

Geographical Indication Protection and Regional Public Brand Development of Traditional Chinese Medicine Herbs in Wuling Mountain Area

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Abstract The concept of geographical indication is similar to the idea of authentic medicinal herbs in traditional Chinese medicine. This paper examines the geographical indication (GI) resources of medicinal herbs in the Wuling Mountain Area from various perspectives, including geographical indication products, geographical indication trademarks, China's geographical indication products mutually recognized and protected with the EU, geographical indication standards, and the exclusive geographical indication logo. It studies the regional public brand characteristics of Chinese authentic medicinal herbs, based on hometown of authentic Chinese medicinal herbs, advantageous regions of characteristic agricultural products, important agricultural cultural heritage, national famous and excellent new agricultural products, national characteristic agricultural products, geographical indication Chinese well-known trademarks, advantageous regions of characteristic agricultural products, and regional public brands of agricultural products. It analyzes the main problems in the protection of geographical indications and the creation of regional public brands, and proposes suggestions for building high-quality authentic medicinal herb bases, developing new quality productivity in the authentic medicinal herb industry, implementing regional brand strategies for authentic medicinal herbs, constructing a new development pattern of dual circulation authentic medicinal herbs, etc.

Key words Agricultural intellectual property, Geographical indication (GI), Regional public brand, Chinese medicinal materials, Wuling Mountain Area

0 Introduction

Traditional Chinese Medicine (TCM) is an outstanding representative of the world's traditional medicines and constitutes the most comprehensive traditional medical system preserved to this day^[1]. Chinese medicinal materials serve as the material foundation for the inheritance and development of TCM. On March 20, 2025, the General Office of the State Council issued the *Opinions on Enhancing the Quality of Traditional Chinese Medicines and Promoting the High-Quality Development of the TCM Industry* (State Council Office Document [2025] No. 11), which calls for strengthening the conservation and utilization of TCM resources, upgrading the development level of the Chinese medicinal materials industry, and accelerating the transformation and upgrading of the TCM industry.

The Wuling Mountain Area covers 71 counties (cities, and districts) in the border region of the four provinces/municipalities: Hubei, Hunan, Chongqing, and Guizhou. It was once a national demonstration zone for rural poverty alleviation and a key battleground in the fight against poverty^[2]. At present, it is a pivotal region for accelerating the development of rural industries, comprehensively promoting rural revitalization, and building a strong agricultural nation^[3]. This area is a major production zone

for authentic medicinal herbs in China, and its medicinal herb industry constitutes one of the key agricultural industrial chains.

Agricultural intellectual property safeguards the inheritance of traditional knowledge and promotes technological innovation^[4–6], thereby contributing to rural revitalization^[7] and the building of a robust agricultural nation^[8]. Geographical Indications (GIs), a form of intellectual property, identify products as originating from a specific region where their particular qualities or reputation are essentially attributable to geographical factors, including natural and human elements. This concept aligns with that of "authentic medicinal herbs." In view of this, we examined strategies for establishing GI protection and developing a regional public brand for medicinal herbs in the Wuling Mountain Area.

1 GI resources

China's current GI protection landscape primarily consists of two systems: the GI product protection overseen by the National Intellectual Property Administration (NIPA) and the GI trademark registration handled by its Trademark Office. In a significant development, the Ministry of Agriculture and Rural Affairs announced the repeal of the "Agricultural Product Geographical Indication Registration Procedures" on November 17, 2022. This move will consolidate major agricultural product GIs into NIPA's GI product protection system, with the transfer scheduled for completion between April and August 2025.

1.1 GI products The Wuling Mountain Area boasts a total of

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47 kinds of GI products for medicinal herbs. Specifically, Hubei (Table 2), Chongqing Municipality for 4 (Table 3), and Guizhou Province accounts for 14 (Table 1), Hunan Province for 22 Province for 7 (Table 4).

Table 1 GI products of traditional Chinese medicinal materials in Wuling Mountain area of Hubei Province

GI product	Protection scope of GI
Lichuan Coptidis Rhizoma	The 15 townships (subdistricts, towns, and a development zone) in Lichuan City, including Duting Subdistrict, Dongcheng Subdistrict; Moudao Town, Baiyangba Town, Wangying Town, Jiannan Town, Zhonglu Town, Tuanbao Town, Maoba Town, Wendou Town; Liangwu Township, Yuanbao Township, Nanping Township, Shaxi Township; and Fobaoshan Development Zone.
Banqiao Codonopsis Radix	The 5 villages (and one community) in Banqiao Town, Enshi City, including Banqiao Community; Dashanding Village, Chuandong Village, Damu Village, and Xintian Village.
Xianfeng Atractylodis Macrocephalae Rhizoma	The 11 townships (and a subdistrict) in Xianfeng County, including Gaoleshan Town, Zhongbao Town, Qujiang Town, Chaoyangsi Town, Pingbaying Town, Qingping Town, and Tangya Town; Huangjindong Township, Xiaocun Township, and Huolongping Township; and Daluba Subdistrict.
Badong Scrophulariae Radix	The 9 townships in Badong County (at elevations between 500 and 1 700 m), including Xiqiuwan Township; Yanduhe Town, Chadianzi Town, Lvcongpou Town, Dazhiping Town, Yesanguan Town, Qingtaiping Town, Shuibuya Town; and Jinguoping Township.
Badong Angelicae Pubescentis Radix	The 9 townships in Badong County, including Xiqiuwan Township and Jinguoping Township; Yanduhe Town, Chadianzi Town, Lvcongpou Town, Dazhiping Town, Yesanguan Town, Qingtaiping Town, and Shuibuya Town.
Ziqiu Angelicae Pubescentis Radix	The 8 villages in Changyang Autonomous County, including Huangbaishan Village, Zhongxi Village, Zhuyuanping Village, and Shuilian Village in Ziqiu Town; Nanbenping Village, Xiangshi Village, Puling Village, and Chengwuhe Village in Douzhenwan Town.
Lichuan Rhei Radix Et Rhizoma	The 13 townships (towns, subdistricts and a development zone) in Lichuan City, including Wangying Town, Liangwu Township, Baiyangba Town, Tuanbao Town, Moudao Town, Yuanbao Township, Wendou Township, Zhonglu Town, Shaxi Township, Nanping Township, Jiannan Town, Maoba Township, and Fobaoshan Development Zone.
Enshi Magnoliae Officinalis Cortex	The 8 townships in Enshi City, including Cuiba Town; Shadi Township, Taiyanghe Township, Hongtu Township, Xintang Township, Baiguo Township, Banqiao Town, and Shengjiaba Township.
Jianshi Magnoliae Officinalis Cortex	The 10 townships in Jianshi County, including Maotian Township and Longping Township; Gaoping Town, Huaping Town, Guandian Town, Yezhou Town, Hongyansi Town, Jingyang Town, and Changliang Town; and Sanli Township.
Yichang Pungent Litse Fruit	The 13 counties (county-level cities and districts) in Yichang City, including Zigui County; Changyang Autonomous County and Wufeng Autonomous County.
Yichang Lili Bulbus	The counties (county-level cities and districts), including Changyang Autonomous County, Wufeng Autonomous County, and Zigui County
Lichuan Dioscoreae Rhizoma	The 14 townships (subdistricts and towns) in Lichuan City, including Tuanbao Town, Baiyangba Town, Jiannan Town, Zhonglu Town, Moudao Town, and Wangying Town; Yuanbao Township, Liangwu Township, Wendou Township, Shaxi Township, Maoba Township, and Nanping Township; Duting Subdistrict and Dongcheng Subdistrict.
Enshi Qingqian Willow	The 17 townships (subdistricts, towns, and an administration office) in Enshi City, including Wuyangba Subdistrict, Liu-jiaoting Subdistrict, and Xiaoduchuan Subdistrict; the Grand Canyon Scenic Management Office; Longfeng Town, Banqiao Town, Cuiba Town, Baiyangping Town, Sancha Town, and Shengjiaba Town; Tunbao Township, Bajiao Township, Baiguo Township, Shadi Township, Taiyanghe Township, Xintang Township, and Hongtu Township.
Laifeng Vine Tea	The 7 townships in Laifeng County, including Lvshui Town; Manshui Township, Baifusi Town, Dahe Town, Jiushi Township, Geleche Township, and Sanhu Township.

