

Contributing authors

Argentina

Pablo A. KUCK graduated at the University of Buenos Aires, Law School and made postgraduate studies at ESCP-EAP, *Ecole Supérieure de Commerce de Paris – Ecole Européenne des Affaires* in Paris, France.

He's former Vice Director of the INPI Argentina Trademark Office and former Professor of "Práctica Profesional de la Abogacía" (Law Professional Practice) at the University de Buenos Aires. He's present head partner of the Firm "Estudio Kuck – Abogados y Agentes de la Propiedad Industrial", with offices in Buenos Aires, Argentina and correspondents in Uruguay, Paraguay, Chile and Brazil. He's specialized in Geographical Indications and Trade Marks. He's also consultant of foreign governments about enforcement against piracy and counterfeiting in Mercosur.

Australia

Stephen STERN is a partner of Australian law firm Corrs Chambers Westgarth and the Chairman of its National IP Group. Stephen's principal practice is in intellectual property litigation with wine law as one of his focal points.

He was the AIDV (International Wine Law Association) International President from 1996 to 1999 and has since remained one of its Vice-Presidents.

Much of Stephen's work has been involved in the geographical indications area, registering and protecting wine GIs from a number of countries in the Asia Pacific region. He has been involved in disputes dealing with GI delimitations and between trade marks and GIs.

Many of Stephen's clients are involved in the wine and spirit sector, be it as growers, winemakers, producers, importers, distributors, vigneron associations or governmental instrumentalities. He also drafts and negotiates distribution, supply and vineyard lease agreements as well as grape purchase and wine production agreements and advises on labelling issues.

He teaches annually at Bordeaux and Reims law schools and has also taught at a range of other universities such as Monash University, UC Berkeley, UC Davis, Victoria University and others.

Amongst his many wine law publications and articles, Stephen was the author of a chapter entitled “Wine & Place” on Australian wine law in the book *Global Wine Regulation* (Thomson Reuters, 2014) and is a contributor to and on the Editorial Board of *Jus Vini*, the Journal of Wine & Spirits Law.

He was appointed a Chevalier de l'Ordre du Mérite Agricole by the French Republic. On 30 May 2017, he received the *Diplôme d'honneur de la Corporation des Vignerons de Champagne*.

Stephen is and has for several years been the Honorary Solicitor for the Mornington Peninsula Vignerons Association and for Wine Victoria.

Brazil

Roner GUERRA FABRIS was born at Porto Alegre, Brazil, in 1964. He graduated in 1988 in Law by PUCRS/Brazil; he specialized in Industrial Property matters at CEIPI – Strasbourg, France, from 1988 to 1989. He got its master degree (DESS) by Robert Schuman University, France, from 1989 to 1990, and his doctor in Law (Phd) in 2012, by the Strasbourg University and Brazilian Federal University – UFRGS. He was professor at the UNISINOS University between 1993 and 2014.

Actually he is lawyer and IP agent at his office RGF-IP in Porto Alegre. He dedicates a lot of his work to the wine sector. He is member of ABPI, ABAPI, ASIPI, INTA, AIPPI, AIPLA, FICPI and AIDV. He speaks other than Portuguese, English, French, and has good knowledge of Italian, Spanish. He has written many articles and has participated in many speeches. He is French Consul at Porto Alegre, Brazil.

Canada

Olivier JEAN-LÉVESQUE is an associate in Smart & Biggar's Montreal Office. He focuses on a wide range of intellectual property and technology law issues, and provides practical protection, enforcement and litigation services in all areas of intellectual property, with a particular focus on trademarks and copyright.

Drawing upon his years in France, Olivier's practice and interests also involves the protection of shared goodwill and protected geographical indications (*Appellations d'Origine Contrôlée*) for wine, spirits and food products in Canada. He co-authored various publications on Canadian intellectual property law and notably acted as co-counsel in a precedent-setting case which led to Canada's first site-blocking order.

Andrea KROETCH is an associate in the Intellectual Property and Privacy & Data Protection Groups in the Ottawa office of Stikeman Elliott LLP. Her practice focuses on federal regulatory law in the areas of intellectual property, marketing and advertising, and privacy, including Canada's Anti-Spam Legislation (CASL). Andrea is experienced in the acquisition and protection of intellectual property rights, with a particular emphasis on trademark counselling, prosecution, and litigation covering all aspects of the trademark life cycle.

