

Research on the Protection of Geographical Indications for Traditional Handicrafts - Taking Longquan Celadon as an Example

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Abstract: Traditional handicrafts are an important component of China's excellent traditional culture and the crystallization of the wisdom of the general public. With the continuous development of modern manufacturing technology and the constant integration and replacement of diverse cultures, the inheritance and development of traditional handicrafts are facing many challenges. The existing legal system in our country has made relevant provisions for the protection of traditional handicrafts, but it is still not comprehensive and systematic enough, and often cannot provide effective legal guidance for solving the problem of infringement of geographical indications of traditional handicrafts. Many traditional handicrafts in our country have also become well-known geographical indication products both domestically and internationally, so strengthening the protection of geographical indications for traditional handicrafts has important practical significance. Longquan celadon has rich cultural connotations and a long history. It is not only a national intangible cultural heritage, but also an important geographical indication product. The use of geographical indication system to protect Longquan celadon and other traditional handicrafts is a practical method that can achieve good protection effects, thus realizing the protection and inheritance of traditional handicrafts. By exploring the protection models of geographical indications abroad and combining them with the current situation of geographical indication protection in China, this paper deeply analyzes the practical problems in geographical indication protection and provides suggestions on how to use geographical indications to protect traditional handicrafts. Specifically, on the one hand, a mixed protection model dominated by specialized laws should be formed, and on the other hand, relevant measures should be taken to protect traditional handicraft geographical indications.

Keywords: Traditional handicrafts; Geographical indication; longquan celadon

1. Overview of Traditional Handicraft Related Theories

1.1. The meaning and characteristics of traditional handicrafts

To effectively address the practical issues of traditional handicrafts, we must first understand what traditional handicrafts are. It's not that all past handicrafts are evaluated as traditional handicrafts. This handicraft has a historical foundation. At the same time, it must possess values that are worth inheriting and developing. The official definition of traditional handicrafts refers to handicrafts produced through traditional handicraft forms and techniques, such as jade carving, ivory carving, carved lacquer, cloisonne, embroidery, etc. These handicrafts are generally made from high-quality materials, primarily relying on manual labor, and feature exquisite craftsmanship. They are made from natural materials and embody distinct national styles and local characteristics[1]. From this, we can understand that some items on the market that are shoddy and pass off fake as genuine cannot be called traditional handicrafts. The true traditional handicrafts that need to be inherited and protected inevitably possess irreplaceable spiritual and cultural values. One of the most prominent characteristics of traditional handicrafts is their immaterial nature. What we need to inherit and protect is not just the artwork itself, but more importantly, the skills themselves. The objects of traditional handicrafts, like those of intellectual property, are intangible and lack a material form. They do not wear out over time but can be forgotten or discarded in people's subjective world. Therefore, it is particularly reasonable to protect traditional handicrafts through the intellectual property system. Another notable feature of traditional handicrafts is their semi-public nature. Due to the lack of corresponding confidentiality measures and unified management systems in the process of historical inheritance, many traditional handicrafts have

long entered the public domain, and they also lack exclusive rights such as patent rights. Although the production processes and techniques of some traditional handicrafts are relatively open, there are very few people who are willing to patiently refine their skills and become true inheritors. As an important cultural heritage, traditional handicrafts serve as a window into their development and historical evolution. It is not difficult to see that the influence of human and natural environments has a significant impact on the development of traditional handicrafts. It also reflects the living habits, ethnic culture, and aesthetic tastes of the local people. The material production and life that integrate ethnic culture and geography have created splendid skills, so they also have distinct national and regional characteristics. Finally, they also have the group nature of creative subjects.