Table 2 GI products of traditional Chinese medicinal materials in Wuling Mountain area of Hunan Province

GI product	Protection scope of GI
Jingzhou Poria	The 15 townships (administrative committees) in Jingzhou Autonomous County, including Gantang Town, Taiyangping Township, Dapuzi Town, Sanqiu Township, Aoshang Town, Genshankou Administrative Committee, Feishan Administrative Committee, Jiangdong Administrative Committee, Wenxi Township, Zhaiya Township, Hengjiangqiao Township, Pukou Township, Outuan Township, Xinchang Town, and Pingcha Town.
Anhua Siberian Solomonseal Rhizome	The 23 townships in Anhua County, including Dongping Town, Qingtangpu Town, Meicheng Town, Xianxi Town, Dafu Town, Changtang Town, Yangjiaotang Town, Lengshi Town, Xiaoyan Town, Jiangnan Town, Zhexi Town, Malukou Town, Kuixi Town, Yanxi Town, Qujiang Town, Pingkou Town, Le'an Town, Taoxi Town, Gaoming Township, Longtang Township, Tianzhuang Township, Nanjin Township, and Gulou Township.

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GI product	Protection scope of GI
Qianyang Siberian Solomonseal Rhizome	The 22 townships (forestry centers, farms) in Hongjiang City, including Anjiang Town, Taiping Township, Chatou Township, Maodu Township, Tangwan Town, Xima Township, Qunfeng Township, Wanxi Township, Xuefeng Town, Tieshan Township, Dachong Township, Shuping Township, Shendu Miao Ethnic Township, Longchuantang Yao Ethnic Township, Qiancheng Town, Jiangshi Town, Yuanhe Town, Tuokou Town, Yanlong Township, Shawan Township, Xuefengshan Forestry Center, and Bamianshan Farm.
Qianyang Tall Gastrodiae	The 18 townships (forestry centers, farms) in Hongjiang City, including Anjiang Town, Taiping Township, Chatou Township, Maodu Township, Qiancheng Town, Jiangshi Town, Xuefeng Town, Tangwan Town, Tieshan Township, Qunfeng Township, Wanxi Township, Xima Township, Dachong Township, Shuping Township, Longchuantang Yao Ethnic Township, Shendu Miao Ethnic Township, Xuefengshan Forestry Center, and Bamianshan Farm.
Suining Herba Gynostemmatis Pentaphylli	The 24 townships in Suining County, including Hongyan Town, Wuyang Town, Lixi Town, Baiyu Township, Wawu Township, Changpuzi Township, Zaishi Township, Huangsangping Township, Dongshan Township, Chaoyi Township, Egongling Township, Dangping Township, Tangjiafang Town, Zhuzhoujiang Township, Le'anpu Township, Huangtukuang Township, Jinwutang Town, Meiping Township, Matang Township, Hekou Township, Lianmin Township, Fengmutuan Township, Shuikou Township, and Guanxia Township.
Xinning Pink Plumepoppy Herb	The 16 townships in Xinning County, including Huangjin Yao Ethnic Township, Malin Yao Ethnic Township, Shuimiao Town, Wantang Township, Langshan Town, Jinshi Town, Huanglong Town, Qingjiangqiao Township, Gaoqiao Town, Anshan Township, Matouqiao Town, Fengtian Township, Huilongsi Town, Xuntian Township, Yidushui Town, and Jingwei Township.
Cili Eucommiae Cortex	The 26 townships (forestry center) in Cili County, including Lingyang Town, Yanbodu Town, Xikou Town, Xincheng District Management Committee, Dongyueguan Town, Tongjinpu Town, Shanmuqiao Town, Xiangshi Town, Jiangya Town, Miaoshi Town, Gaoqiao Town, Guangfuqiao Town, Sanhe Town, Lingxi Town, Erfangping Town, Longtanhe Town, Nanshanping Township, Dongxi Township, Yangliupu Township, Sanguansi Tujia Ethnic Township, Gaofeng Tujia Ethnic Township, Xujiayang Tujia Ethnic Township, Jinyan Tujia Ethnic Township, Zhaojiagang Tujia Ethnic Township, Ganyan Tujia Ethnic Township, Yanghe Tujia Ethnic Township, and Jiangya State-owned Forestry Center.
Longshan Magnoliae Officinalis Cortex	The 21 townships (sub-districts) in Longshan County, including Min'an Sub-district, Huatang Sub-district, Xinglong Sub-district, Shigao Sub-district, Shipai Town, Xiluo Town, Shuitianba Town, Ciyantang Town, Hongyanxi Town, Xichehe Town, Miao'ertan Town, Dianfang Town, Liye Town, Zhaoshi Town, Guitang Town, Nongche Town, Da'an Township, Maoping Township, Luota Township, Neixi Township, and Zanguo Township.
Longshan Amur Corktree Bark Longshan Lily Longhui Japanese Honeysuckle Longya Longya Lily	The 8 townships in Longhui County, including Xiaoshajiang Town, Simenqian Town, Jinshiqiao Town, Yatian Town, Huxingshan Yao Ethnic Township, Matangshan Township, Dashuitian Township, and Yanggu'ao Township.
Xuefeng Mountain Heartleaf Houttuynia Herb Tuokou Ginger	The 25 townships (sub-districts) in Longhui County, including Shanjie Hui Ethnic Township, Beishan Town, Sangesi Town, Taohuaping Sub-district, Huamen Sub-district, Zhouwang Town, Tantou Town, Yankou Town, Hexiangqiao Town, Nanyuemiao Town, Hengbanqiao Town, Xiyangjiang Town, Liudu Village Town, Hetian Township, Qijiang Town, Gaoping Town, Luohong Town, Yanggu'ao Town, Simenqian Town, Jinshiqiao Town, Yatian Town, Xiaoshajiang Town, Huxingshan Yao Ethnic Township, Matangshan Township, and Dashuitian Township.
Yongshun Berry Tea	The 4 county-level divisions (districts, counties, and county-level cities) in Huaihua City, including Hecheng District, Zhongfang County, Zhijiang Dong Autonomous County, and Hongjiang City.
Maoyan Berry Tea	The 5 townships and towns in Hongjiang City, including Tuokou Town, Yuanhe Town, Jiangshi Town, Yanlong Township, and Qiancheng Town.
Xizhou Berry Tea	The 11 townships and towns in Yongshun County, including Maoba Township, Runya Township, Wanping Town, Shouche Town, Shaba Town, Cheping Township, Wanmin Township, Tawuo Town, Yanjing Township, Liangcha Township, and Shidi Town.
Chengbu Qingqianliu Tea	The 4 townships and towns in Yongding District, Zhangjiajie City, including Luotaping Township, Qing'anping Township, Wentang Town, and Sanjiaguan Township.
	The 23 townships and towns in Yongshun County, including Shouche Town, Furong Town, Yongmao Town, Xiaoxi Town, Qingping Town, Shidi Town, Wanping Town, Tawuo Town, Shaba Town, Lingxi Town, Songbai Town, Zejia Town, Liangcha Township, Xiqi Township, Duishan Township, Gaoping Township, Langxi Township, Runya Township, Cheping Township, Maoba Township, Wanmin Township, Yanjing Township, and Kesha Township.
	The townships and towns in Chengbu Autonomous County, including Tingping Township, Changan'ying Township, Dankou Town, Baimaoping Township, Nanshan Town, Wutuan Town, Lanrong Township, and Weixi Township, as well as the villages of Jiangping Village, Jiucaping Village, Xinjianshui Village, Damushan Village, Mudaping Village, and Jinshui Village in Rulin Town; Dagu Village, Lianlong Village, and Gaomaotang Village in Maoping Town; Shankou Village and Jinzi Village in Jinzi Township; and Tongyuan Village, Yufeng Village, and Yuhe Village in Xiyan Town.

