



# ASSESSING STATUS OF BUILDING COLLECTIVE MARKS FOR CRAFT VILLAGE PRODUCTS IN THUA THIEN HUE PROVINCE

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**Abstract:** Thua Thien Hue is a locality with many potentials to develop craft village products. In the context of deep integration, the use of intellectual property tools, namely collective mark, is one of the prerequisites for craft villages to show their strength and value of brands and better export products to international markets. This study clarifies the status of building collective marks for craft village products in Thua Thien Hue province. The research analyzes the secondary data, uses the descriptive statistics of primary data obtained from in-depth interviews with 5 experts and surveys 28 collective mark owners in the locality. The results reflect the status of collective marks for craft products in Thua Thien Hue province through two aspects: (i) the status of collective mark registration and (ii) support activities for building and managing collective marks for craft village products of management agencies in Thua Thien Hue province. Thereby, the study points out outstanding issues and proposes solutions to building and developing collective marks for craft village products in Thua Thien Hue.

**Keywords:** collective mark, craft village product, Thua Thien Hue

## 1 Introduction

According to the Ministry of Agriculture and Rural Development, the number of craft villages in Vietnam by the end of 2017 is more than 5,000, of which 1,748 are recognized. The north region accounts for nearly 60%, the central region 23.6% and the south 16.6% of the total craft villages. In the development process, craft villages increasingly assert their role in increasing income, creating stable jobs, improving living standards for workers, reducing the difference between urban and rural areas, limiting free migration, preserving national cultural values, and contributing to local socio-economic development.

By the end of 2017, Thua Thien Hue has 88 craft villages (69 traditional trade villages, 8 handicraft villages and 11 new trade villages) with over 2,600 production bases, scattered mainly in Phong Dien, Quang Dien, Phu Vang, and A Luoi districts and two towns of Huong Thuy and Huong Tra [19]. The system of craft villages is rich and diverse, creating conditions for exploitation and development, especially for local tourism. However, except for 12

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handicraft villages that operate well, such as Phuong Duc bronze casting village, Phu Cam palm-leaf conical hat, Binh An fish sauce, Nuoc Ngot melaleuca oil, Bao La bamboo, and rattan; other villages still only develop moderately or at risk of gradual fade, such as Phuoc Tich pottery village, Hien Luong forging, painting of Sinh village, Thanh Tien paper flower, Hue kite craft, Phap Lam craft, and lantern craft.

One of the reasons for this situation is that the craft villages in Thua Thien Hue province do not have proper attention on building and developing their brand, especially in the field of registration of industrial property protection. Currently, only a few local village products are registered for protection, especially the protection of collective marks such as Loc Thuy Melaleuca oil, Hue sour shrimp, Lang Dua fish sauce, O Sa vermicelli, casting bronze, and Hue sesame candy. Many other products have not been protected for industrial property rights, leading to limitation in the promotion, market development, and competitiveness. Meanwhile, for the products registered, it is still difficult to find a firm foothold in the market for many different reasons.

Promoting the process of protecting industrial property rights for trade village products in Thua Thien Hue province is one of the important solutions to maintaining and developing craft villages. Because most of the trade village products registered for protection in Thua Thien Hue mainly belong to the collective marks (34 collective marks, 4 certification marks, and only 1 geographical indication), within the scope of this article, the authors only refer to the management of collective marks for local village products.

This article clarifies the status of collective mark development for craft village products in Thua Thien Hue province through understanding (i) the status of collective mark registration and (ii) support activities for building and managing collective marks for craft village products of management agencies in Thua Thien Hue province. Thereby, the study points out outstanding issues and proposes solutions to building and developing collective marks for craft village products in Thua Thien Hue.

## **2 Overview of studies, theoretical framework, and method**

### **2.1 Overview of studies**

In recent years, the study of brands in general and collective marks in particular for different product categories has received much attention from scientists.

Tran Van Hai [19] conducted a series of studies on building collective marks and certification marks for agricultural products in Nghe An province and Hanoi City. The studies deeply analyzed the possibility of trademark disputes with well-known agricultural products such as Dai Thanh late ripe longan and Brand of Kim Son Phat Diem sticky wine. The study clarified that the protection of trademarks for agricultural products in Hanoi plays an important

role in the commercialization of agricultural products. Thereby, the author emphasizes two following contents: (i) Do not let individuals or businesses own the trademark bearing a place name (where associated with agricultural products) and (ii) the Farmers' Association in the commune/district level should be the trademark owner with a place name. Building collective marks is a necessary job, not only bringing great economic benefits but also protecting the reputation of the product [13].