1.2. The necessity and feasibility of protecting geographical indications of traditional handicrafts

As a vast and multi-ethnic country with numerous ethnic groups, China boasts abundant resources of traditional handicrafts. Traditional handicrafts, as one of the important carriers of China's excellent traditional culture, serve as a spiritual bond connecting various ethnic cultures and are also a rare treasure of world cultural diversity. They hold unparalleled value in enhancing China's cultural soft power, shaping China's voice and image, and forming a dialogue system that matches its comprehensive national strength. Traditional handicrafts embody rich ethnic cultural connotations and possess greater collectible and appreciative value than contemporary popular products. Protecting them contributes to the development and inheritance of traditional culture, bolstering cultural confidence. Simultaneously, traditional handicrafts, relying on their profound cultural heritage and transmission capabilities, continue to evolve. This not only meets the need to preserve ethnic culture but also aligns with the vision of a culturally strong nation[2]. Hence, the necessity of protecting traditional handicrafts is self-evident. Currently, the primary issue facing traditional handicrafts in China is their marginalization in the market and neglect by the younger generation culturally. Traditional handicrafts face the risk of being squeezed out by industrialized products. Meanwhile, local governments have not determined the direction for the development of related handicrafts and assumed the responsibility of providing basic protection and supervision. Traditional culture is showing a trend of gradual extinction, and traditional handicrafts will also lose their heritage foundation, which is related to the inheritance of our ancient culture. Therefore, the task of protecting traditional handicrafts through legal means is imminent[2]. Utilizing geographical indications to protect traditional handicrafts can not only achieve long-term protection effects, but also solve the problems encountered in the inheritance and development of traditional handicrafts, enhance the inherent motivation of handicrafts, and activate handicrafts to adapt to the trend of social development.

2. The legal system for protecting geographical indications of traditional handicrafts

2.1. The legal and regulatory system for the protection of traditional handicrafts

The existing legislative system in China includes the Intangible Cultural Heritage Law of the People's Republic of China, the Copyright Law of the People's Republic of China, the Patent Law of the People's Republic of China, the Trademark Law of the People's Republic of China, and the Anti Unfair Competition Law of the People's Republic of China. These are effective protective measures for traditional handicrafts. The Regulations on the Protection of Traditional Arts and Crafts and the Measures for the Management of World Cultural Heritage issued by the Ministry of Culture are administrative regulations that are in line with them in China.

2.2. Geographical Indication Protection of Traditional Handicrafts

Geographical indication refers to the indication that a certain commodity originates from a certain region, and its specific quality, reputation, or other characteristics are mainly determined by the natural or cultural factors of that region. It is not difficult to see from its concept that geographical indications have both human and natural factors. From China's trademark law, we can see the beneficial value and function of the geographical indication system:

(1) The positive effect of the geographical indication system lies in its direct protection of traditional handicrafts, as the regional, collective, and historical characteristics contained in traditional handicrafts are consistent with the protection status of the geographical indication system. Geographical indications can protect the interests of traditional handicraft groups and regional groups.

(2) Geographical indications are not limited by time, which is very advantageous for traditional crafts passed down from generation to generation, especially for those that are particularly ancient. It can be seen that in the protection of traditional handicrafts, the advantageous functions of geographical indications must be fully utilized.

3. The Protection Status and Case Study of Geographical Indications for Traditional Handicrafts in Longquan City

3.1. The Geographical Indication Protection Status of Traditional Handicrafts in Longquan City

Longquan City, situated in the southwestern part of Zhejiang Province, is located at the border of Zhejiang, Fujian, and Jiangxi. It borders Yunhe County and Jingning She Autonomous County to the east, Qingyuan County to the south, Suichang County and Songyang County to the north, and is connected with Pucheng County, Nanping City, Fujian Province to the west. It serves as the main access from Zhejiang Province to Jiangxi and Fujian, and is renowned as the "Passageway Connecting Ou, Wu, and Fujian" and the "Postal Route and Commercial Throat". It has long been a significant commercial town in the adjacent areas of Zhejiang, Fujian, and Jiangxi. The terrain of Longquan City is high in the southeast and northwest, low in the middle, and slopes from southwest to northeast. The Longquan River runs through the middle from southwest to northeast. As of 2023, Longquan City has a total of four geographical indications: Longquan black fungus, Longquan celadon, Longquan ganoderma lucidum, and Longquan ganoderma lucidum spore powder. Among them, only Longquan celadon is a traditional handicraft. It can be concluded that the geographical indications of Longquan City are mainly agricultural and sideline products at present, and there is only celadon as a traditional handicraft. It is evident that the development of geographical indications in Longquan City is relatively slow, and the legal awareness of protecting traditional handicrafts using geographical indications is insufficiently strong.