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GI product	Protection scope of GI
Suining Qingqianliu Tea	The 17 townships and towns in Suining County, including Changpu Town, Wuyang Town, Lixiqiao Town, Hongyan Town, Tangjiafang Town, Jinwutang Town, Wawutang Town, Huangtukuang Town, Shuikou Township, Zhaishi Township, Changpuzi Township, Dongshan Township, Egongling Township, Le'anpu Township, Guanxia Township, Matang Township, and Hekou Township.
Xinhuang Borneol	The 19 townships and towns in Xinhuang Autonomous County, including Xinglong Town, Hetan Township, Lishu Township, Fuluo Town, Xinzhai Township, Liangsan Town, Gongxi Township, Zhongzhai Town, Mibei Township, Bilanz Township, Bozhou Town, Yushi Town, Linchong Township, Yanjia Township, Tiantang Township, Fangjiatun Township, Dawanluo Township, Dongping Township, and Butoujiang Township.
Zhijiang White Wax	The 18 townships and towns in Zhijiang Autonomous County, including Zhijiang Town, Gongping Town, Luoju Town, Xindianping Town, Biyong Town, Yanqiao Town, Sandaokeng Town, Tuqiao Town, Nanmuping Town, Niuguping Township, Shuikuan Township, Dashu'ao Township, Lixikou Township, Dongxiachang Township, Lengshuixi Township, Heli'ao Township, Luobotian Township, and Xiaoping Township.
Changde Turtle	The 8 districts, counties, and county-level cities in Shimen County of Changde City

Table 3 GI products of traditional Chinese medicinal materials in Wuling Mountain area of Chongqing Municipality

GI product	Protection scope of GI
Shizhu Coptis Root	The 26 townships, towns, and subdistricts in Shizhu Tujia Autonomous County, including Huangshui Town, Fengmu Township, Lengshui Township, Yuelai Town, Shijia Township, Shazi Town, Linxi Town, Wangjia Township, Sanyi Township, Qiaotou Township, Zhongyi Township, Longtan Township, Xixin Township, Jinzhu Township, Jinling Township, Liutang Township, Sanxing Township, Yuchi Town, Longsha Town, Daxie Township, Huanghe Township, Mawu Town, Xinle Township, Xialu Subdistrict, Sanhe Township, and Nanbin Subdistrict.
Youyang Sweet Wormwood Herb	The 47 townships, towns, and subdistricts across four autonomous counties (districts): in Youyang Tujia and Miao Autonomous County: Taohuayuan Subdistrict, Zhongduo Subdistrict, Longtan Town, Mawang Town, Youchou Town, Daxi Town, Xinglong Town, Heishui Town, Dingshi Town, Gongtan Town, Lixi Town, Ganxi Town, Youshuihe Town, Cangling Town, Xiaohe Town, Banxi Town, Tushi Town, Tonggu Town, Wufu Town, Wanmu Town, Nanyaojie Town, Keda Township, Pianbai Township, Muye Township, Maoba Township, Huatian Township, Houping Township, Tianguan Township, Yiju Township, Liangzeng Township, Banqiao Township, Guanqing Township, Chetian Township, Yudi Township, Qingquan Township, Miaoxi Township, Langping Township, Shuangquan Township, and Nannu Township; in Qianjiang District: Shijia Town, Yangba Town, and Zhuoshui Town; in Xiushan Tujia and Miao Autonomous County: Rongxi Town, Longchi Town, and Shidi Town; in Pengshui Miao and Tujia Autonomous County: Lujiao Town and Sangzhe Town.
Pengshui Perilla Leaf	The 35 townships, towns, and subdistricts in Pengshui Miao and Tujia Autonomous County, including Lianhu Town, Lianhe Township, Shiliu Township, Yushan Town, Zouma Township, Longxi Township, Lutang Township, Baojia Town, Qiaozi Township, Hanjia Subdistrict, Qianqiao Township, Yandong Township, Sangzhe Town, Tonglou Township, Meiziya Township, Shuanglong Township, Zhufo Township, Xiaochang Township, Longshe Town, Ping'an Township, Luming Township, Puzi Town, Ditang Township, Sanyi Township, Huangjia Town, Daya Township, Runxi Township, Longtang Township, Langxi Township, Lujiao Town, Shangan Township, Anzi Township, Shipan Township, Xintian Township, and Wanzu Town.
Xiushan Japanese Honeysuckle	The 32 townships and towns in Xiushan Autonomous County, including Zhonghe Town, Pingkai Town, Qingxichang Town, Aikou Town, Rongxi Town, Guanzhuang Town, Longchi Town, Shidi Town, Erong Town, Hong'an Town, Yajiang Town, Shiye Town, Meijiang Town, Lanqiao Town, Guanzhou Township, Xiaoxi Township, Tang'ao Township, Gaotian Township, Xikou Township, Miaoquan Township, Songnong Township, Haiyang Township, Daxi Township, Bao'an Township, Liren Township, Yongdong Township, Ganchuan Township, Pingma Township, Zhongping Township, Cenxi Township, Zhongling Township, and Bajia Township.

Table 4 GI products of traditional Chinese medicinal materials in Wuling Mountain area of Guizhou Province

GI product	Protection scope of GI
Dejiang Tall Gastrodiae	The 11 townships and towns in Dejiang County, including Gaoshan Township, Shaxi Township, Quankou Township, Changfeng Township, Nangan Township, Pingyuan Township, Yantang Township, Hexing Township, Fuxing Township, Jiancha Town, and Fengxiangxi Town.
Daozhen Figwort Root	The 15 townships, towns, and subdistricts in Daozhen Gelao and Miao Autonomous County, including Yinzhen Subdistrict, Yuxi Town, Sanjiang Town, Longxing Town, Jiucheng Town, Zhongxin Town, Luolong Town, Yangxi Town, Sanqiao Town, Daqian Town, Pingmu Town, Hekou Town, Shangba Tujia Township, Zongping Township, and Taoyuan Township.

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GI product	Protection scope of GI
Radix Gotonopsis Tongshen Otiv	The 19 townships and towns in Zheng'an County, including Fengyi Town, Anchang Town, Ruixi Town, Xinzhou Town, Xiaoya
Zheng'an Common Bletilla Tuber	Town, Miaotang Town, Hexi Town, Tuping Town, Liudu Town, Gelin Town, Zhongguan Town, Lejian Township, Xieba Township, Shiping Township, Banzhu Township, Fuyan Township, Bifeng Township, Yangxing Township, and Jianping Township.
Zheng'an Wild Papaya	The 10 townships, towns, and subdistricts in Yuqing County, including Ziyang Subdistrict, Longxi Town, Goupitan Town, Dawu-
Yuqing Folium Ilicis Latifoliae	jiang Town, Aoxi Town, Longjia Town, Songyan Town, Guanxing Town, Baini Town, and Huashan Miao Township.
Zunyi Eucommiae Cortex	The 14 county-level divisions (counties, autonomous counties, districts, and county-level cities) in Zunyi City, including Feng-
	gang County, Meitan County, Yuqing County, Zheng'an County, Daozhen Gelao and Miao Autonomous County, and Wuchuan Gelao and Miao Autonomous County.

1.2 GI trademarks The Wuling Mountain Area holds 67 geographical indication (GI) trademarks for Chinese medicinal materials, comprising 6 collective GI trademarks and 61 certification GI trademarks. These are distributed as follows: 19 in Hubei

Province (Table 5), 28 in Hunan Province (Table 6), 16 in Chongqing Municipality (Table 7), and 4 in Guizhou Province (Table 8).