In another aspect, Nguyen Van Song et al. [11] approached the building of a collective brand of a specific product through the analysis of factors affecting the need to participate in the construction and use of collective marks. From the survey of 80 garlic producing households, the study stated the status of garlic production and analyzed the influence of some factors on the need to participate in the construction and use of Thai Thuy garlic collective marks. The study analyzed 4 factors including gender, education level, income from garlic production, and garlic production scale. Two variables, namely income variables and garlic growing scale, have a great impact on the demand and willingness to pay to participate in the construction and use of Thai Thuy garlic collective marks.

Le Ngoc Lam and Le Thi Thu Ha [6] studied the registration and exploitation of local intellectual property in tourism development in Vietnam. The authors clarified the concepts of "local intellectual property", "brand", "local specialties", and "traditional knowledge and folklore". The authors also deeply analyzed the status of local intellectual property registration and exploitation in Vietnam, which emphasizes the collective exploitation model for local intellectual property by building collective marks. Vu Quynh Nam [20] also affirmed that building collective marks is an important solution in developing tea craft villages in Thai Nguyen province in a sustainable way.

Tran Ngoc Thu [16] approached the collective marks field under the perspective of practical experience in managing and developing collective marks, certification marks, and geographical indications for local specialties. From the experience of Yen Bai province, the author recommended a number of solutions to building and developing products that have been protected by intellectual property: (i) Developing long-term plans for developing intellectual property for strategic specialties of the locality, and on that basis, seeking and mobilizing investment funding sources, (ii) Promoting activities of linking production, developing value chains, ensure the traceability and quality of products; (iii) Local authorities where specialties are available should have policies to encourage and support people in choosing, preserving and developing traditional products. With this view, Nguyen Van Phat et al. [10] mentioned that building and supporting the registration of trademark protection is one of the important solutions in building a brand for products of craft villages in Quang Binh.

Overall, these studies play an important role in reviewing the theoretical basis, developing research methods and orienting feasible solutions to building and managing collective marks for products in craft village products in Thua Thien Hue province.

## 2.2 Theoretical framework

### Collective marks

According to Decree No. 63-CP dated October 24, 1996, detailing the Industrial Property: "Collective marks are trademarks that are owned by individuals, legal entities or other entities that are used together, in which each member uses independently according to that collective regulation".

According to Article 4, Intellectual Property Law [9]: "Collective marks are trademarks used to distinguish goods and services of members of organizations that are owners of such trademarks with those of others who are not members of that organization".

According to the World Intellectual Property Organization (WIPO): "Collective marks are usually defined as signs that distinguish the geographical origin, material, mode of manufacture or other common characteristics of goods or services of different enterprises using the collective mark. The owner may be either an association of which those enterprises are members or any other entity, including a public institution or a cooperative". Accordingly, the collective organization that owns the collective marks grants its members the right to use the trademark provided that they comply with the conditions/standards set in the rules for using collective marks (e.g., quality standards and geographical origins). This is an effective way to marketing the products of a group of businesses that if implemented separately will be more difficult for their individual brands to be recognized by consumers.

According to the Association of Southeast Asian Nations (ASEAN): "Collective marks are trademarks owned by a collective organization for the purpose of being used by all members of that organization or members specifically. The collective organization that owns a registered collective mark may be an association of producers, a cooperative, a joint venture of retail distributors, a merchant association or a federation of industry".

Thus, there are many different approaches to collective marks of domestic and foreign organizations. Within the scope of this article, the authors unified the concept of collective marks specified in the Intellectual Property Law [9].

### Craft village

Pham Con Son [12] defined the craft village as follows: "The craft village is an ancient administrative unit that also means a place of a crowded population. Craft villages are not only professional villages but also imply that people living in the same profession to develop jobs.

The solid foundation of the craft villages is at the same time the collective business, the economic development, and the preservation of the national identity and individual characteristics of the locality”.

From the economic perspective, in the book "Preserving and developing traditional craft villages in the process of industrialization and modernization", Duong Ba Phuong [2] said: "Craft villages are rural villages where there are one or several crafts that are completely out of handicrafts and conduct an independent business".

