

What is the Indigenous Federation of Bolivar State?

The Indigenous Federation of Bolivar State (IFBE) is a civil association with no lucrative means, conformed by the **Akawaio, Arawako, Arutaní, E'ñepá, Kariña, Kurripako, Jiwi, Jodí, Mapoyo, Macushi, Piaroa, Piapoko, Pemon, Sanema, Sape, Siriana, Uruak, Ye'kwana, Warao** peoples and communities and other organizations guided and assessed by indigenous, holders of the indigenous cultures of the Bolivar State, created on november 22nd, 1972, located in Bolivar City, Bolivar State.

What are indigenous territorial rights in Venezuela?

The indigenous territorial rights in Venezuela are those recognized by the Republic in national and international laws, based on demarcation, which is known as the process for which the Venezuelan State obliges itself, with participation of the peoples and indigenous communities, to the delimitation of their ancient territories.

Demarcation can be complemented with self-demarcation, which is the separation carried away by the very own indigenous peoples and communities, recognized by the State. This process has been developed in the country due to a State delay of the demarcation of the habitat and lands of these indigenous peoples and communities, and their consequent urge and need of having the property on their habitats and lands, due to threats and violence put over their ancient and traditional territories.

The process of self-demarcation of the Pemon people –settled south of the Bolivar State in Venezuela–, was performed by the IFBE in the process of elaboration and execution of several components of the project “Conservation of biodiversity and sustainable use of natural resources by Pemon people”, whose sui generis character can be observed in the results herein showed, in which collective intellectual property works through distinctive signs which express authenticity from Pemon people reaffirms the territorial matter towards inside, being a tool and instrument of protection of the territorial indigenous rights, based on the Way of Life Plan elaborated from and by the very own communities.

I. Marca Colectiva FIEB (IFBE's Collective Mark)

What is the Marca Colectiva FIEB (IFBE's Collective Mark)?

Is a distinctive sign –logo- whose function is to distinguish in the market products or services elaborated or offered by indigenous, associations or production centers affiliated to the IFBE, of those products or services originated or offered by non indigenous persons or companies.

What does the logotipo de la Marca Colectiva FIEB (IFBE mark's logo represents)?

A mixed figure, which consists of two vertical bars symbolizing the *Ayantipii Churun Meru* –sacred place–, a green bar which represents nature, and other, in blue, which represents waterfalls, elements that constitute the indigenous habitat. Over the bars, crossed white color traces representing the indigenous man and his genesis: a body and spirit relationship and the complement of the being from land to water. All of it along with the denomination “Marca Colectiva FIEB” (IFBE collective mark), such as shown herein.



What is the final goal of the Marca Colectiva FIEB (IFBE's Collective Mark)?

- To create an identity instrument that shows the material and spiritual bond of products and services produced and offered by the Bolivar State indigenous peoples, with their habitat and cultural background in which they have lived from ancestral times.
- A tool of collective use, to distinguish products and services of indigenous peoples and communities, located in Bolivar State from memorial times.
- Reinforce the concept of habitat, by promoting local social and economic development and growth, maintaining their traditions.
- To inform consumers about native products and services offered by indigenous men and women of the peoples and communities situated in Bolivar State.

Who is the owner of the mark?

La IFBE is the owner of the registration for the Marca Colectiva FIEB "IFBE Collective Mark", whose had acquired the rights over this mark, as a collective right of the indigenous peoples and communities which form part of such association.

Who is entitled to use the mark?

Potencial users of the Marca Colectiva FIEB "IFBE Collective Mark" are the indigenous that, in an individual or in a lawfully associated form, are members of the Indigenous Federation of Bolivar State.

Which are the requisites that must a person comply in order to be entitled to use the mark?

- Being a member of the IFBE.
- Comply with terms and conditions of the rules governing the use of the mark.
- Request authorization for the use of the mark before the IFBE.
- That the goods or services for which the use of the mark is requested are:
 - Produced, elaborated, transformed or offered in and from indigenous communities located in Bolivar State, by artisans, centers of production or associations recognized by IFBE, which live under the characteristic way of the various indigenous peoples and communities located in Bolivar State.
 - An authentic expression of the culture, of the indigenous art, of their history or indigenous themes of a determined indigenous people or community whose habitat is located in Bolivar State.
 - Produced or offered in a sustainable and friendly way with the ecosystem, the biologic diversity of the habitat of the indigenous peoples and communities of the Bolivar State.
 - Respectful of the principles and interests of the culture and natural habitat of the indigenous communities Bolivar State.