Table 5 GI trademarks of traditional Chinese medicinal materials of Hubei in Wuling Mountain area

Trademark type	Registration No.	GI trademark	Registration entity
Collective trademark	7729215	Lichuan Coptidis Rhizoma	Huanglian Association of Lichuan City, Hubei Province
	6868017	Lichuan Dioscoreae Rhizoma	Lichuan Tuanbao Town Vegetable Association
	58332281	Jinfu Red Gardenia	Changyang Jinfu Gardenia Association
	7554638	Yichang Gastrodiae Rhizoma	Yichang City Gastrodia Association
Certification trademark	11265128	Badong Angelicae Pubescentis Radix	Badong County Traditional Chinese Medicine Industry Association
	60984508	Chunmuying Rhizoma Panacis Japonici	Xuanen County Traditional Chinese Medicine Industry Association
	14416300	Laifeng Ginger	Laifeng Ginger Industry Development Management Association
	14419988		
	25031830	Laifeng Vine Tea	Laifeng County High-quality Agricultural Products Production and Marketing Association
	14603285	Changyang Golden Gardenia	Changyang Jinfu Red Gardenia Association
	33515123	Jinfu Red Gardenia	
	8489491	Ziqiu Chaenomelis Fructus	Changyang Autonomous County Ziqiu Papaya Association
	19026755	Wufeng Tartary Buckwheat	Wufeng Special Edible Crops Industry Association
	66795024	Wufeng Gastrodiae Rhizoma	Wufeng County Traditional Chinese Medicine Industry Association
	59747866	Wufeng Honeysuckle	
	14543413	Wufeng Galla Chinensis	Wufeng Gallnut Industry Association
	19026753	Wantan Taibai Fritillariae Hupehensis Bulbus	Wufeng Chinese Medicinal Materials Production and Service Center
	15367998	Yichang Lili Bulbus	Yichang Lily Industry Association
	28932535	Yichang Pungent Litse Fruit	Yichang Forest Products Professional Technology Association

Table 6 GI trademarks of traditional Chinese medicinal materials of Hunan in Wuling Mountain area

Trademark type	Registration No.	GI trademark	Registration entity
Certification trademark	37200841	Anhua Magnoliae Officinalis Cortex	Anhua County TCM Health Industry Association
	37200842	Anhua Siberian Solomonseal Rhizome	
	24981458	Xinhua Siberian Solomonseal Rhizome	Xinhua County Association of Chinese Medicinal Materials
	10440612	Chenxi Japanese Honeysuckle	Chenxi Xianfeng Japanese Honeysuckle Industry Association
	42031959	Cili Dried Tangerine Peel	Cili County Science and Technology Information Institute
	63953877		
	42031957	Cili Magnoliae Officinalis Cortex	
	63940778		
	42031956	Cili Amur Corktree Bark	
	64273582		
	63791267	Cili Papaya	
	42031958	Cili Gallnut	
	64284712		

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Trademark type	Registration No.	GI trademark	Registration entity
	44122460	Cili Eucommiae Cortex	Zhangjiajie City Eucommiae Cortex Industry Association
	8918561	Jingzhou Poria	Jingzhou Autonomous County Poria Professional Association
	6576019	Longhui Japanese Honeysuckle	Longhui County Agricultural Industrialization Association
	10986929	Zhangjiajie Pueraria Powder	Zhangjiajie Huangshizhai Pueraria Powder Research Institute
	14277377	Wugang Pueraria	Wugang Special Industry Development Office
	27346842	Wugang Wheel Wingnut	
	6576018	Longhui Longya Lily	Longhui County Agricultural Industrialization Association
	6488163	Longshan Lily	Longshan Lily Industry Association
	6488183		
	60715353	Fenghuang Buckwheat	Fenghuang County Agricultural and Sideline Products Association
	23997230	Fenghuang Ginger	
	10744624	Tuokou Ginger	Hongjiang City Tuokou Ginger Association
	34744612	Tongdao Vine Tea	Tongdao Autonomous County Specialty Trade Association
	43179570	Zhangjiajie Berry Tea	Zhangjiajie Agricultural Science and Technology Research Institute
	25081190	Sangzhi Honey	Sangzhi County Beekeeping Industry Association

Table 7 GI trademarks of traditional Chinese medicinal materials of Chongqing in Wuling Mountain area

Trademark type	Registration No.	GI trademark	Registration entity
Collective	7482051	Xiushan Japanese Honeysuckle	Japanese Honeysuckle Professional Economic Association of Xiushan Autonomous County
trademark	16425224	Youyang Honey	Youyang Autonomous County Liangxiang Agricultural Service Center
Certification	5257645	Shizhu Coptis Root	Huangshui Coptis Root Professional Economic Association of Shizhu Autonomous County
trademark	5455692	Youyang Sweet Wormwood Herb	Youyang Autonomous County Sweet Wormwood Herb Management Office
	19291290	Youyang Largehead Atractylodes Rhizome	Professional Technical Association of Traditional Chinese Medicine Planting in Yudi Township, Youyang Autonomous County
	9927320	Xiushan Largehead Atractylodes Rhizome	Agricultural Technology Service Center of Xiushan Autonomous County
	61680618	Wulong Eagle Tea	Wulong District Agricultural Technology Extension Center
	9698789	Wulong Pig Kidney Jujube	Forest Seedling Management Station of Wulong District
	19290804	Youyang Tartary Buckwheat	Youyang Autonomous County Houping Tartary Buckwheat Professional and Technical Association
	12422861	Pengshui Tartary Buckwheat	Pengshui Autonomous County Tartary Buckwheat Association
	12422862	Pengshui Ginger	Pengshui Autonomous County Ginger Administration Association
	11987389	Pengshui Qiyue Mountain honey	Pengshui Autonomous County Taiyuan Township Agricultural Service Center
	15329660	Baima Honey	Wulong District Honey Garden Honey Professional Technical Association
	31756370	Zhongyi Honey	Shizhu Autonomous County Zhongyi Township Agricultural Service Center
	12422867	Pengshui Perilla Oil	Pengshui Autonomous County Perilla Association
	11473948	Pengshui Five-step Snake Wine	Lujiao Town Agricultural Service Center of Pengshui Autonomous County

Table 8 GI trademarks of traditional Chinese medicinal materials of Guizhou in Wuling Mountain area

Trademark type	Registration No.	GI trademark	Registration entity
Certification trademark	8490578	Dejiang Tall Gastrodiae	Dejiang Tall Gastrodiae Industry Association
	17200321	Daozhen Ludang	Daozhen Autonomous County Characteristic Industry Development Center
	13465995	Daozhen Figwort Root	
	11816123	Yuqing Folium Ilicis Latifoliae	Yuqing County Tea Industry Chamber of Commerce

1.3 China's geographical indication products with mutual recognition and mutual protection between China and EU

According to the China-EU Agreement on Geographical Indications, a total of 275 geographical indication products from China have been included in the reciprocal recognition and protection system between China and the EU. Among them, only two involve Chinese medicinal herbs from the region; Wufeng Gallnut and

Shizhu Coptis Root.

1.4 GI standard Formulating GI standards for authentic medicinal herbs is the prerequisite for the standardized development of GI authentic medicinal herbs. The Wuling Mountain Area has 47 GI products and 67 GI trademarks related to Chinese medicinal herbs, collectively involving 86 types of GI authentic medicinal herbs (excluding duplicates). Among these 86 authentic medici-

nal herbs, only 1 type (accounting for 1.16%) has a national standard for GI products—GB/T 20358-2006 *GI Product—Shizhu Coptis Root*. Only 10 types (11.63%) have provincial-level local standards for related GI products, such as DB42/T 289-2014 *GI Product—Lai Feng Vine Tea*, DB43/T 2369-2022 *GI Product—Xinhuang Borneol*, DB43/T 1699-2019 *GI Product—Longshan Lily*, DB43/T 215.3-2019 *GI Product for Protection—Longya Lily*, DB43/T 215.1-2012 *GI Product—Longhui Longya Lily*, DB43/T 2873-2023 *GI Product—Suining Qingqianliu Tea*, DB52/T 1066-2024 *Quality Requirements for GI Products—Radix Gotonopsis Tongshen Otiv*, DB52/T 1065-2024 *Quality Requirements for GI Products—Daozhen Figwort Root*, DB52/T 1255-2017 *GI Product—Zheng'an Common Bletilla Tuber*, and DB52/T 834-2013 *GI Product—Zheng'an Wild Papaya Drink*. Only 1 type (accounting for 1.16%) has a sub-provincial local standard for GI products—DB5206/T 130-2021 *GI Product—Dejiang Tall Gastrodiae*. In contrast, as many as 74 types (accounting for 86.05%) lack relevant national or local standards for GI products.