According to Circular 116/2006/TT-BNN of the Ministry of Agriculture and Rural Development: "Craft villages are one or more residential clusters at hamlets, villages or similar residential areas of communes or towns where there are rural occupational activities, producing one or more different products. This is also the concept of craft villages used by the authors of this article. Accordingly, recognized craft villages must meet the following three criteria: (i) at least 30% of the total households in the area participate in rural occupation activities; (ii) setting stable business and production activities for at least 2 years up to the time of application for accreditation, and (iii) observing policies and laws of the State.

### 2.3 Method

The study mainly uses descriptive statistical methods combined with analytical and evaluation methods to summarize the situation of building collective marks for craft village products in Thua Thien Hue province. Besides, the research also uses the expert interview method to collect data. Accordingly, this study conducted interviews with 5 experts with deep expertise in the collective marks field of the Department of Science and Technology of Thua Thien Hue province and 28/34 collective mark owners in Thua Thien Hue province. The time for conducting this survey is from October 2018 to December 2018.

## 3 Results and discussion

### 3.1 Results

#### **Situation of collective marks registration for craft village products in Thua Thien Hue province**

By the end of 2017, Thua Thien Hue province had 34 collective mark registration certificates granted by the National Office of Intellectual Property. Most collective brands are granted for village products, including well-known products such as (i) Hue Sour Shrimp Association, picture; Trademark registration certificate number: 167610, for product group No. 29: meat, fish, poultry and hunting animals; the owner of the certificate is the Hue Sour Shrimp Association; (ii) Hue Sesame Candy, picture; Trademark registration certificate number: 287648, for product group No. 30: Flour and cereal products, bread, cake, candy, ice cream, and No. 35: advertising.

The owner of the certificate is Association of Hue sesame candy; (iii) Traditional palm-leaf conical hat village My Lam – Thua Thien Hue, picture; Trademark registration certificate number: 149369, for product group No. 25: clothes, leggings, headgear. The certificate owner is the Phu My Commune Women's Union.

In particular, many brands bearing landmarks such as “Thanh trà Huế”, “Chả da Quảng Thành”, “Nón lá Huế”, “Tôm chua Huế”, “Kiệu Hương Chũ”, “Bưởi cốm Hương Thọ”, “Nước mắm Làng Dừa”, “Gạo đỏ Quảng Điền”, “Dầu trầm Lộc Thủy”, “Bún tươi Vân Cù”, “Nấm Phú Lương”, “Mây tre đen Bao La”, and “Mây tre đen Thủy Lập”.

The rights to apply for protection of a collective mark belong to the individual or legal entity representing the members of the organization that is an individual or another legal entity who complies with the statute of use of that mark [18]. Accordingly, the owners of collective marks for craft village products in Thua Thien Hue province are mostly associations and professional associations (for example, Phong Hai Commune Women's Union, Loc Thuy Commune Farmer Association, Hue Sour Shrimp Association, Lang Chuon Traditional Wine Village) or Cooperatives (for example, Thuy Bieu Agricultural Cooperative, Thuy Lap Bamboo and Rattan Service Cooperative, Hien Luong Agricultural Service and Production Cooperative).

In fact, many products of craft villages in Thua Thien Hue have not yet registered or have no intention to register for protection. The reasons might be as follows: the product has no reputation in the market (25.8%); there are no different brands in the market (14%); cost and time (11.6%); not practical (5.5%); lack of support from state management agencies (12.7%); lack of advice from intellectual property service organizations (21.6%); complex registration procedures (8%) (Center for Science and Technology Information, 2014).

**Table 1.** List of collective marks that have been granted protection certificates in Thua Thien Hue province updated to November 30, 2017

No	Appication No.	Certification No.	Collective mark's name	Owner
1	4-2005-10107	81860	Thanh Trà HUE SWEET POMELO, picture	Thuy Bieu Agricultural Cooperative
2	4-2006-20078	105015	Nấm Phú Lương I Hợp Tác Xã Nông Nghiệp Phú Lương I, picture	Phu Luong I Agricultural Cooperative
3	4-2008-06248	143154	Phong Hải Nước Mắm Sản xuất từ cá com nguyên chất, picture	Women's Union of Phong Hai commune
4	4-2008-24014	142579	Kiệu Hương Chũ, picture	La Chu Agricultural Cooperative, Huong Tra District
5	4-2009-02837	149369	Mỹ Lam Làng Nón Truyền Thống – Thừa Thiên Huế, picture	Women's Union of Phu My commune