3.2. Longquan City traditional handicraft "Longquan celadon" geographical indication protection

3.2.1. Introduction to Longquan celadon

"Bright moon dyed spring water, light spin thin ice filled with green clouds." "Longquan celadon" produced in Longquan, Zhejiang Province, China, began in the Western Jin Dynasty of The Three Kingdoms, prospered in the Song and Yuan Dynasties, and flourished in the present, with a history of more than 1700 years. The famous "Longquan celadon" is the ceramic industry with the longest history of porcelain making, the largest kiln system and the most extensive foreign trade. "Longquan celadon" is produced with rich and high-quality natural porcelain clay -- purple gold clay, refractory clay, limestone and other raw materials. The glaze is blended with natural mineral soil and formed by traditional techniques. "Longquan celadon" porcelain is delicate, the lines are bright and smooth, the shape is graceful and graceful, known as "green jade, bright as a mirror, sound as qing" "porcelain pearl" "national treasure" reputation. "Longquan celadon" has "elder brother" and "younger brother" kiln. The celadon glaze color of the younger kiln is emerald green, divided into plum green, pink green, bean green, crab shell green, tea dust color, and the texture is like jade; Ge kiln celadon foot glaze book is purple, foot dew is black, known as "purple mouth iron foot", glaze cracks naturally, there are black lines of iron wire, golden lines of gold wire and white lines of silver. "Longquan celadon" was identified as a geographical indication protection product in 2003, registered as a geographical indication certification trademark in 2007, and has gradually developed into a unique pillar industry in Longquan City. According to the "Longquan City sword porcelain industry statistics monitoring program (Trial)" calculation method, the city celadon sword industry Bureau, the city Bureau of Statistics jointly assessed estimates: in the first three quarters of 2023, the city's sword porcelain industry added value of 765 million yuan, the current price increased by 11.8%, accounting for 5.9% of GDP, the proportion increased by 0.32 percentage points over the same period. Among them, celadon industry added value of 500 million yuan, the current price increased by 16.1%; The added value of sword industry is 265 million yuan, the current price increased by 4.5%.

3.2.2. Longquan celadon inheritance and development face problems

(1) Lack of innovation and weak competition

Celadon, as the earliest form of porcelain, has a variety of styles in artistic style, such as "jumping knife", "celadon exquisite", "brother's combination", "twisted embryo", "celadon painting" and "relief

porcelain painting". However, compared with the domestic similar porcelain industry, celadon products in the daily porcelain market lack of competitiveness, the share is low. The lack of innovation in celadon technology leads to the difficulty of product research and development, which is an important obstacle to the expansion of sales scale of Longquan celadon. As far as the current Longquan celadon enterprises are concerned, the main way of process technology inheritance in most enterprises is still family process inheritance, with confidentiality, and generally small scale, it is difficult to have the conditions for the development of advanced technology. Longquan celadon industry lacks process communication, and the enterprise itself is difficult to independently develop technology, so celadon technology has not been broken through, resulting in celadon products still tend to be a variety of artistic porcelain, but in the development of daily porcelain market due to process restrictions, its product practicality and functionality has always been lacking, lack of market competitiveness, difficult to occupy market share[3].

(2) The mode is old-fashioned and the transformation is difficult.

At present, Longquan celadon industry development is not strong, the main restriction factor is the traditional production mode and marketing mode. Most Longquan celadon enterprises still rely on store-style sales, the traditional "front shop after the factory" production and sales model is deeply rooted, the vast majority of orders to customers door-to-door ordering[3]. At the same time, workshop trading is also the most traditional sales mode, the advantage of selling works in their own workshops is that they can directly connect with customers, but the radiation range of workshop sales is mainly in Jiangsu, Zhejiang and Shanghai, so the development characteristics of Longquan celadon enterprises, namely small scale, low investment, low output and low efficiency, make it difficult to establish professional, large-scale and brand marketing network conditions. At the same time, the idea of "small wealth is safe" exists in the operation process of most enterprises, the main body consciousness is weak, and the awareness of publicity is weak, which leads to the outside world to understand the brand of Longquan celadon producing area, but the enterprise brand is very short, and the consumer group is difficult to expand.

(3) Supply obstruction and development difficulties.

Controlling the flow from supplier to user through value-added processes and distribution channels is the supply chain, which begins at the source of supply and ends at the end of consumption. However, the problems in the two nodes of the whole supply chain of Longquan celadon industry have restricted the development of Longquan celadon industry to a certain extent. As the raw materials for celadon porcelain, the resources of Longquan, such as porcelain clay, glaze clay, and purple gold clay, determine the originality and authenticity of Longquan celadon. These resources are non-renewable and are the lifeblood of the inheritance and development of Longquan celadon. As for the sales side of Longquan celadon, the decentralization of its enterprises makes it difficult to form a truly effective information feedback system in its market. The lack of unified product positioning makes it difficult to determine the segmented sales market and inaccurate grasp of consumer groups[3].