1.5 GI special signs The use of GI special sign is an effective way to create regional public goods brand and give full play to the economic benefits of GI brand, and it is of great significance to the protection of GI intellectual property rights.

In the Wuling Mountain Area, among the 86 related GI-authentic medicinal herbs, 26 types (accounting for 30.23%), including Badong Figwort Root, Chunmuying Bamboo Ginseng, Enshi Magnoliae Officinalis Cortex, Xianfeng Largehead Atractylodes Rhizome, Yichang Lily (within the Wuling Mountain Area), Yichang Tall Gastrodiae, Changde Turtle (within Shimen County), Chenxi Japanese Honeysuckle, Fenghuang Ginger, Sangzhi Honey, Suining Qingqianliu Tea, Tongdao Vine Tea, Wugang Kudzu Root, Xizhou Berry Tea, Xuefeng Mountain Heartleaf Houltuynia Herb, Pengshui Tartary Buckwheat, Pengshui Qiyue Mountain Honey, Pengshui Ginger, Pengshui Five-step Snake Wine, Xiushan Largehead Atractylodes Rhizome, Youyang Largehead Atractylodes Rhizome, Youyang Tartary Buckwheat, Zhongyi Honey, Zheng'an Common Bletilla Tuber, Zheng'an Wild Papaya, and Zunyi Eucommiae Cortex, have no market entities using their GI-special signs. Only 60 types (accounting for 69.77%) have market entities using their GI-special signs, with a cumulative total of 515 such market entities.

Among them, the GI-special signs for 31 types (accounting for 36.05%) are used by relatively few market entities. For five types—Cili Dried Tangerine Peel, Cili Magnoliae Officinalis Cortex, Cili Amur Corktree Bark, Cili Papaya, and Cili Gallnut—there is only one market entity, all of which is Hunan Shenzhou Traditional Chinese Medicine Decoction Pieces Co., Ltd. Similarly, for two types—Daozhen Figwort Root and Radix Gotonopsis Tongshen Otiv (Daozhen Luodang)—there is only one market entity, all of which is Daozhen Autonomous County Xuanyang Pharmaceutical Co., Ltd.

The 15 products, namely, Jianshi Magnoliae Officinalis Cortex, Wantan Taibai Fritillaria, Wufeng Tartary Buckwheat,

Wufeng Honeysuckle, Yichang Litsea Cubeba (limited to the Wuling Mountain Area), Anhua Magnoliae Officinalis Cortex, Fenghuang Tartary Buckwheat, Maoyan Berry Tea, Wugang Wheel Wingnut, Zhangjiajie Kudzu Root Powder, Baima Honey, Pengshui Perilla Oil, Shizhu Coptis Root, Wulong Pig Kidney Jujube, and Youyang Sweet Wormwood Herb, each have only one market entity. They correspond respectively to: Jianshi Qianjin Forestry Professional Cooperative, Wufeng Qingliang Wantan Renjia Tourism Professional Cooperative, Wufeng Nongbole Ecological Agriculture and Animal Husbandry Professional Cooperative, Wufeng Chaxiang Yaogu Local Specialty Trading Store, Wufeng Houshan Ecological Agriculture Co., Ltd., Anhua Jinhou Biotechnology Co., Ltd., Fenghuang County Changsheng Agricultural Technology Development Co., Ltd., Zhangjiajie Maoyan Berry Co., Ltd., Wugang Qingqianliu Tea Industry Co., Ltd., Zhangjiajie Lipan Food Trading Co., Ltd., Wulong District Miyuan Honey Professional Cooperative, Chongqing Qianzhongdao Perilla Planting Professional Cooperative, Chongqing Wanglong Coptis Root Technology Co., Ltd., Chongqing Wulong District Zaodian Fruit Planting Share Cooperative, and Chongqing Huayang Natural Resources Development Co., Ltd.

There are two market entities for Lichuan Coptis Root: Lichuan Jianzhuxi Coptis Root Specialized Cooperative and Lichuan Jianzhuxi Ecological Coptis Root Technology Development Co., Ltd. There are two for Wufeng Gallnut: Wufeng Beidu Ecological Agriculture Development Co., Ltd. and Wufeng Chicheng Biotechnology Co., Ltd. For Ziqiu Pubescent Angelica Root, there are two: Changyang Autonomous County Dashan Chinese Herbal Medicine Planting Specialized Cooperative and Yichang Guoao Pharmaceutical Co., Ltd. For Chengbu Qingqianliu Tea, there are two: Chengbu Qingqianliu Tea Industry Co., Ltd. and Chengbu Tianren Dadong Tea Industry Co., Ltd. For Longhui Japanese Honeysuckle, there are two: Hunan Shengshifenghua Biotechnology Co., Ltd. and Hunan Panfeng Biotechnology Co., Ltd.

There are three market entities for Badong Ziqiu Pubescent Angelica Root: Badong County Hengfeng Medicinal Material Planting Specialized Cooperative, Badong 108 Medicinal Material Planting Specialized Cooperative, and Shizhentang Badong Pharmaceutical Co., Ltd. For Banqiao Pilose Asiabell Root, there are three entities: Enshi Fenglan Banqiao Pilose Asiabell Root Co., Ltd., Enshi Fenglan Bridge Pilose Asiabell Root Co., Ltd., and Enshi Mountain Summit Agriculture Co., Ltd. Ziqiu Chinese Quince has three entities: Changyang Kangren Chinese Medicinal Material Specialized Cooperative, Changyang Qilintou Wrinkled-skin Chinese Quince Specialized Cooperative, and Hubei Shaner Agricultural Development Co., Ltd. There are three for Pengshui Perilla Leaf: Chongqing Houli Biotechnology Co., Ltd., Chongqing Pengshui County Liangjiabao Medicinal Material Planting Specialized Cooperative, and Chongqing Qianzhongdao Perilla Planting Specialized Cooperative.

Nineteen GI-specific signs (accounting for 22.09%) are associated with a notable number of market entities. For Enshi

Wheel Wingnut, there are four market entities; Enshi Jiangyun Agriculture & Forestry Technology Development Co., Ltd., Enshi City Canyon Se-xiang Agricultural Specialized Cooperative, Enshi Sihui Yichen Ecological Agriculture Development Co., Ltd., *etc.* Wufeng Tall Gastrodiae has four; Hubei Province Yichang City Wuningfeng Supply Chain Management Co., Ltd., Wufeng Boling Seed Industry Co., Ltd., Wufeng Tea-Hometown Medicine-Valley Local Products Trading Firm, *etc.* Qianyang Tall Gastrodiae has four; Huaihua Linquan Pharmaceutical Co., Ltd., Hunan Gaofeng Big Data Industry Development Co., Ltd., Hunan Boyuan Chinese Medicinal Material Planting Co., Ltd., *etc.* Xinhuang Borneol has four; Xinhuang Peilin Borneol Daily Chemical & Cosmetics Co., Ltd., Xinhuang Guoyao Borneol Technology Co., Ltd., Hunan Province Xinhuang County Borneol Development Co., Ltd., *etc.* Wulong Eagle Tea has four; Chongqing Pengzhilin Tea Industry Co., Ltd., Chongqing Wulong District Agricultural Industry Development Co., Ltd., Chongqing Wulong District Ruilong Agricultural Development Co., Ltd., *etc.* Qianyang Siberian Solomonseal Rhizome has five; Hongjiang City Qianyang Ecological Agriculture Co., Ltd., Hunan Gaoming Chinese Medicinal Material Development Co., Ltd., Hunan Guishoutang Health Industry Development Co., Ltd., *etc.* Xinning Pink Plumepoppy Herb has five; Xinning County Yongxin Medicinal Material Development Co., Ltd., Xinning County Liqun Chinese Medicinal Material Planting Specialized Cooperative, Hunan Jiachang Agricultural Development Co., Ltd. Zhijiang White Wax has five; Zhijiang County Huayun Insect White Wax Co., Ltd., Zhijiang Shuilin White Wax Specialized Cooperative, Zhijiang Dong Autonomous County White Wax Association, *etc.*