No	Appication No.	Certification No.	Collective mark's name	Owner
6	4-2009-14338	156484	Đầu tràm Lộc Thủy	Farmer's Union of Loc Thuy commune
7	4-2010-14694	167610	Hiệp Hội Tôm Chua Huế HUSA Tôm Chua Huế HUE SOUR SHRIMP ASSOCIATION, picture	Hue sour shrimp Association
8	4-2010-14696	173949	Hiệp Hội Tôm Chua Huế Tôm Chua Huế HUE SOUR SHRIMP ASSOCIATION HUSA, picture	Hue sour shrimp Association
9	4-2010-19358	172596	Bưởi Cốm Hương Thọ Đậm Đà Hương Việt, picture	Farmer's Union of Huong Tho commune
10	4-2010-19502	172597	Mộc Hương Hồ	Carpentry Association of Huong Ho commune
11	4-2010-19504	177341	Làng Dừa Mắm & Nước Mắm, picture	Women's Union of Hai Duong commune
12	4-2010-27865	192661	Lhtx, picture	Huong Thuy Cooperative Union
13	4-2011-00719	175338	XL HTX Xuân Long, picture	Xuan Long Cooperative Union
14	4-2011-27352	201526	Bún Vân Cù Xã Hương Toàn, H. Hương Trà, TT. Huế, picture	Farmers' Association of Huong Toan commune
15	4-2012-00390	201527	Thủy Lập HTX Mây Tre Đan, picture	Thuy Lap bamboo and rattan service and production Cooperative
16	4-2012-00391	203397	BAOLA HTX Mây Tre Đan, picture	Bao Labamboo and rattan service and production Cooperative
17	4-2012-13625	241786	Làng Chuồn, picture	Lang Chuon traditional wine village
18	4-2013-00290	222719	QT Chả Da Quảng Thành, picture	Women's Union of Quang Thanh commune
19	4-2013-00291	226473	qđ GẠO ĐỎ QUẢNG ĐIỀN, picture	Farmers Association of Quang Dien district
20	4-2013-16042	226479	Ô Sa Làng Nghề Bún, Bánh Ô SA, picture	Women's Union of Quang Vinh commune
21	4-2013-25525	247328	Quảng Thọ, picture	Quang Tho II Agricultural Service and Production Cooperative
22	4-2014-07370	253897	Huế Hội Nghề Đúc, picture	Hue Casting Association
23	4-2014-24541	254051	VL Dưa hấu Vinh Lộc, picture	Farmer's Union of Phu Loc district
24	4-2014-29804	258990	Gạo Thơm Thủy Thanh	Thuy Thanh 2 Agricultural Cooperative
25	4-2014-31399	258048	Huế Đúc Đồng Truyền Thống, picture	Hue Casting Association

No	Appication No.	Certification No.	Collective mark's name	Owner
26	4-2015-35114	274961	Hợp Tác Xã Hiền Lương HL Phong Hiền, picture	Hien Luong Agricultural Service and Production Cooperative Phu Ho
27	4-2015-35423	272755	Phú Hồ PH, picture	Agricultural Cooperative Vinh Xuong
28	4-2016-07092	279383	NĐm Ném Đền Môn, picture	Agricultural Cooperative Phong Hien township environmental and urban Cooperatives
29	4-2016-23247	283982	Gạo Hữu Cơ Phong Điền, picture	Hue sesame candy Association Chili processing Association of Vinh Xuan commune
30	4-2016-37283	287648	Mè Xứng Huế SESAME CANDY, picture	Vinh Ha Agricultural Cooperative Chili processing Association of Phu Dien commune
31	4-2017-09444	297501	Ớt Vinh Xuân, picture	Farmer Association of Nam Dong district
32	4-2017-09445	297502	VH Gạo Vinh Hà, picture	
33	4-2017-11664	297503	Ớt Phú Diên, picture	
34	4-2017-24458		Mật Ong Ruồi Nam Đông, picture	

Source: Collected from the website of the National Office of IP, updated to November 30, 2017

### **Situation of activities to support the construction and management of collective marks for craft village products of management agencies in Thua Thien Hue province**

In order to develop local specialty brands, specifically the products of the craft villages, in recent years, Thua Thien Hue province has promoted the construction, management, and development of trademarks, especially focusing on collective marks. Specifically, Thua Thien Hue Provincial People's Committee has issued many mechanisms and policies on science and technology, including priority contents for the development of collective marks for craft products and local specialties such as Decision No.1746/QĐ-UBND dated 06/9/2013 approving the brand development strategy of specialties in Thua Thien Hue province by 2020, and Program 57/CT-UBND on market development for Hue specialties in the period of 2016–2020.