What are the Rules governing the use of the mark?

Are all the conditions created and approved by the IFBE that rule the administration and control the use of the IFBE's Collective Mark between the owner and the authorized users, specifically on:

- Persons authorized for its use.
- Requirements to become a member of the IFBE.

- The conditions for the use of the mark.
- The motives that may impede the continuation of the use of the mark.
- Sanctions that may be applied to the users in cases of wrongful use of the mark.

What is the authorization of use of the mark?

Authorization of use is the formal manifested consent granted by the IFBE, to allow the use of the mark by any of the associated members that requests it, on their goods or services, in order to distinguish from those belonging to persons or indigenous enterprises or associations which are not members of the IFBE.

II. “Auténtico Pemon” (“Authentic Pemon”)

What is “Auténtico Pemon” (“Authentic Pemon”)?

“Authentic Pemon” is an authenticity mark created with the participation and approval of the natives, within the process of *self demarcation of the indigenous habitat of the Pemon people*, for the promotion and identification of the handcraft, the artisan and the Pemon culture. It’s about a family of marks which inform about the authenticity and quality of the products, of the ancient knowledge added in each and every product, and about the respect of the indigenous artisan, through three categories of the “Authentic Pemon” mark:

“Authentic Pemon” Certification mark;

“Authentic Pemon” Collaboration Certification; and

“Authentic Pemon” Certificated Merchandiser.

Which is the purpose of creating the Auténtico Pemon “Authentic Pemon” marks family?

- To create an instrument that distinguishes the products elaborated handcrafted by the Pemon.
- To add value to the indigenous craftwork of the Pemon people, making it more attractive by guarantying its authenticity and quality.
- To protect traditional craftwork and to motivate the young craftsmen in the rescue of cultural expressions and traditional knowledge of their people.
- To promote respect for cultural traditions and customs of the past, present and future.
- To strengthen identity, memory, spiritual and physical patrimony of the Pemon people, as a guarantee of survival of a traditional culture and the exercise of the right to every people to be different, consider itself different and being respected as such.
- To revitalize the handwork development of native products which form part of the expression of cultural values and the collective historic patrimony of the Pemon people.
- To strengthen identity, memory, spiritual and physical patrimony of the Caribe people, as a guarantee of survival of a traditional culture and the exercise of the right to every people to be different, consider itself different and being respected as such.
- To guarantee access for the new generations to the cultural, ecologic and technologic heritage, which is codified in the oral tradition of Pemon people, by stimulating the learning process of the ancient knowledge, which will be provided by indigenous masters to their apprentices, including mythology, chats and dances, prayers, traditional medicine, sacred places and the territorial and environmental management.

- To fight the exploitation against the indigenous craftsmen, in the merchandising of their products.
- To promote the commercialization and distribution of the handmade Pemon product, through relations and commercialization schemes which make justice to the work's Price and dignity of those artisans, their communities and associations, in a fair commerce relationship between the artisan and the merchandiser.
- To promote a channel of commercialization in which the bond between the indigenous creator and consumers is secured throughout an authorized merchant that guarantees to the buyer of the product that has really cooperated with excluded producers, and that the price that pays will contribute with integral and sustainable development of the Pemon people.

Who is the owner of the Auténtico Pemon (“Authentic Pemon”) mark’s family?

The Indigenous Federation of the Bolivar State is the one that acquires the rights of the three categories of authenticity marks “Authentic Pemon”, in representation and as a right of collective nature of the indigenous settled in the 8 sectors that conform today the Pemon people.

What classes of de products can be certified as Auténtico Pemon “Authentic Pemon”?

- Vegetable fibers products
- Pottery
- Totumas (vegetable vases) and pumpkins
- Chinchorros (vegetable fiber made sleeping air beds)
- Wooden products
- Personales decorations
- Stone made articles
- Musical instruments
- Nourishing products base on tapioca (yuca) and its derivatives; species, hot sauces
- Alcoholic beverages.

What is the Certification Mark Auténtico Pemon “Authentic Pemon”?