Laifeng Ginger has six market entities; Hubei Fengtou Ecological Agriculture Development Co., Ltd., Hubei Qiushi Agricultural Technology Development Co., Ltd., Laifeng Jindou Agricultural Development Co., Ltd., *etc.* Suining Herba Gynostemmis Pentaphylli (Jiaogulan) has six; Suining County Bohui Planting and Breeding Specialized Cooperative, Suining County Fuqiang Herba Gynostemmis Pentaphylli Planting Specialized Cooperative, Suining County Huarun Herba Gynostemmis Pentaphylli Products Factory, *etc.* Xinhua Siberian Solomonseal Rhizome (Huangjing) has six; Xinhua County Yipuyuan Siberian Solomonseal Rhizome Technology Co., Ltd., Hunan Xinyuan Food Co., Ltd., Xinhua County Tianlongshan Agriculture & Forestry Technology Development Co., Ltd., *etc.* Longshan Magnoliae Officinalis Cortex (Houpo) has seven; Xiangxi Senwang Chinese Medicinal Material Planting and Development Co., Ltd., Longshan County Zhongtai Chinese Medicinal Material Development Co., Ltd., Hunan Henglong Chinese Medicinal Material Co., Ltd., *etc.* Longshan Amur Corktree Bark (Huangqin) has seven; Longshan Senyan Chinese Medicinal Material Co., Ltd., Hunan Shuangmu Pharmaceutical Co., Ltd., Longshan County Chunyan Chinese Medicinal Material Planting Specialized Cooperative, *etc.* Tuokou Ginger has seven; Hongjiang City Yuanshenwan Yicheng

Agricultural Development Co., Ltd., Hongjiang City Yuanshenwan Vegetable Planting Specialized Cooperative, Hongjiang City Tuokou Town Agricultural and Sideline Products Processing Factory, *etc.*

Dejiang Tall Gastrodiae has eight market entities; Dejiang Wuling Tall Gastrodiae Farmers' Specialized Cooperative, Dejiang County Lutong Tall Gastrodiae Development Co., Ltd., Dejiang County Tianyu Tall Gastrodiae Development Co., Ltd., *etc.* Lichuan Chinese Yam has eight; Lichuan Aolong Pharmaceutical & Biochemical Co., Ltd., Lichuan Huichuan Modern Agriculture Co., Ltd., Lichuan Tianpin Chinese Yam Specialized Cooperative, *etc.* Cili Eucommiae Cortex has eight; Cili County Jiangya Forest Park Management Office (Cili County Jiangya State-owned Forest Farm), Cili County Jiujia Agricultural Development Co., Ltd., Zhangjiajie Chakunyun Eucommiae Cortex Biotechnology Development Co., Ltd., *etc.* Xiushan Japanese Honeysuckle has eight; Xiushan County Hengfengyuan Agricultural Development Co., Ltd., Chongqing Guotai Kangning Pharmaceutical Co., Ltd., Chongqing Shengbailing Pharmaceutical Co., Ltd., *etc.* Longhui Longya Lily has nine; Hunan Lvyuan Agricultural Development Co., Ltd., Hunan Baoqing Agricultural Products Import & Export Co., Ltd., Hunan Yixianqing Agricultural Co., Ltd., *etc.*

Six GI-specific signs (accounting for 6.98%) are utilized by a relatively large number of market entities. Changyang Gold Gardenia (Jinfu Red Gardenia) has ten entities; Changyang Cangxin Chinese Medicinal Materials Specialized Cooperative, Changyang Jinfu Gardenia Fruit Specialized Cooperative, Changyang Penglin Chinese Medicinal Materials Co., Ltd., *etc.* Jingzhou Poria has 12; Hunan Butian Agricultural Technology Co., Ltd., Hunan Longfeng Poria Cocos Technology Development Co., Ltd., Huaihua Chituma E-commerce Technology Co., Ltd., *etc.* Youyang Honey has thirteen; Youyang County Tianniang Yuantong Bee Farm, Youyang County Tianlongshan Beekeeping Specialized Cooperative, Youyang County Houxi Maoyuan Livestock and Poultry Breeding Specialized Cooperative, *etc.* Yongshun Berry Tea has 16; Yongshun County Maoba Zhangyanxi Berry Tea Specialized Cooperative, Yongshun County Jinshun Plant Resources Development Co., Ltd., Yongshun County Hanrong Ecological Agriculture Development Co., Ltd., *etc.* Lichuan Rhubarb (Dahuang) has 22; Enshi Chengshitong Chinese Medicinal Materials Industry Development Co., Ltd., Hubei Chuqiao Pharmaceutical Co., Ltd., Hubei Hongjingtang Pharmaceutical Co., Ltd., *etc.* Yuqing Broadleaf Holly Leaf Tea (Kuding Tea) has 28; Guizhou Baishanfang Tea Co., Ltd., Guizhou Durant Tea Co., Ltd., Guizhou Gaoyuan Mingzhu Tea Production and Marketing Farmers' Specialized Cooperative, *etc.*

Four GI-specific signs (accounting for 4.65%) are utilized by an exceptionally large number of market entities. Longshan Lily has 51 entities; Hunan Guole Agricultural Technology Co., Ltd., Longshan Tianyu Lily Farmers' Specialized Cooperative, Longshan County Hengjian Lily Development Co., Ltd., *etc.* Laifeng Vine Tea has fifty-three; Enshi Yijiakang Vine Tea Biotechnology

Co., Ltd., Hubei Chule Technology Co., Ltd., Enshi Mingxi Agricultural Development Co., Ltd., *etc.* Anhua Siberian Solomonseal Rhizome (Huangjing) has fifty-four; Anhua Anwuwei Planting Specialized Cooperative, Anhua County Bafangcai Family Farm, Anhua County Huihuang Chinese Medicinal Materials Processing Factory, *etc.* Zhangjiajie Berry Tea has 97; Hunan Gengxin Natural Farm Technology Co., Ltd., Hunan Qiankun Biotechnology Co., Ltd., Hunan Tujiami Trading Co., Ltd., *etc.*

2 Characteristics of regional public brand

2.1 Hometown of authentic Chinese medicinal herbs The Wuling Mountain Area boasts many regions renowned as "Hometowns of Authentic Chinese Medicinal Herbs." For example: Enshi City's Banqiao Town—the "Hometown of Chinese Banqiao Dangshen (Pilose Asiabell Root)"; Lichuan City—the "Hometown of Chinese Ecological Coptis Root"; and Laifeng County—the "Hometown of Chinese Vine Tea."

2.2 Characteristic agricultural product superiority zones The

Ministry of Agriculture and Rural Affairs (MARA) and other departments, from 2017 to 2020, identified 310 national-level characteristic agricultural product superiority zones in four batches. Among them, those closely related to the Chinese medicinal materials of this area include: Shizhu County Shizhu Coptis Root China Characteristic Agricultural Product Superiority Zone, and Qianjiang District Qianjiang Silkworm Cocoon China Characteristic Agricultural Product Superiority Zone. The *Regional Layout Plan for Characteristic Agricultural Products (2013 – 2020)* formulated by the former Ministry of Agriculture planned the prioritized national development of ten categories of characteristic agricultural products, including authentic medicinal materials, specialty vegetables, and specialty aquatic products, involving 144 specific products such as Tall Gastrodiae, Eucommiae Cortex, Radix Salviae Miltiorrhizae (Danshen Root), Japanese Honeysuckle, Chinese Yam, and Turtles. Among these, the national-level characteristic agricultural product superiority counties/districts within this area for the medicinal materials category are listed in Table 9.