### **Activities to support collective marks for craft village products**

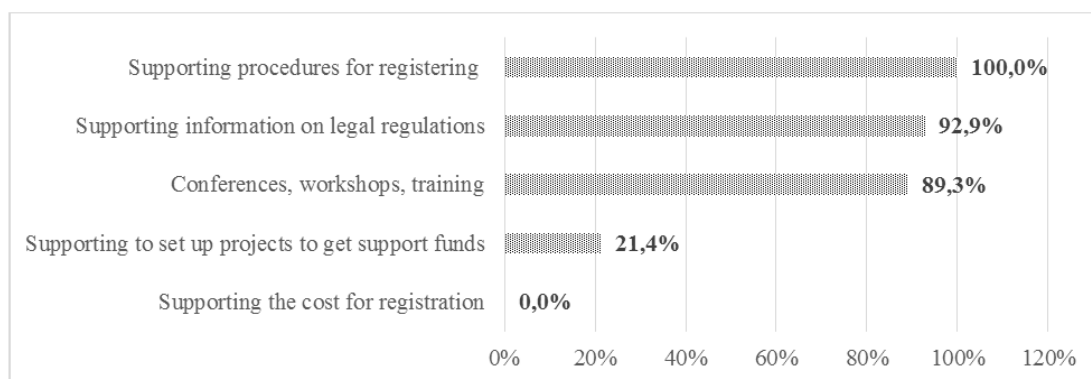
The Intellectual Property Development Program of Thua Thien Hue province in the period of 2017–2020 approved in Decision No. 2636/QĐ-UBND [15] has set very specific objectives, closely linked to supporting construction activities and managing collective marks: (i) Supporting the establishment of a management system, developing collective marks, certification marks, and geographical indications for at least 10 specialties in Thua Thien



province Hue; (ii) Supporting offshore registration for at least 5 collective marks, certification marks, and geographical indications of specialties in Thua Thien Hue province; (iii) 100% of local specialties protected by intellectual property rights will be supported to promote trade and market development, etc. The village products are focused on Hue sesame candy, Hue sour shrimp, Hue beef noodle and spices to cook Hue beef noodle, Hue embroidery, Hue vitreous enamel, and Hue Melaleuca oil. Accordingly, the total funding used to support this program amounted to VND 19.75 billion [15].

In fact, many projects have been implemented such as "Establishing, managing and developing collective marks for A Luoi zeng fabric products, Thua Thien Hue province" and "Creating collective marks for Hue bronze casting products". Most of these projects have well supported the process of building and forming collective marks for specific craft village products.

According to the survey results (figure 1), the forms of support for building collective marks in Thua Thien Hue province are supporting procedures for registering collective marks (100%), supporting information on legal regulations on collective marks (92.9%), conferences, workshops, training on collective marks (83.9%), supporting to set up projects to get support funds from the intellectual property development program (21.4%). In particular, no collective trademarks of any village products of Thua Thien Hue province were supported by collective mark registration funds (in fact, the People's Committee of Thua Thien Hue province has a plan to support a part of the costs for registering the collective trademark "Mè xùng Huê" in Thailand at a cost of VND 40 million; however, up to now, it has not been implemented yet).



