefit from more legal certainty for my geographical indication?

Can I use the Swiss cross on my product?

How can I protect my indication of source from misuse?