Is a distinctive sign–logo– destined to attest, ensure and inform about the authenticity of the product, made according the technical rules and conditions that in a voluntary way have been determined by the IFBE from ancient particular knowledge of the Pemon people, in order to distinguish them from those that don't represent that mark, in the interest of Pemon people and the consumers.

What does the Certification Mark’s logo Auténtico Pemon “Authentic Pemon” represent?

A figure that highlights the *Auyantüpü Churun Meru*, represented in two vertical bars, and the *peonía*, as the seed that gathers the identity of the Pemon in its two colors: the anotö red, used for the protection of the spirit, and black, bond of the native with nature; over the bars, crossed white color traces of human figures that represent the indigenous man, and four spots or fingerprints in each one of the bars, that represent the form in which this particular kind of native paints his face in special occasions, and the eight sectors that conform Pemon people; all of it along with the denomination “Auténtico Pemon” such as shown herein.



What does the mark certifies?

Certification Mark “Authentic Pemon”, certifies that the product that bears it has been produced by an artisan of the Pemon people, with native products of his habitat, totally natural and ecological, and using a techniques based on customs and traditional knowledge recognized and displayed in the internal regulations of the Pemon Artisans Council.

Who is entitled to use the Certification Mark Auténtico Pemon “Authentic Pemon”?

The artisans from the following sectors: Kama-Kavanayen, Kuyuni, La Parawata, Kanaima-Kamarata, Uriman, Wonken, Ikabaru, y Santa Elena, that conform the Pemon people.

III. Certification Mark En Colaboración Auténtico Pemon (“Authentic Pemon” in collaboration)

What is Certification Mark En Colaboración Auténtico Pemon (“Authentic Pemon” in collaboration)?

Is a distinctive sign–logo– destined to attest, ensure and inform about the authenticity of the product that bears the mark, made according the technical rules and conditions that in a voluntary way have been determined by the IFBE considering the demands and ancient knowledge derived from the Caribe linguistic, in order to distinguish it from those that don’t bear this mark, in the interest of Pemon people and the consumers.

What is the meaning of the Marca de Certificación En Colaboración “Auténtico Pemon” (Certification Mark’s logo In Collaboration “Authentic Pemon”)?

A figure in which the *Auyantüipi Churun Meru* is highlighted, represented in two vertical bars, and the *peonía*, as the seed that gathers the identity of the Pemon in its two colors: the anotö red, used for the protection of the spirit, and black, bond of the native with nature; over the bars, embedded traces of White colors simulating 2 human figures as a representation of the native Pemon over the red color bar, and on the black bar, the figure of a man distinguished by the grey color in representation of the linguistic stock Caribe, from which the Pemon descends, as the traditional ancient knowledge used in cultural expressions that belong to their cultural collective patrimony; all of it along with the denomination “In collaboration” in the left superior side, placed with its lecture from bottom to top, and in the inferior right part by denomination “Auténtico Pemon”, as shown herein.



What does the mark certifies?

The Certification In Collaboration “Auténtico Pemon” certifies that the product that bears it has been produced following the ancient terms and conditions to obtain the materials–totally natural– and the particular process of handmade elaboration, which are of the collective use of all of the indigenous peoples which descent from the linguistic stock of the Caribe people, and that the Pemon people uses and keeps in its handmade production.

Who is entitled to use the Marca de Certificación En Colaboración “Auténtico Pemon” (Certification Mark In collaboration “Authentic Pemon”)?

The artisans from the following sectors: Kama-Kavanayen, Kuyuni, La Parawata, Kanaima-Kamarata, Uriman, Wonken, Ikabaru, y Santa Elena, that are part of the Pemon people and that descend from the linguistic stock Caribe.

What must the one interested in using the Marca de Certificación Auéntico Pemon (Certification Mark “Authentic Pemon”) and En Colaboración Auténtico Pemon (In Collaboration “Authentic Pemon”) do?

- The applicant must be a Pemon artisan.
- Products must comply with conditions and techniques set for in the Rules governing the use of the mark.
- Obtain from the IFBE the proper authorization for the use of the mark.

What are the Rules governing the use of the mark?