**Figure 1.** Survey results from collective mark owners on forms of supporting

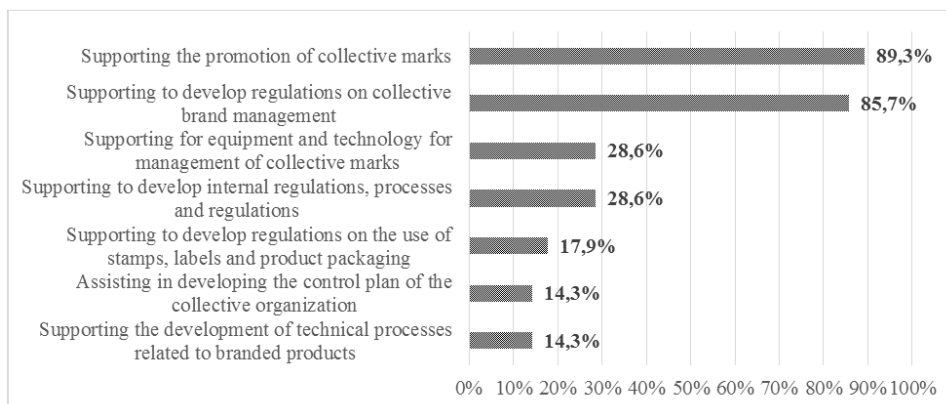
Source: Survey results (2018)

### **Activities to support collective mark management for craft village products**

The management of collective marks of craft village products is usually conducted by the Department of Science and Technology of Thua Thien Hue province and relevant state management agencies. Every year, the Department has specialized inspections on industrial

property for products granted collective mark protection in order to inspect the observance of legal regulations on industrial property in the process of production and business. In addition, a number of other support activities have been carried out such as implementing collective mark management, development projects for local village products, and training courses on how to manage and use collective marks.

According to the survey results (figure 2), the forms of support for collective mark management for craft village products in Thua Thien Hue province are mainly the following: supporting the promotion of collective marks (89.3%), supporting to develop regulations on collective brand management (85.7%); other forms of support that collective trademark owners receive from local state management agencies are very low such as supporting for equipment and technology (6%), supporting the development of internal regulations, processes and regulations (28.6%), assisting in developing the control plan of the collective organization (14.3%), and supporting the development of technical processes related to branded products (14.3%). This shows that the support activities from the state management agencies for collective brands of craft village products are still quite limited.



**Figure 2.** Survey results of collective trademark owners on forms of support for collective brand management

Source: Survey results (2018)

The support of collective brand management for trade village products in Thua Thien Hue province is still underway. Only a few supporting projects have been successfully implemented and bringing positive results (such as the project "O Sa noodle products, Quang Vinh commune, Quang Dien district, Thua Thien Hue province" has built a set of standards for noodle production facilities, used the system of O Sa noodle trademark in 3 households; all establishments have listed products information on packaging in accordance with regulations laws, etc.), while most of the collective marks of other products are not used effectively. Some cases are as follows:

1) Collective brand: Loc Thuy Melaleuca oil. Product: Melaleuca oil. Trademark registration certificate No. 156484 was issued by the National Office of Intellectual Property on January 5, 2011, to the Loc Thuy Farmers' Union and transferred to the Cooperative for production, processing, and service of Melaleuca oil in Loc Thuy commune. Decision No. 3485/QD-SHTT now December 30, 2015, of the National Office of Intellectual Property. Regarding the management and use of collective marks: Cooperatives cannot manage the use of trademarks by members, instead, members must register the number of brands needed and print labels themselves to use. Members only register without writing, so there is no keeping record of the printing and use of trademarks during production and business. By 07/2016, 18 out of 38 households (47.3%) were members of the cooperative but did not use the protected collective mark of Loc Thuy Melaleuca oil but used their own brand. Therefore, the cooperative cannot control the quality of melaleuca oil of its members according to the regulations on collective mark use. The reasons are (i) The cooperative does not guarantee a stable source of input materials and cannot find the output for products for the members on the registration list, and (ii) The selling price of melaleuca oil products labeled "Loc Thuy Melaleuca oil" is higher than the selling price of similar products of households that are not members on the trademark registration list, causing difficulties in competition.

2) Collective brand: Quang Thanh pork skin sausage. Trademark registration certificate No. 222719 was granted in 2012 by the National Office of Intellectual Property to the Women's Union of Quang Thanh commune with two members. Updated to April 2018. The Women's Union of Quang Thanh Commune (1) does not keep the Regulation on management and use of collective marks; (2) Collective mark registration certificates have been lost since 2016. In addition, this Union also (3) does not manage the allocation of collective marks to members (members print and use the labels by themselves), and (4) also has not been able to control the quality of their products. The reason is as follows: (i) The Women's Union of Quang Thanh commune only has almost 2 staff, so it is very difficult to closely manage the collective marks, and (ii) Pork skin sausage products are produced in a small scale, causing difficulties to manage.