She also has extensive experience in providing strategic technical and business advice on intellectual property issues with respect to IP acquisitions, licensing, and commercialization. In addition, Andrea frequently advises clients on marketing and advertising law (both federal and provincial, including issues arising under the Competition Act), as well as federal and provincial privacy law compliance.

Andrea is an active member of the International Trademark Association (INTA) and the Intellectual Property Institute of Canada (IPIC). She is also a lecturer for The Osgoode Certificate in Intellectual Property (IP) Licensing Program and a contributing author of the Advertising and Marketing Law section of the Lexis Practice Advisor. Registered Trademark Agent, 2013. B.Sc. Hons. (Genetics, International Relations); M.A. (International Affairs); J.D. Called to the Ontario Bar in 2012.

Ekaterina TSIMBERIS is a partner in Smart & Biggar's Montreal office. She focuses on providing sophisticated trademark protection, management, enforcement, litigation and strategic counselling. Her practice spans the entire brand lifecycle with expertise in all aspects of trademark law.

She draws on 2 decades of experience to counsel clients on litigation related to trademark and copyright infringement and passing-off proceedings before the Federal Court. She assists clients in the enforcement of their IP rights against third-party infringers, including protected geographical indications.

In 2015 she was the only Canadian recognized by Euromoney LMG America's Women in Business Law Awards as a Rising Star in IP. She is listed annually in Euromoney's *Expert Guides: Women in Business Law* as a top female legal trademarks practitioner and Euromoney's *Expert Guides: Guide to the World's Leading Trademark Law Practitioners*. Since 2018 she is annually listed in Best Lawyers in Canada under Intellectual Property Law and in the Lexpert Legal Guide. In 2020, Ekaterina has been named as an IP Litigation Star by Benchmark Litigation Canada as well as a leading trademark professional in litigation and enforcement by World Trademark Review.

She is a Fellow of IPIC and was Director of IPIC's Understanding Trademarks course at McGill University in 2018–2019. She is one of the Founding Members and Board Member of AIDV Canada. Member of INTA, currently serving on Geographical Indications committee. BSc (Physiology); LLB. Registered Trademark Agent. Called to the Québec Bar in 1999.

China

Paul RANJARD is a partner at Wanhuida Intellectual Property Agency and Law Firm. Member of the Paris Bar since 1972, he moved to Beijing in 1997 where he represented the French association UNIFAB (for the protection of intellectual property). Since 2000, he has been actively involved in the drafting of the IP Position Papers submitted by the European Chamber of Commerce. He is an active speaker at academic seminars and international conferences.

He is the co-author of “Matters to be addressed in the future revision of China’s trade mark law” (Asialaw Leading Lawyers, 2020), “Fourth revision of China’s Trademark Law” (IAM & WTR, China: Managing the IP Lifecycle 2019/2020), “Tackling OEM infringement in China” (INTA Daily News, 2016). He is a member of INTA’s Global Advisory Council – China and the Geographical Indications team of “Marques”.

France

Since 2002, **Rein-Jan PRINS** practices as an independent French attorney in Aix en Provence, France. Previously, he was a partner of international law firms in Amsterdam, Brussels and Paris and has been member of the Amsterdam and Brussels Bars for many years.

His area of practice covers all aspects of IP law, with a particular focus on the wine, beer and spirits sector, as well as competition law and international business contracts (distribution, licensing, R&D, e-commerce).

He is author and co-author of various publications and articles on intellectual property and wine law in French, Dutch and English, has taught at the ESSEC Business School in Paris (MBA International Luxury Brand Management) from 1996 to 2000 and currently gives lectures at the Reims law school (Wine and Spirits Law Program). He is also a jury member of its yearly AIDV-Robert Tinlot Moot Court competition.

He was the AIDV (International Wine Law Association) International President from 2014 to 2016 and is currently one of its Vice-Presidents.

Germany

Wiebke GORNY is partner with GORNYLAW, a boutique law firm in Frankfurt, Germany. Her main areas of practice are IP Law, Unfair Competition Law, Civil and Labour Law and Food Law. She consults clients in negotiations and contracts outside the courts as well as in litigation. She’s a member of INTA and serves there in the Anti-Counterfeit Committee. She is also a member of GRUR (German Association of

IP Rights), WGL (Scientific Association for Food Law) and of the International Wine Law Association (AIDV).

