

# ASSOCIATION FOR THE IMMATERIAL PROTECTION OF TERRITORIES, PATRONYMAL NAMES AND THE PRODUCTS AND VALUE WHICH ARE ATTACHED

## ASSOCIATION POUR LA DÉFENSE IMMATÉRIELLE DES TERRITOIRES, DES NOMS PATRONYMIQUES ET DES PRODUITS ET VALEURS QUI LEUR SONT ATTACHÉS

EXAMPLE OF CULTURAL SAFEGUARDING REGARDING THE INTANGIBLE HERITAGE OF NAMES AND TITLES IN THE FIGHT AGAINST THE SPOLIATION AND ILLEGAL APPROPRIATION OF VALUES LINKED TO NAMES AND TITLES

In line with the provisions of the UN and UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, on 30 June 2020, at the Travellers Club Champs-Élysées, which was built in the 19th century and made for an ideal venue, Gerald de TERRASSON, Count of MONTLEAU, presented the Count and Countess Bernard de SAINT-SEINE, General Secretary of the ADITP (Association for the Intangible Protection of Regions, Patonyms and Products and of Values related to Them), with this important work recounting the history of his branch of the family, celebrating its 250th anniversary this year, and providing an example of a heritage that matches the Association's aims, namely, to prevent the moral and intellectual confiscation of the deep-rooted values related to our regions, as well as the names and titles that affirm these values in all their aspects.

This is an important and detailed work about the history of his family and especially about the branch of the family that has helped to make the produce of the ANDREAUX family lands famous from the Atlantic to the Urals and all over the world.

He will preserve the traditional values as the legitimate heir through his ancestors, whose full name is TERRASSON de MONTLEAU, and which should not be confused with brands using only part of this name and seeking to appropriate it and spread confusion, beyond the use of the "brand" name, by means of fraudulent methods and against which an official complaint has recently been made to the State Prosecutor for forgery and fraud.

The ceremony, during which Count Gérald de TERRASSON de MONTLEAU, the custodian of the archives of his branch of the ANDREAUX family, presented this work of over 200 pages, took place in the presence of the Count and Countess Bernard de SAINT-SEINE, the eminent members of the ADITP association's Board of Directors, Mr. Alexis ZAITRA, the barrister in charge of defending the association's interests, and Mr Dominique CALACE de FERLUC, President of the Institut Social de France, President of the FIHOTO (International Hotel and Tourism Industry Federation) and Ambassador for France and French-speaking countries at the OECD and an official UN observer for its humanitarian development programmes.

### 250 ANS D'HISTOIRE



COGNAC



TERRASSON DE MONTLEAU

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