

Chrysostomides

26 April: World Intellectual Property Day

Join us in celebrating Cypriot artistry and ingenuity

On the 26th of April of every year, Intellectual Property is celebrated on a global scale, to commemorate the establishment of the World Intellectual Property Organisation (WIPO). Intellectual property is a legal instrument which enables creators, innovators and entrepreneurs to effectively commercialise and protect their work. Without intellectual property, there would not be any box-office films, nor life-saving pharmaceuticals; the market would be filled with flimsy mock-ups of designer shoes, and it would be impossible to know which product on the cheese aisle is the original Manchego.

At Chrysostomides, we are proud ambassadors of Intellectual Property law. Our IP team has helped – and continues to support – artists, inventors, and businesses on how to best utilise the law to flourish. On this World Intellectual Property Day, we have decided to celebrate the occasion, by presenting some of the products of Cypriot artistry and ingenuity which benefit from the protections of Intellectual Property. We hope that you will enjoy this as much as we did!

Hambis Tsangaris



Hambis Tsangaris is a renowned Cypriot printmaker. His creations have been displayed in exhibitions around the globe; in Cyprus, Greece, the United States, China, Australia and France. He has published many books which beautifully showcase Cypriot folklore; with themes mainly being presented during the medieval period of the history of Cyprus; featuring local proverbs, cultural beliefs, and legendary tales. His creations are characterised by a distinctiveness which makes his work clearly and unmistakably identifiable. This originality is the subject of protection of copyright – a type of intellectual property right that we celebrate on this day.

*From "The Prince of Venice: A folk tale from Cyprus"
Copyright of Hambis Tsangaris*

Chef Andréas Mavrommatis

Andréas Mavrommatis moved to Paris to study social sciences. However, while working at a restaurant to fund his studies, he discovered his love for the culinary arts. The change in career path proved worthwhile, to say the least. Chef Mavrommatis has been extremely successful in familiarising the French with Cypriot and Greek cuisine – opening multiple restaurants in many cities across France and receiving a Michelin star for his gastronomic creations. Guests, such as French President Emmanuel Macron, can rest assured that they will receive the award-worthy experience of the Maître when visiting a Mavrommatis restaurant, by identifying the “Mavrommatis” brand, which is a protected trade mark – yet another intellectual property right to feel grateful for on World IP Day.



*Mavrommatis Paris restaurant
Photograph by Athena Mavroyiannis*

Commandaria



Photograph by Orestis Anastasiades

A perhaps lesser known, but certainly of no lesser value, type of intellectual property is geographical indications (e.g., *Protected Designation of Origin* or “*PDO*”, *Protected Geographical Indication* or “*PGI*”). A geographical indication has the function of protecting a product with respect to its origin and qualities. Take the Cypriot dessert wine of Commandaria as an example. This aromatic drink has been produced on the island of Cyprus since ancient times and boasts itself as being the oldest named wine in the world – receiving the name Commandaria since medieval times. While crusaders might have found it effortless to label this sweet wine as Commandaria, nowadays, to be named Commandaria, a wine must be made in a specified geographical area in Cyprus and in accordance with strict production processes (e.g., pruning of vines at a specific shape and ageing in oak barrels). So, if you are on the lookout for a legendary beverage, go for Commandaria *PDO* (Protected Designation of Origin).

[Article by associate [Orestis Anastasiades](#)]