Admitted to bar in 1999, after having been an assistant lecturer at Johann-Wolfgang-Goethe Universität in Frankfurt, where she also postgraduated with a doctorgrade in law. The thesis *Die materielle Polizeipflicht und ihre Durchsetzung in Konkurs und Insolvenz des Störers* dealing with collisions between Administration Law (Environmental Law) and Insolvency Law was published in 2002.

Greece

Theodore GEORGOPOULOS is the Director of the Wine & Law Program, holder of the Jean Monnet Chair in Wine Regulation, at the University of Reims (Champagne, France). Senior Lecturer (tenured), he mainly teaches Wine Law, Food Law and European Law. Director of the Wine Law Clinics Program, he is the Founding President of the "Georges Chappaz" Champagne Wine Institute. Adjunct Professor at the Burgundy School of Wine and Spirits Business. A former Fulbright Scholar (NUY, 2006), he teaches wine law in Europe and in the US as well as at the MSc of the OIV (*Organisation Internationale de la Vigne et du Vin*).

He is the author of six books and the editor of seven more and has published aprox. 90 articles in legal journals. An Attorney-at-Law and Managing Partner of Georgopoulos & Associates Law Firm (Athens), specializing in Wine and Food Law, as well as in IP and European Law, he has extensive experience of representing international clients before national courts as well as before the European Court of Justice.

General Director of the Greek Wine Federation; Special Secretary of the OIV Law and Consumption Group of Experts; member of the National University Council of France; member of the International Wine Academy. He's the actual International President of the International Wine Law Association (AIDV).

Hungary

Attila JÁSDI is partner at Szecskay Attorneys at Law (Budapest, Hungary) and co-owner of one of the most recognized Hungarian vineyards, Járdi Pince (Csopak, Hungary). His name is a brand not only for excellent wine, but also for top-shelf real estate advice.

He received his JD from Pázmány Péter Catholic University (Budapest) in 2000. He participated in the Post-Graduate Course on International and European Union Affairs organized by Pázmány Péter Catholic University, the Robert Schuman Institute (Budapest) and the College of Europe (Bruges, Belgium) in 1998. He worked at the Central

and Eastern European Law Initiative of the American Bar Association from 1998 until 1999. He received a Masters of Law degree in Global Law and Technology in 2012, in the international LLM program of the Suffolk University Law School (Boston, USA).

He specializes in high value real estate, M&A, commercial and corporate cases. He has been the President of the International Committee of the Budapest Bar Association since 2010. He has been a member of the Executive Committee of *Union des Avocats Européens* (UAE) since 2006 and was the Vice-President of UAE between 2008 and 2012.

Israel

Shlomo COHEN is the founder and managing partner of Dr. Shlomo Cohen & Co., a leading intellectual property firm in Israel.

He received his LL.B. (1971) and LL.M. (1973) from the Tel Aviv University Law School and JSD (1976) from the New York University School of Law.

He is a member of the Israeli Bar association and served as its president for two terms (1999–2007); he served as adjunct professor at the New York University School of Law (1976–1995), the Hebrew University School of Law (1980–1992) and the Tel Aviv University School of Law (1988–2002); he was also member of the Board of the International Trademark Association (1994–1996).

He has written extensively in the field of intellectual property. Appeared in various court cases in the intellectual property field including several major precedents. Among his public positions, he chaired the Justice Ministry Committee to revise the Registered Designs Act and was a member of the Justice Ministry Committees to revise the Patents and Copyright Acts.

He founded the Israeli chapter of the Licensing Executives Society (LES) in 1994 and served as its president (1998–2006); Member, Israel Civil Rights Association and a member of its board for two terms; Founding member of “Betselem”, human rights watch organization; he is also a member of INTA, ECTA, AIPPI, AIPLA.

Italy

Boris OSGNACH is a licensed Italian lawyer and trade mark agent. He is co-founder and senior partner of De Gaspari Osgnach (DeosIP), an IP firm based in Padova, Italy. He is an active member of some of the major international IP and wine law associations (ECTA, INTA, AIPPI, AIDV) and he is currently serving as ECTA Geographical Indications Committee Vice-Chair.

