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Trademarks and Denomination of Origin in Portuguese Wine Sector (1918-1924)

In the Portuguese wine sector there was a strong adhesion of companies, producers and traders to the registration of trade marks since the modern commercial brands emerged after the creation of the legal framework for their protection, at the end of the 19th century. Nevertheless, we also must consider the existence of different regions of production, from north to south of the country, and the historical process of recognition of the different denomination of origin, which occurred since the beginning of the 20th century, in a context of post-phylloxera reconversion, market instability and the proliferation of imitations and counterfeits.

In this communication we will analyze the *marks* (brands, labels) of different companies, traders and producers representative of the various Portuguese wine regions, between 1918 and 1924 from the Trademark Registration in the *Boletim de Propriedade Industrial* (Industrial Property Bulletin).

Through the labels we will try to summarize and understand the growth and importance of the different terroirs, their types of wines, and the use of semiotic elements representative and identifying elements of the indication of provenance, used in countless brands.