The collection of rules created by the IFBE, based upon law, uses, customs and ancient knowledge of the Pemon indigenous culture, in consultation and approval of the own Pemon authorities, which govern the use and control relationships of the mark, between the IFBE and the native artisans duly authorized, on the following aspects:

- Persons entitled to use the mark.
- Rules to request and obtain authorization of use of the mark.
- The way in which the Marca de Certificación “Auténtico Pemon” (Certification Mark “Authentic Pemon”) can be used and the Marca de Certificación En Colaboración “Auténtico Pemon” (Certification Mark In Collaboration “Authentic Pemon”), respectively.
- Products to be certified.
- The means and control organs for the use of the mark.
- The costs for the use of the mark.
- Sanctions in case of infringement of the mark.
- Defense mechanisms of the mark.
- Modifications of the Rules governing the use of the mark.

What is the authorization of use of the mark?

Authorization of use is the title that allows the rightful use of the mark by an indigenous Pemon artisan, in which the IFBE expresses formally its consent for the free use of the mark, as long as the product complies with conditions and techniques set for in the Rules governing the use of the mark.

IV. Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification Mark “Authentic Pemon”)

What is the Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification Mark “Authentic Pemon”)?

Is a distinctive sign–logo– destined to attest, ensure and inform that the dealer, in his commercial activity of buying authentic handmade Pemon products, complies with fair trade demands created willingly by the IFBE, in the general interest of the Pemon people’s artisans, and the consumers?

What does the Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification Mark’s logo “Authentic Pemon”) represent?

A mixed figure, which highlights the *Auyantüpi Churun Meru*, represented in two vertical bars, and the *peonía*, as the seed that gathers the identity of the Pemon in its two colors: the anotö red, used for the protection of the spirit, and black, bond of the native with nature; over the bars, embedded traces of White colors simulating 2 human figures as a representation of the native Pemon over the red color bar, and beside the black bar, the figure of a man distinguished in black color, in a similar posture of a Pemon man, representing the person that acts with authorization to offer, exhibit and commercialize the authentic pieces elaborated by the Pemon artisan; along with the denomination ”Dealer” (Comercializador) in the left superior side, placed with a lecture from bottom to top, and in the inferior right part by denomination “Auténtico Pemon”, as shown herein.



What does the mark certifies?

The Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification Mark “Authentic Pemon”), certifies that that the dealer of the handmade products which are exhibited in its commercial post keeps a personal e informative relationship between producer-dealer and producer-consumer, in which the labor is respected and also the dignity and the human rights of the Pemon artisan; that principles of fair trade are accomplished, avoiding intermediates between producers and consumers, and that the price paid for the product allows conditions of a decent life for the Pemon artisan.

Who is entitled to use the Comercializador “Auténtico Pemon” (Dealer Certification Mark “Authentic Pemon”)?

Those stores, artisan markets, supportive stores or national o international posts on artisan’s fairs, museums, associations, foundations and other associations with no profit meanings, whose social object is related with offer, sale or exhibition of indigenous artisans products, in accordance with fair and legal commerce practices.

What must the one interested in using the Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification Mark “Authentic Pemon”) do?

- The applicant must be a Pemon a dealer of indigenous artisan products.
- To deal with authentic Pemon products.

- Comply with conditions of fair trade established in the Rules governing the use of the mark, by the IFBE.
- Obtain from the IFBE the proper authorization for the use of the mark.

What are the Rules governing the use of the Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification Mark “Authentic Pemon”)?

- The collection of rules created by the IFBE, based upon law, uses, customs and
- knowledge of the Pemon indigenous culture, in consultation and approval of the own Pemon authorities, which govern the use and control relationships of the mark, between the IFBE and the native artisans duly authorized, on the following aspects:
- Persons entitled to use the mark.
- Rules to request and obtain authorization of use of the mark.
- The way in which the Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification mark “Authentic Pemon”) can be used.
- The means and control organs for the use of the mark.
- The costs for the use of the mark.
- Sanctions in case of infringement of the mark.
- Defense mechanisms of the mark.
- Modifications of the rules governing the use of the mark.

What is the authorization of use of the Marca de Certificación Comercializador “Auténtico Pemon” (Dealer Certification mark “Authentic Pemon”)?

Authorization of use is the title that allows the rightful use of the mark by a third party, in which the IFBE expresses formally its consent for the free use of the mark, as long as the product complies with conditions and techniques set for in the Rules governing the use of the mark.