His substantial practice ranges in all IP legal issues, including trade marks, designs, copyrights, geographical indications, conflicts between GIs and trademarks, wine labelling. An IP strategist for 20 years, he manages IP portfolios, contentious matters and projects for domestic and international clients, covering different fields of industry, including small and medium sized wineries as well as global wine groups. He represents his clients before the Italian Patent and Trademark, the European Union Intellectual Property Office (EUIPO) and the Italian specialized IP Courts.

Before focusing on private practice he was general counsel in San Margherita, one of the most distinguished and globally reputed Italian wine business groups. He's a wine lover and a licensed Sommelier affiliated with *Associazione Italiana Sommelier* (AIS). He is often invited as a speaker at IP meetings and as lecturer at professional seminars.

Japan

Teiji TAKAHASHI was born in 1944 in Japan. He graduated from the faculty of economics of Tokyo University, then joined the Ministry of Agriculture. From 1970 he studied in the doctor course of Toulouse University. Returning back to Japan, he made efforts for disseminating the concept of AOC in Japan. In 1997, he was appointed as the first Representative of FAO, UN to Japan. In 2008, he obtained the title of doctor in law of the Toulouse University. He conducted intense research for the introduction of GI system in Japan.

His publication consists of the Japanese-written titles *The Australian Wine* (1996, Jiji Press), *French AOC system for Wine* (2004, Nobunkyo), *Food Safety and Food Quality* (2006, Nobunkyo), *Wine Laws in the World* (2009, Hyoronsha), *GIs for Foods and Beverages* (2015, Nobunkyo) as well as *La Sécurité et la Qualité des Denrées Alimentaires* (Thesis, 2008) and *Wines of Japan* (2017, Ikaros – both in English and Japanese). He received the OIV Award for *Japan Wines* and was awarded as *Chevalier de l'Ordre de Mérite Agricole* by the French Government.

New Zealand

John BARKER is the Principal of John Barker Law, a specialist wine, alcoholic beverage and food law practice based in Auckland, New Zealand. His practice areas include: geographical indications and intellectual property, regulatory compliance, contracts; sectoral governance and international trade. He also consults on wine business and sectoral strategy. He has advised clients from many countries including New Zealand, Australia, UK, USA, Georgia, Moldova, Canada, Singapore, China and France as well as the *UN Food and Agriculture Organisation*.

He has over 20 years' experience in the international wine sector in private practice, government and sectoral organisations. He has held the roles of Wine Programme Manager for the *New Zealand Food Safety Authority* and General Counsel for New Zealand Winegrowers. He is a former President of the OIV's Economy and Law Commission and Industry Chair of the World Wine Trade Group. He regularly lectures on the wine sector and wine law and has authored several papers and book chapters – including as wine law contributor to the *Oxford Companion to Wine*. He was awarded the *Chevalier de l'Ordre du Mérite Agricole* by the French Republic.

Portugal

João ANTUNES was born in Porto, Portugal, in 1958. He graduated in law at the *Faculdade de Direito da Universidade Católica Portuguesa* (Lisbon). João works for Sogrape Vinhos, S.A., as company legal adviser and company secretary and is based in Vila Nova de Gaia, Portugal.

João has been a speaker in postgraduate studies on wine law and a part of OIV Law and Consumer Information Expert Group. He also is a member of the International Wine Law Association (AIDV) and Master of Porto Wine Brotherhood.

Rodrigo JARDIM GONÇALVES was born in Lisbon, Portugal, in 1971. He graduated in law at the *Faculdade de Direito da Universidade Católica Portuguesa* (Lisbon). Rodrigo is a partner at the law firm Jardim Gonçalves & Associados, and is based in Lisbon, Portugal.

His areas of practice are dispute resolution, commercial and civil law, foreign investment and wine law. He is a member of the *Ordem dos Advogados Portugueses* and of the International Wine Law Association (AIDV).

Francisco VAN ZELLER was born in Porto, Portugal, in 1968. He graduated in law at the *Faculdade de Direito da Universidade Católica Portuguesa* (Porto). Francisco is a partner at the law firm he founded - van Zeller Advogados – and is based in Porto, Portugal.

His areas of practice are commercial and civil law, administrative and tax law, administrative penal law, litigation and wine law. Francisco has been a speaker in postgraduate studies on wine law and has published works on wine law. He is a member of the *Ordem dos Advogados Portugueses* and of the International Wine Law Association (AIDV).