(4) The channels for talent training are narrow

Longquan celadon inheritance mode is mainly a relatively closed inheritance mode with the relationship between master and apprentice and father and son, which leads to the lack of talent resources in Longquan celadon, narrow talent training channels, and uneven talent quality, which is not conducive to the inheritance and development of Longquan celadon. The bottleneck of talent resources and quality also prevents the development of Longquan celadon industry. The soul of traditional handicraft industry is talent inheritance. Longquan celadon is the cornerstone of the development and future, the old-fashioned talent training model needs to innovate, absorb more talents to join the celadon industry.

(5) The awareness of intellectual property legal protection is not perfect

Longquan celadon is protected by geographical indications, but the overall awareness of intellectual property protection is not strong enough, and it is necessary to strengthen the study of trademarks, patents and geographical indications of Longquan celadon.

3.3. Longquan celadon geographical indication protection

Longquan celadon became a geographical indication and was protected, so it can be seen that Longquan celadon has achieved good results in the protection of geographical indication, and the government has also provided a lot of convenience for its development. Cultural value and economic

value continue to highlight. The protection of geographical indications has brought good opportunities and space for the sustainable development of Longquan celadon in the future.

4. Considerations for the Protection of Geographical Indications in Traditional Handicrafts

4.1. Exploration into the Protection Models of Geographical Indications Abroad

Specialized legal system (represented by Europe): Geographical indications originate from Europe and are protected for agricultural products such as wine. Establish a strict quality control system, with government endorsement and reputation to ensure stable quality, and protect through government affiliated groups, associations, administrative power, diplomatic channels, and other means. Geographical indication products have high quality and good reputation. Protecting geographical indications can enable products to gain a premium higher than ordinary products, and can also help products from EU countries occupy more foreign markets. Since the 14th century, France, a member state of the European Union, has had a legislative tradition of providing special protection for appellations of origin. In addition, EU countries have abundant geographical indication resources, and recognition of geographical indication products has become a part of their lifestyle and aesthetic taste. The EU adopts a specialized legislative protection model for geographical indications, treating them as a separate type of intellectual property for protection. Several geographical indication regulations in the European Union complement each other, and the institutional design is highly consistent.

Private law system (represented by the United States): Regional trademarks are essentially private rights that can only prove that a product comes from a certain region, but do not control the quality of the product; The association, as a rights holder, claims protection of private rights through court litigation. As an emerging immigrant country, many crafts and production methods in the United States come from the European continent. Geographical name products from specific sources have gradually evolved into generic names for products in the United States, and the willingness to protect geographical indications is not strong. Since the early 20th century, geographical indications have been protected through trademark law. The original intention of US trademark law and anti unfair competition law is to prevent behavior that may cause confusion and mislead consumers. Therefore, the main purpose of protecting geographical indications in the United States is to protect consumers and ensure that their rights to information and freedom of choice are not infringed upon.

East Asian countries (Japan and South Korea) often establish two systems simultaneously to connect with different countries. Japan has established different systems for these two systems: regional group trademark system+Ministry of Agriculture, Forestry and Fisheries GI. China and South Korea have also established different institutional correspondences, such as collective trademarks and certification trademarks (private law) in China, and geographical indication protection products (specialized law), but there is a phenomenon of cross integration.

4.2. Limitations of Geographical Indication Protection for Traditional Handicrafts in China

Although on the surface, geographical indications do conform to the inherent development status of traditional handicrafts in terms of cultural and natural attributes, geographical factors, etc., the protection of traditional handicrafts through geographical indications also has its limitations:

(1) Due to the unreasonable legislative system, there are conflicts in the process of determining responsibilities and authorities. Our country adopts a "dual track" legislative model for the protection of geographical indications, which includes special law protection and trademark law protection. These two protection models differ in terms of protection objects, degree, duration, and measures, leading to conflicts between the two, mainly centered on the conflicts between collective trademarks, certification trademarks, and geographical indications. The recognition of geographical indications is intervened by administrative agencies, however, this can lead to overlapping management powers and functions of different administrative forces in the protection methods of traditional handicrafts, and also create contradictions and conflicts in the practical process, which is not conducive to the protection and development of traditional handicrafts. Secondly, because the trademark is owned by the rights holder after registration, others cannot use the trademark without the permission of the rights holder, and it has exclusivity and exclusivity. Geographical indications indicate that the quality, reputation, and other characteristics of products are influenced by specific resources in the source region. The object of geographical indication rights is public resources, which are shared by producers in that region and cannot be monopolized by individuals. It is precisely due to the difference between the exclusivity of

trademarks and the collectivity of geographical indication rights that conflicts arise between the two rights. These many issues are not conducive to the development of China's geographical indication system, nor are they conducive to the promotion of the protection of geographical indications for traditional handicrafts[2].

(2) The market for geographical indications is fading. Geographical indications usually contain the characteristics of a region. In the long historical evolution, the use of geographical indications has led to a phenomenon of market dilution. That is, when geographical indication products are widely used, consumers equate geographical indications with related categories of products, becoming a general unified name for goods. This will lead to the loss of the prominent function of geographical indications, which is detrimental to the protection of traditional handicrafts and traditions.

(3) Regarding the restrictions on the protection scope of geographical indications. The protection scope of the geographical indication system is limited, and not every traditional handicraft product can be protected through geographical indications. In terms of the registration of geographical indications in China, the protection of traditional handicrafts is still very limited.

(4) The problem of insufficient protection. The legislative level of the protection system for geographical indication products is relatively low, and currently the "Regulations on the Protection of Geographical Indication Products" are only departmental regulations, providing limited legal remedies for the protection of geographical indication products.

(5) The problem of low development quality. There is a phenomenon of emphasizing registration over management and quantity over quality, with some products lacking high-quality products and high quality without high prices. The value of geographical indication brands has not yet been fully demonstrated.

5. Suggestions for Improving the Protection of Geographical Indications for Traditional Handicrafts in China

5.1. Strengthening the legal system of geographical indications and improving it

5.1.1. Form a mixed protection mode dominated by specialized laws

The trademark law model is based on the concept of regional branding and encourages market-oriented development. Products can be sourced from their place of origin without strict requirements for quality and characteristic standards, and maximum profits can be achieved through large-scale development. The specialized legal model is positioned to preserve products with local customs and cultural characteristics, strictly require characteristic quality standards, and ensure the income of agricultural related entities by increasing the premium of individual products.

China has a long history and vast territory, with almost fixed production areas and geographical indication products suitable for EU agricultural production, such as Wuyi Rock Tea from Fujian; There are also geographical indication products suitable for the industrial production mode of the United States. A typical example is Liuzhou Luosifen in Guangxi. It is suggested to continue the design of both specialized laws and trademark laws in the system, taking into account the excellence of agricultural production methods and the universality of industrial production methods, for geographical indication managers to freely choose. At the same time, similar to Central European countries, China has a long history, profound cultural heritage, and a wide variety of geographical indication products, which determines the superiority of the specialized law protection mode in the protection of geographical indications in China and is also conducive to the protection of traditional handicrafts. It is suggested to formulate more detailed specialized laws based on the actual situation of geographical indication protection in China, systematically stipulating the application, functions, rights protection and other aspects of geographical indications, so as to achieve a systematic approach. A hybrid protection model that prioritizes specialized laws while also considering other protection modes should be established. This is not only an inherent requirement for the development of geographical indications in China, but also provides corresponding institutional interfaces for connecting with the two major economies of the European Union and the United States.

5.1.2. Introduce a unified recognition system for geographical indications

Legislators need to optimize the mechanism for reviewing geographical indications and unify the entry and exit of geographical indication recognition. The government should do a good job in

communication, coordination, and work coordination with relevant departments, properly handle the smooth transition of geographical indications for agricultural products, standardize the management of licensed entities, and consolidate the foundation of brand development.

5.2. Improve the protection and utilization system of geographical indications.

In conjunction with market regulatory authorities, we will increase law enforcement efforts and severely crack down on infringement and counterfeiting. The government needs to strengthen traceability management, clarify testing standards, and fully leverage the roles of intellectual property management departments, industry associations, leading enterprises, and e-commerce platforms to jointly create high-quality geographical indication brands and promote the development of regional characteristic economies. At the same time, we will dynamically monitor the infringement of China's geographical indications overseas, actively carry out rights protection assistance, promote the better export of China's geographical indication products, and enhance international competitiveness.

