

ICS 03.140
CCS A 00



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 46711-2025

**Brand evaluation - Requirements and recommendations for
brands related to geographical indications**

品牌评价 地理标志相关品牌评价要求

(English Translation)

Issued on: October 31, 2025

Implemented on: October 31, 2025

Issued by: State Administration for Market Regulation

Table of Contents

Preface	
Introduction	
1 Scope	
2 Normative References	
3 Terms and Definitions	
4 Principles for Evaluating Brands Related to Geographical Indications	
4.1 General Rules	
4.2 Transparency	
4.3 Consistency	
4.4 Objectivity	
5 Basics of Brand Evaluation Related to Geographical Indications	
5.1 General Rules	
5.2 Brand Elements Related to Geographical Indications	
5.3 Brand Dimensions Related to Geographical Indications	
6 Factors to consider in evaluating brands related to geographical indications	
6.1 Personnel	
6.2 Practice and Process	
Appendix A (Informative) Examples of Brand Elements and Dimensions Related to Geographical Indications (6)	
Appendix B (Informative) Example of a Self-Evaluation Checklist for Geographical Indication Related Brands	
Appendix C (Informative) Examples of Other Geographical Indication Related Brands (9)	
Appendix D (Informative) Example 10 of the objectives to be considered when determining the evaluation procedure	
D.1 Target	
D.2 User	
Reference	

Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents".

Drafting.

This document adopts ISO 20671-3:2023 "Brand evaluation - Part 3: Requirements for the evaluation of brands related to geographical indications".

The following minimal editorial changes have been made to this document.

---To align with existing standards, the standard's name has been changed to "Requirements for Brand Evaluation Related to Geographical Indications";

---Note 2 has been added to "4.1 General Rules".

Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents.

This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of Brand Evaluation (SAC/TC532).

Introduction

In the process of advancing economic globalization, geographical indications play an important role in international trade and domestic industrial development.

Products refer to products originating from a specific region, whose quality, reputation, or other characteristics are essentially dependent on the natural and human factors of that region of origin.

Geographical indication products include agricultural and livestock products from the region; products whose raw materials are entirely from the region or partially from other regions.

A region, and products produced and processed within that region according to specific techniques. From everyday consumer foods and agricultural products to handicrafts, and ever-expanding...

In the service sectors of the exhibition, geographical indications demonstrate unique brand value in many fields.

Geographical indication brands are important because geographical indication products possess authenticity, regionality, distinctiveness, and relevance. Furthermore, these...

These unique characteristics can add value to a brand. Among these, authenticity refers to the fact that the name of a geographical indication product has been widely recognized by the public through long-term and continuous use.

Xiao; regionality refers to the fact that all or most of the production processes of a geographical indication product occur within a defined geographical area; specificity refers to the product's...

It possesses distinctive quality characteristics, a specific reputation, or other features; relevance refers to the product's uniqueness stemming from natural and cultural factors in a

specific region.

Determined by factors.

To fully explore the potential value of brands related to geographical indications, a scientific, systematic, and comprehensive evaluation of these brands is beneficial.

To optimize resource allocation among stakeholders and to conduct reasonable and efficient investment activities.

When conducting evaluations of geographical indication brands, it is advisable to align with ISO 20671-1 to ensure the scientific rigor of the evaluation. At the same time, it is necessary to pay attention to...

The boundaries and scope of geographical indication brands and related brands need to be defined. The healthy development of geographical indication brands depends on the effective coordination of relevant authorities.

The specific identification mechanisms, forms of protection, and product categories for geographical indications are defined by the national intellectual property management department. Geographical indication-related brands refer to Brands named after a specific geographical region, whose products are wholly originated in or ultimately processed in that geographical region, including those not yet recognized as geographical indications.

Brands that do not fall under the geographical indication protection category recognized by the competent authority. See Appendix C for other examples of geographical indication-related brands.

Stakeholders for geographical indications and related brands may include farmers, consumers/users, food service operators, industry associations, and regulators.

Departments, professional organizations, brand agents, service providers/distributors, suppliers, brand-using entities, shareholders, employees, investors, licensees People, etc.

Geographical indications and related brands, as highly valuable assets, can effectively help consumers recognize and identify geographical indications during market circulation and consumption.

By identifying the origin and characteristics of different products and obtaining traceability information, we can meet consumers' diverse needs for quality, safety, and cultural connotations, which will help promote...

Integrate geographical indications with the development of distinctive industries, ecological civilization construction, historical and cultural heritage preservation, and rural revitalization to enhance the brand of geographical indications.

Influence and product added value.

This document, while adopting international standards on an equal footing, also takes into

account the current state of geographical indication development in my country and related plans, aiming to standardize geographical indications.

The evaluation of related brands will promote the healthy development of the geographical indication industry and help to more effectively protect my country's rich geographical indication resources.

use.

Brand evaluation requirements related to geographical indications

1 Scope

This document, based on the evaluation methodology of ISO 20671-1, specifies the methods, basis, and principles (including) for evaluating Geographical Indication Related Brands (BGIs).

(Including elements and dimensions).

This document is applicable to the investment decisions of initiators of geographical indication-related brands, as well as to their users and potential users in deciding whether to adopt [the product/service].

Use this brand.

This document can be used in conjunction with ISO 20671-1 and ISO 10668.

This document can be used for internal and external evaluation of brands related to geographical indications.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included.

For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies.

This document.

valuation)

Note: GB/T 29187-2012 Brand Evaluation - Requirements for Brand Value Evaluation (ISO 10668:2010, IDT) ISO 20671-1 Brand evaluation - Part 1: Principles and foundations Note. GB/T 39654-2020 Brand Evaluation Principles and Basis (ISO 20671.20191), IDT)