Table 9 National characteristic agricultural product superiority counties/districts for Chinese medicinal materials in Wuling Mountain Area

Chinese medicinal materials	National characteristic agricultural product superiority counties/districts	Number of counties/districts
Tall Gastrodiae	Jianshi County, Badong County, Xuan'en County, Xianfeng County, Laifeng County, Hefeng County in Hubei Province; Suining County, Hongjiang City in Hunan Province; Bijiang District, Yinjiang Autonomous County, Dejiang County, Yanhe Autonomous County, Zheng'an County, Daozhen Autonomous County, Wuchuan Autonomous County, Fenggang County, Meitan County, Yuqing County in Guizhou Province.	18
Eucommiae Cortex	Lichuan City, Jianshi County, Badong County, Xianfeng County, Hefeng County, Changyang Autonomous County in Hubei Province; Yongshun County, Longshan County, Cili County, Sangzhi County, Suining County, Lianyuan City in Hunan Province; Qianjiang District, Wulong District, Youyang Autonomous County in Chongqing Municipality; Yinjiang Autonomous County, Zheng'an County, Daozhen Autonomous County, Wuchuan Autonomous County, Meitan County in Guizhou Province.	20
Characteristic bee products	Zigui County, Changyang Autonomous County, Wufeng Autonomous County in Hubei Province; Yongding District, Wulingyuan District, Cili County, Sangzhi County in Hunan Province.	7
Pearl	Shimen County and Anhua County in Hunan Province.	2

2.3 Important agricultural cultural heritage Important Agricultural Heritage Systems (IAHS) refer to unique agricultural production systems or landscapes that have been created and passed down through the long-term co-evolution of humans and their environments. The Ministry of Agriculture and Rural Affairs has, across seven batches, recognized 184 China Important Agricultural Heritage Systems (China – NIAHS). Among these, the only one closely related to medicinal materials in the Wuling Mountain Area is the Chongqing Shizhu Coptis Root Production System.

2.4 National famous, special and new agricultural products and special agricultural products According to the *National Famous, Special, Excellent, and New Agricultural Product Collection and Registration Information System*, there are 31 medicinal materials from this area listed as National Famous, Special, Excellent, and New Agricultural Products. Among them, the five from Hubei are: Wufeng Tall Gastrodiae, Hefeng Wheel Wingnut, Wufeng Honey, Hefeng Honey, and Xianfeng Honey. The eleven from Hunan are: Jingzhou Poria Cocos, Xinhuang Siberian So-

lomonseal Rhizome, Anhua Siberian Solomonseal Rhizome, Tongdao Gambir Vine, Yuanling Amur Corktree Bark, Longshan Lily, Yongshun Berry Tea, Tongdao Black Tiger Fruit, Tongdao Insect Tea, Xinhuang Gallnut Honey, and Chengbu Honey. The fifteen from Chongqing are: Shizhu Coptis Root, Shizhu Wutianma, Youyang Sweet Wormwood Herb, Zhongyi Siberian Solomonseal Rhizome, Xiushan Siberian Solomonseal Rhizome, Xiushan Japanese Honeysuckle, Youyang Tartary Buckwheat, Wulong Pig Kidney Jujube, Qianjiang Vine Tea, Wulong Eagle Tea, Qianjiang Gallnut Honey, Shizhu Honey, Youyang Honey, Wulong Honey, and Pengshui Perilla Oil. However, there are no National Famous, Special, Excellent, and New Agricultural Products for medicinal materials from the Guizhou part of the Wuling Mountain Area.

Since 2021, the Agricultural Product Quality and Safety Center of the Ministry of Agriculture and Rural Affairs has been organizing the evaluation and selection of National Special Characteristic Agricultural Products. Among these, there are eight closely re-

lated to the medicinal materials of this area (Table 10), all belonging to the Chongqing part of the Wuling Mountain Area. However, there are no National Special Characteristic Agricultural

Products for medicinal materials from the Hubei, Hunan, or Guizhou parts of the Wuling Mountain Area.

Table 10 National special agricultural products in Wuling Mountain Area

Special agricultural products	Certified entities	Production scale
Zhenshangzhen Wutianma	Chongqing Xiwang Huabao Biotechnology Co., Ltd.	30 ha
Wanglong Shizhu Coptis Root	Chongqing Wanglong Coptis Root Technology Co., Ltd.	256 ha
Pengshui Perilla Leaf	Chongqing Qianzhongdao Perilla Planting Specialized Cooperative	5 000 t
Saishangteng Qianjiang Vine Tea	Chongqing Jiexin Ecological Agriculture Development Co., Ltd.	80 ha
Bee and Nature Shizhu Honey	Chongqing Changshoushan Bee Products Development Co., Ltd.	30 000 colonies
Zhujiashan Gallnut Honey	Chongqing Zhujiashan Agricultural Development Co., Ltd.	650 ha
Yueshang Jinling Shizhu Honey	Chongqing Yuelai Yuexiang Culture and Tourism Co., Ltd.	1 000 colonies
Zhongyi Honey	Shizhu Tujia Autonomous County Zhongyi Tourism Development Co., Ltd.	10 000 colonies

2.5 GI-type China well-known trademark Among the aforementioned 47 GI products and 67 GI trademarks, Maoyan Berry is the only China Well-known Trademark closely associated with the Wuling Mountain Area.

2.6 Regional public brand of agricultural products According to the arrangements of the Ministry of Agriculture and Rural Affairs, the China Agricultural Products Market Association led the selection of 539 regional public brands for agricultural products included in the China Agricultural Brand Directory 2024. Among these, the brands closely associated with Chinese herbal medicines from the Wuling Mountain Area mainly include: Laifeng Vine Tea, Zhangjiajie Berry Tea, Yongshun Berry Tea, and Longshan Lily.

3 Main problems in GI protection and regional public brand building

3.1 Many authentic medicinal herbs have not implemented GI protection In the Wuling Mountain Area, the natural and humanistic factors underlying the GI (Geographical Indication) status of many authentic medicinal herbs have not been sufficiently documented or explored. As a result, a significant number of these authentic medicinal herbs, such as Hefeng Wheel Wingnut (a nationally recognized specialty agricultural product), Wufeng Honey, Hefeng Honey, Xianfeng Honey, Xinhuang Siberian Solomonseal Rhizome, Tongdao Sharpleaf Gambirplant, Yuanling Amur Corktree Bark, Tongdao Insect Tea, Xinhuang Gallnut Honey, Chengbu Honey, Shizhu Wutianma, Zhongyi Siberian Solomonseal Rhizome, Xiushan Siberian Solomonseal Rhizome, Qianjiang Vine Tea, Qianjiang Gallnut Honey, and Wulong Honey, have neither been granted GI product protection by the China National Intellectual Property Administration nor registered as GI trademarks with the National Intellectual Property Administration (Trademark Office). Additionally, some former agricultural product GIs, such as Tongdao Black Tiger (*Kadsura coccinea*), Wuchuan Honey, and Fenggang Honey, lack associated GI trademarks and have not been transferred into the GI product protection system administered by the China National Intellectual Property Administration.

3.2 The formulation of GI product standards has not received due attention Among the 86 GI authentic medicinal herbs in the Wuling Mountain Area, only 1 has a national standard for its GI product, 10 have relevant provincial-level local standards, and one has a sub-provincial local standard. In contrast, as many as 74 products lack any relevant national or local standards for their GI products. The formulation of GI standards for various authentic medicinal herbs has not received due attention, which hinders their standardized production.

3.3 Most GI special signs are not well used With the exception of Longshan Lily, Laifeng Vine Tea, Anhua Siberian Solomonseal Rhizome, and Zhangjiajie Berry Tea, GI special signs are not well used. Among them, the GI special signs for 31 products are used by only a limited number of market entities (1–3 companies), while those for 26 products are not used by any market entity at all. This situation seriously hinders the development of regional public brands for authentic medicinal herbs.

3.4 The international cooperation of GI is weak Among the Chinese GI products included in the China-EU mutual recognition and protection system, only two are from the Wuling Mountain Area: Wufeng Gallnut and Shizhu Coptis Root. Moreover, registrations under the Madrid System for the International Registration of Marks show almost no presence of authentic medicinal herbs from the Wuling Mountain Area. As a result, these GIs struggle to gain international recognition, which seriously hampers the development of a high-quality dual-circulation economic system.