Romania

Elena Ramona BĂDESCU, associate lawyer at Stoica & Associates, assisted and represented corporations in disputes related to real estate, banking, insolvency, IP dispute resolution cases (trademarks, domain names, GI), and to wine industry.

She has graduated a local sommelier course and she is co-author of several articles regarding wine geographical indications.

Irina-Andreea MICU, partner at Stoica & Associates, a Romanian law firm based in Bucharest, assists and represents corporations in IP dispute resolution cases (trademarks, domain names, GI), in international arbitration, data protection and public procurement.

Co-owner of Avincis winery estate in Romania, she is experienced in matters related to wine industry. Author of various articles in IP law and speaker at conferences.

Cristiana-Irinel STOICA, Ph.D., founding partner at Stoica & Associates, a Romanian law firm based in Bucharest, has an intensive experience as practicing lawyer, assisting and representing corporations in international and domestic disputes. Associate professor at the Faculty of Law, Bucharest University (L.L.M. International Arbitration) and member of the ICC International Court of Arbitration, she is author of various articles and contributor to legal books, published in Romania and abroad.

For almost 15 years she is a co-owner of the family wine estate Avincis, one of the famous wine producers of Romania and provides legal advice on wine law related cases. Member of the International Wine Law Association (AIDV), she is also former president of its European Section (2015–2018).

South Africa

Eben VAN WYK is a partner at Spoor & Fisher, South Africa. He graduated with a BProc LLM (IP) (*Cum Laude*) and is an Attorney of the High Court of South Africa as well as Solicitor of England & Wales. He specializes in Intellectual Property and Advertising Law.

He is a member of the South African Institute of Intellectual Property Law; the International Trade Mark Association (INTA) and the INTA Geographical Indications Subcommittee; a member of the Licensing Executive Society (LES) of South Africa; a board member of the International Wine Law Association (AIDV). He is the co-author of South African chapter in the Intellectual Property Review; the co-author of the “Unlawful Competition” chapter of *Dean & Dyer’s Digest of Intellectual Property Law* (2014, Oxford University Press) as well as co-author of Sponsorship and Marketing Agreements chapter in *International Business Transactions* (2016, Kluwerlaw). He

is also the author of South African chapter in *Geographical Indications, Certification Marks and Collective Marks: An International Guide* (INTA).

He is listed in the WTR 1000 as one of the World's Leading Trade Mark Professionals; ranked by *Legal 500 EMEA* as one of South Africa's Intellectual Property Law experts; listed by *Best Lawyers* as a "Best Lawyer" in Intellectual Property Law as well as in Litigation; ranked by *Chambers Global: The World's Leading Lawyers in Intellectual Property*; listed in *Who's Who Legal* as one of the leading Trademark Lawyers; listed in *World IP Review Leaders – Best IP Practitioners*; listed in the *Managing Intellectual Property IP Stars*; and listed as Cape Town Intellectual Property Law lawyer of the year by *Best Lawyers*.

Spain

Félix S. PÉREZ ÁLVAREZ graduated with a degree in Law from the University of Zaragoza (Spain), is a practicing Lawyer, Founder and Partner of SEAIN, S.L. (BK ETL Global) in Logroño (Spain). He is Vice-President and former President (from 2011 to 2013) of the International Wine Law Association (AIDV) and Secretary of the Regulatory Board of the PDO "Jamón de Teruel/Paleta de Teruel".

His main areas of expertise are Wine Law, Protected Designations of Origin, Intellectual Property and Unfair Competition. He intervened as a speaker at Conferences related to the wine sector, such as, among others: Spanish Wine Market Observatory (OEMV), "New models of wine distribution in Spain", Madrid (Spain), 2011; 1st National Congress of Wine Law. "Differences between PDO and trademarks", Mendoza (Argentina), 2012; "Differences between PDO and trademarks", Lisboa (Portugal), 2015; AIDV, "Funding, structure and role of the different groups of producers. Spanish situation", Siena (Italy), 2016; 5th International Congress of Wine Law, "Differences between PDO and trademarks", Lima (Peru), 2016; General Council of the Judiciary. "PDO and Quality marks", Peñafiel (Spain), 2019.

He has been Lecturer in the Master of Oenology of the Oenology Superior School of the Basque Country, Spain and the Master 2 Professional of Wine Law (Spanish Wine Law), Université Montesquieu-Bordeaux IV.