### 3.2 Discussion

Through the status of collective trademark registration and activities to support the construction and management of collective marks for craft village products of management agencies in Thua Thien Hue province, some of the following assessments can be drawn.

There are many types of organizations that are the owners of registration for collective trademark protection for trade village products in Thua Thien Hue province. Each type has certain advantages and disadvantages. For applicants who are associations and professional associations, this type is suitable with the requirements of the law on the organization of

collective marks. They are also a bridge in the relationship between the members and the production, business enterprises and other related organizations and able to manage output products. They have a closer linkage than other types because the members participating in production share the benefits. They are knowledgeable and responsible for the brand and, thus, can bring economic benefits and preserve the reputation of the product. However, many associations and professional associations do not know much about intellectual property regulations, lack understanding of processes, order, and procedures to register collective marks, and lack the support and coordination of regulators in the registration of collective marks. For applicants who are cooperatives, this type has a legal status. They are able to expand the scale of production and consumption market. The management of cooperatives is carried out in accordance with the Law on Cooperatives, so the participation in deciding on issues related to the operation of the cooperative regardless of whether the participants are capital-intensive or with little capital. They are also able to control the product quality, area, number of households participating and quality of crops and livestock. However, many cooperatives are still limited in professional qualifications, funding, and do not yet understand the importance of registering for collective mark protection.

The activities to support the construction and management of collective marks for craft village products in Thua Thien Hue province have had many positive changes in recent years, especially the institutional support through policies, mechanisms of Thua Thien Hue provincial People's Committee. However, the support of state management agencies in the management and use of collective marks of craft village products is still limited, leading to the fact that many craft village products do not have appropriate quality. There are also difficulties in finding consumer markets and building trust for customers, including products that have been protected by collective marks.

#### **4 Conclusion**

Thua Thien Hue is advantageous with craft village products. Therefore, the protection of industrial property rights, in particular, collective marks for these products is one of the most important factors in branding and improving competitive advantages for the domestic and export market. However, most of the craft village products in Thua Thien Hue only stop at the level of establishing the right to collective marks without appropriate solutions to using and managing collective marks in order to enhance the product value. This leads to the fact that Thua Thien Hue still has no specific village products that can fully attract customers. It should be noted that a product with a collective trademark registration certificate might not be accepted by the market. Thua Thien Hue province and related parties need to have measures to manage and improve the product quality, the effectiveness of the marketing system, the market

access capacity as well as the production capacity. Only in this case, the efficiency and value obtained from craft village products can be ensured.

On the basis of the research results, the authors proposed solutions to managing and developing collective brands for craft village products in Thua Thien Hue province as follows:

Firstly, it is necessary to appropriately identify the organization that is the subject of the registration and management of the collective mark. Accordingly, the organization that stands out for the representative of the collective trademark registration should be reputable, master the production and business activities of the craft village products, understand the market, be able to manage well and have a good understanding staff of intellectual property and collective marks (The determination of the organization named in the application for protection of collective marks shall comply with the provisions of Clause 3, Article 87 of the Intellectual Property Law).

Secondly, it is necessary to build a document system as a basis for the management of collective marks in the locality. These are essential documents that enable to organize the use and management of collective marks, including (i) Regulation on collective mark management; (ii) Technical processes; (iii) Regulations on the use of stamps, labels and product packaging; (iv) Control plan of collective organization; and (v) Internal regulations, processes and regulations.

Thirdly, it is necessary to build systems and means to promote and exploit the collective mark value of craft village products. Specifically, (i) Designing and publishing documents introducing goods, services, labeling system used for collective marks, system of goods labeling, and other relevant documents; (ii) Implementing programs to promote craft village products with collective marks, and building a website to introduce and promote trade for these products; (iii) Developing trade plans for craft village products with collective marks.

Fourthly, it is necessary to propagate and disseminate intellectual property knowledge to raise the awareness of the members of the collective organization on the use, management, and exploitation of collective marks for craft village products.

Finally, the state management agencies of Thua Thien Hue province should support the development of intellectual property consulting services, in general, and collective marks, in particular. The locality can make policies to attract intellectual property consultancy organizations from big cities like Hanoi and Ho Chi Minh to set up offices and branches in Thua Thien Hue province to support branding activities.

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