5.3. Suggestions for promoting the protection and development of traditional handicrafts

5.3.1. Strengthen assistance, reduce the cost of safeguarding rights, and establish how far relief channels are available

Due to long-term habitual use and lack of awareness of protection, the phenomenon of generalization and counterfeiting of geographical indications in traditional handicrafts is quite serious, which damages the legitimate rights and interests of rights holders and the reputation of geographical indications. In order to effectively prevent similar infringement behaviors, efforts should be made to change the current situation of no way to protect rights and high costs of rights protection. China needs to explore diversified channels for safeguarding rights and providing relief in various fields. Relevant departments should comprehensively layout, strengthen cooperation and cooperation, and severely crack down on and investigate enterprises that abuse geographical indications. Firstly, it is necessary to curb the phenomenon of counterfeiting from the source, strictly implement the quality standards of geographical indication products, and cancel the geographical indication usage qualifications of non-compliant enterprises. The government ought to enhance public opinion supervision, widely publicize various newspaper contact information, encourage the public to actively report infringements related to geographical indications, and expose typical cases. The state should increase assistance for safeguarding rights and delegate rights protection affairs to professionals, while society should also enhance awareness and provide corresponding assistance for traditional handicrafts. This plays a very important role in protecting China's precious cultural heritage and cultural inheritance, and also revitalizes traditional handicrafts. In addition to government departments, other ways can be taken to strengthen support for rights protection, such as reducing litigation costs, establishing specialized rights protection assistance funds, providing free legal consultation services, etc. This not only reduces the costs of rights protection for craftsmen and enterprises, but also prevents their intellectual achievements from being infringed, creating a good environment for the protection of traditional culture for the entire country and society, and promoting the prosperity and stable development of traditional handicrafts.

5.3.2. Improve the supervision and management mechanism

The supervision and management system is a key link in ensuring the quality and reputation of geographical indication products, and protecting the legitimate rights and interests of enterprises and consumers. After the institutional reform, existing administrative resources have been integrated, and the responsibilities of relevant departments have been further clarified, effectively alleviating the chaotic situation caused by multiple management and multi-party applications. However, the drawbacks brought by multiple management have not been fundamentally solved. In order to unify the management system and effectively strengthen the supervision of geographical indications, it is suggested to establish a Geographical Indication Bureau under the State Administration for Market Regulation as a specialized agency responsible for geographical indication related work. Specialized agencies should not only protect geographical indication products in accordance with the law, but also carry out daily supervision and management of product processes, quality characteristics, product packaging, and other aspects. In formulating specific regulatory measures, we should follow the principle of facilitating applications and strengthening protection, establish the protection concept of "supervision as the mainstay, punishment as the supplement", and not focus on punishment over management. Instead, we should adopt scientific, comprehensive, and practical management measures, with guidance as the main focus for supervision and management[2].

6. Conclusions

China's traditional handicrafts have a long history and rich cultural heritage. They are the crystallization of the wisdom of the masses and have very high artistic and cultural value. However, in the context of economic globalization, traditional handicrafts are facing a series of problems, and the protection of traditional handicrafts is urgent. Whether it is for the inheritance and protection of traditional handicrafts or to prevent endless infringement incidents, we should increase the protection of traditional handicrafts, and the most feasible means is legal protection. Therefore, in-depth research on the protection of geographical indications of traditional handicrafts is of great significance. Although most cases of infringement of traditional handicrafts can be resolved through law, the protection of traditional handicrafts by the geographical indication system still faces many problems, so it is crucial to establish a sound geographical indication protection system. This article discusses the issue of protecting geographical indications for traditional handicrafts. By collecting and studying a large amount of literature, the basic theories of traditional handicrafts and geographical indication protection systems are analyzed; Explore the protection models of representative geographical indications abroad and the current status of geographical indication protection in China, especially the protection of traditional handicraft geographical indications; Taking Longquan celadon as an example, this paper analyzes the protection of geographical indications for traditional handicrafts in China and studies a series of practical problems in local protection work. Therefore, it is suggested that China should start from the actual situation of geographical indication protection, continuously explore and establish a mixed protection mode with specialized legislation as the main protection mode and other protection modes as auxiliary, and propose to adopt a series of relevant measures to improve the geographical indication protection system of traditional handicrafts in China.

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