Javier PÉREZ-ITARTE is lawyer and member of the Bar of La Rioja (Spain) since 2011 and partner at the law firm SEAIN-ETL Global. After some experience acquired in France, England and the Netherlands, and as a lawyer in companies like Ernst & Young and at the Miguel Torres, SA wineries, Javier coordinated in 2009 the "Law and Wine" Working Group of the Spanish Wine Federation.

Member of the International Wine Law Association (AIDV) since 2012, he has become Secretary General of its European section and deputy secretary of its International Section. Member of the Spanish Bar of Mediators since 2014, Javier is also

lecturer on Spanish vitivincultural law at the *Master 2, Droit de la Vigne et du Vin* at the University of Montesquieu – Bordeaux IV since March 2017.

Javier works in civil, commercial and administrative Law with regard to the wine sector (PDO and IGP), intellectual property rights, international wine trade (distribution contracts and national and international commercial agency) and Unfair Competition Law.

Switzerland

Philippe O. HUNZIKER made economics and law studies at the University of Zurich, Master of Laws and was active in finance/banking and insurance. Then he returned to the courts and legal clerk at first and second instance.

Director of the Swiss Wine Trade Inspection, he participated in federal commissions for the protection of geographical indications of processed agricultural products in Switzerland. President of the Federal AOC Wine Commission and expert at the Federal Commission for PDO/PGI (other products than wine), Philippe is the Swiss expert at the OIV and past president of its Economy and Law Commission. Animator of *ad hoc* groups on specific topics such as genetic engineering in wine and environmental sustainability.

He was the AIDV (International Wine Law Association) International President from 2008 to 2010 and has since remained one of its Vice-Presidents.

United Kingdom

Andrew PARK is a solicitor and director of APP Law, Solicitors, a UK commercial law firm based in the South of England. He specializes in legal and regulatory issues concerning the production and commercialization of wine, spirits and other alcoholic beverages in the UK.

He works mainly for wine producers around the world who export to the UK and/or the EU. He also acts for foreign producers of spirits and other alcoholic drinks in connection with their UK and EU trading activities and regulatory matters as well as for UK importers and others involved in the UK wine & spirits trade.

He is a member of the International Wine Law Association (AIDV), and the contributor of the UK chapter to its forthcoming guide to the rules and regulations governing the production and commercialization of wine and spirits throughout the world. He has also written numerous articles for both wine trade and legal publications.

United States of America

Scott GERIEN is a partner with Dickenson, Peatman & Fogarty in Napa, California and heads the firm's intellectual property practice. He has published many articles related to wine trademarks and geographical indications and is a contributor to the book "Wine in America: Law and Policy", as well as the "International Trademark Association publication Geographical Indications, Certification Marks and Collective Marks: An International Guide".

He has also been a guest lecturer at University of California Berkeley School of Law, Stanford University School of Law and University of California Davis School of Law on the issues of trademarks and geographical indications in the wine industry. From 2012–2020, he has been recognized by *World Trademark Review* as one of the world's leading trademark professionals for trademark prosecution and strategy.

Richard MENDELSON is a wine law attorney at Dickenson, Peatman & Fogarty in Napa, California. He also directs the *Wine Law and Policy Program* at the University of California Berkeley Law School.

His books include *From Demon to Darling: A Legal History of Wine in America* (UC Press, 2010), *Wine in America: Law and Policy* (Wolters Kluwer, 2011), and *Appellation Napa Valley: Building and Protecting an American Treasure* (Val de Grace 2016).

He is a co-founder, past president (from 1993 to 1995) and current Vice-President of the International Wine Law Association (AIDV).

John TRINIDAD is a partner at Dickenson Peatman & Fogarty, and is part of the firm's Wine Law, Business, Alcohol Beverage, and Geographical Indications practice groups. Based in Napa, California, he advises wine and alcohol beverage industry clients on a broad range of legal issues, including licensing, business contracts, purchase and sales of wineries and winery assets, and federal and state alcohol beverage regulations.

He is a lecturer at both University of California Berkeley School of Law and University of California Davis School of Law where he teaches a course on wine law. He has also been a speaker and lecturer at the University of California Davis Executive MBA Program, Sonoma State University's Executive MBA Program, and the OIV Wine Marketing Program.