4 GI protection and regional public brand building strategy

4.1 Developing famous, special, excellent and new GI authentic medicinal herbs Based on regional characteristics such as climate resources and site conditions, suitable varieties and production areas should be determined to establish authentic medicinal herbs production bases, leveraging their distinctive quality attributes. The management of these production bases should be standardized by implementing a ledger management system for recording authentic medicinal herbs varieties, input usage, and sales. This will accelerate the formation of a rationally distributed,

distinctive, and supply-efficient production pattern for authentic medicinal herbs. Adhering to the principle of preserving regional authenticity and optimizing the layout, efforts should be intensified to strengthen the certification of authentic medicinal herbs as national famous, special, excellent and new agricultural products and as national distinctive agricultural products. This will promote the development of the famous, special, excellent and new GI authentic medicinal herbs industry.

4.2 Building high-quality authentic medicinal herbs bases

It is recommended to establish a seed and seedling propagation system for authentic medicinal herbs by focusing on germplasm resource conservation, improved variety breeding, and medicinal material innovation. A standardized production technology system should also be developed through ecological cultivation, mechanized production, and information-based management. Furthermore, a production service system needs to be built by cultivating business entities, innovating production and operation models, improving production-sales information monitoring, optimizing circulation systems, and strengthening technology extension. In addition, an origin processing system should be established covering primary processing, storage, and comprehensive utilization. To create high-quality authentic medicinal herbs bases, it is advised to promote new ecological planting technologies and models such as green pest control, wild-simulated cultivation, wild nurturing, continuous cropping obstacle mitigation, and the integration of agricultural machinery and agronomic practices.

4.3 Implementing GI intellectual property full chain protection

We propose exploring and documenting the natural and cultural factors of authentic medicinal herbs. It is recommended to implement GI protection for nationally recognized "famous, special, excellent, and new" agricultural products such as Hefeng Wheel Wingnut, Hefeng Honey, Xinhuang Siberian Solomonseal Rhizome, Tongdao Sharpleaf Gambirplant, Yuanling Amur Cork-tree Bark, Tongdao Insect Tea, Xinhuang Gallnut Honey, Shizhu Wutianma, Xiushan Siberian Solomonseal Rhizome, Qianjiang Vine Tea, and Qianjiang Gallnut Honey. Furthermore, it is necessary to advance the transfer of existing agricultural product GIs—such as Tongdao Kadsura Coccinea, Wuchuan Honey, and Fenggang Honey—into the GI product protection system of the National Intellectual Property Administration, thereby establishing comprehensive chain protection for the creation, application, protection, management, and service of GI intellectual property rights for authentic medicinal herbs.

4.4 Developing new quality productive forces of authentic medicinal herb industry

We need to promote synergy among medicinal materials, pharmaceutical enterprises, medicinal applications, medicinal markets, and medicinal research, extend the industrial chain, and achieve industrial integration. We will build a complete industrial chain covering traditional Chinese medicinal materials, prepared herbal pieces, traditional Chinese medicine formula granules, herbal extracts, medical institution preparations, proprietary Chinese medicines, and traditional Chinese

medicine healthcare products. This will enhance the overall efficiency of key varieties across the entire industrial chain and develop the new quality productive forces of the authentic medicinal herbs industry, including nationally recognized "famous, special, excellent, and new" agricultural products, nationally distinctive agricultural products, traditional Chinese medicine formula granules, herbal extracts, traditional Chinese medicine healthcare products, health tourism, and wellness.

4.5 Promoting the development of industrial standardization of authentic medicinal herbs

It is recommended to establish a comprehensive quality management system for authentic medicinal herbs, covering areas such as the standard system, quality inspection system, and traceability system. Efforts should be made to actively develop national or provincial local standards for various GI authentic medicinal herbs, vigorously promote these standards, strictly regulate the entire production process of authentic medicinal herbs in accordance with standard requirements, and foster the standardized development of the authentic medicinal herbs industry.

4.6 Encouraging the use of GI special signs

Focusing on Geographical Indications (GI products and GI trademarks), we should integrate the regional public brands of authentic medicinal herbs. Furthermore, it is essential to strongly encourage new types of agricultural business entities within the scope of GI protection, such as specialized large-scale producers, family farms, farmer cooperatives, and leading agricultural industrialization enterprises, to legally use the specific signs of GI. This will fully leverage the brand and economic benefits of GI and better demonstrate the significance of GI intellectual property protection.

4.7 Implementing regional brand strategy of authentic medicinal herbs

Based on the cultural factors associated with authentic medicinal herbs—particularly traditional knowledge, important agricultural heritage systems, intangible cultural heritage, and traditional medicine—we aim to enrich the cultural significance of Chinese medicinal materials. Furthermore, by leveraging natural factors related to authentic medicinal herbs, such as local varieties, agricultural environments, and selenium-rich resources, and combining these with technological innovation, we seek to enhance the quality of Chinese medicinal materials. With a focus on the "Hometowns of Authentic Medicinal Herbs" in China, we will carry out the "Rural Famous Brand Initiative," implement a regional branding strategy for authentic medicinal herbs in the Wuling Mountain Area centered on Geographical Indications (GI), and strive to have more Chinese medicinal materials from this region included in the 2027 China Agricultural Brand Directory as regional public brands for agricultural products.

4.8 Constructing a new development pattern of authentic medicinal herbs with double circulation

Wuling Mountain Area should strengthen linkages with national advantageous and characteristic industrial clusters, such as the Hunan "Xiang Jiu Wei" Chinese Medicinal Materials Industrial Cluster, the Guizhou Chinese

tem, with priority in bidding granted to top performers. The "Enterprise-Pairing 3.0" model is being implemented, encouraging leading companies to sign "guaranteed purchase agreements" with low-income villages, committing to buy agricultural products at a 10% premium and jointly develop customized products (such as "corporate welfare gift boxes"). Enterprises participating in such pairings are awarded the title of "Common Prosperity Pioneer" and receive prioritized exposure in media publicity. An innovative "public welfare trust" model for poverty alleviation has been introduced, guiding high-net-worth individuals to establish "Common Prosperity Public Welfare Trusts." Funds are used to support entrepreneurial projects of low-income farmers, with 70% of returns distributed to investors and 30% reinvested to sustain assistance efforts. A transparent supervision platform has been established to publicly display fund flows and project outcomes in real time.

6 Conclusions

Enhancing the income of the rural low-income population in Zhejiang Province is pivotal to achieving common prosperity, and establishing a long-term mechanism for their income growth constitutes a core task in building the province's demonstration zone for common prosperity. To be effective, this long-term mechanism must consistently advance across three dimensions: precision, sustainability, and innovation. The proposed pathways and policy recommendations further specify concrete measures for industrial integration, human capital development, digital technology adoption, and multi-stakeholder collaboration, with particular emphasis on forward-looking approaches such as green value transformation, cross-regional benefit sharing, and the application of AI technologies. In future, dynamic evaluation and iterative refinement will be essential to ensure that policy instruments accurately

align with the actual needs of low-income groups. This will ultimately facilitate a fundamental shift from "direct assistance" to "self-generating capacity," thereby advancing the broader national goal of common prosperity in rural China.

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Medicinal Materials Industrial Cluster, and the Chongqing "Yu Shi Wei" Chinese Medicinal Materials Industrial Cluster, to promote the development of the industrial chain and clustered growth of authentic medicinal herbs in the Wuling Mountain Area. In addition, it is necessary to enhance international cooperation on Geographical Indications (GIs), advance the mutual recognition and protection of Chinese GI products under the China – EU agreement, and actively pursue international trademark registrations through the Madrid System, particularly for GI trademarks. These efforts will foster international protection for GIs and help establish a new development paradigm for authentic medicinal herbs, centered on the domestic cycle while actively engaging in dual domestic-international cycles that reinforce each other.

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