

Problems of Global Intellectual Property Law

- 1. Legal Problems of Adwords and Keywords in Google Searches**
Placing of (or Buying into) Adwords and Keywords may pose problems of trademark and/or unfair competition law (Recent ECJ and national courts decisions)
- 2. Copyright and Antitrust Problems of Google Scanning Books and Making them Available to the Public**
Copyright and Antitrust Law problems, Settlement Proposal
- 3. Protection for Geographical Indications**
The law of the protection of geographical indications is internationally not yet harmonized. The TRIPS Agreement left it more or less open. The importance of those IP rights, the current situation and approaches for transborder protection.
- 4. Plain Packaging for Tobacco Products**
In some countries (Canada, New Zealand, Australia, Great Britain) a requirement of „plain packaging“ for tobacco products has been or is being discussed. Accordingly tobacco products may only have neutral packaging bearing only a word mark in standard typeface (and/or some required warnings). This poses some interesting questions as to possible conflicts with international treaties (Paris Convention, TRIPS), trademark law and constitutional law.
- 5. Compulsory Licenses for Pharmaceutical Patents**
Developing countries complain that pharmaceuticals against AIDS, malaria etc. are too expensive for them and their citizens. The Doha Protocol of the current WTO-Round has opened a way to extend compulsory licensing to address the problem. The EU has followed up with a regulation. Background, new rules and experiences could be discussed. India recently revoked some pharmaceutical patents of western companies.
- 6. Misuse of Dominant Position by Refusal to License or to Sell**
ECJ decisions: Magill, Volvo, Renault, IMS, Microsoft. (Not standard-essential patents)
- 7. Standard-essential Patents and Antitrust Law**
- 8. Extraterritorial Application of Antitrust Law**
European Law, US Law
- 9. Product Piracy**
The importance and extent of the problem, current international rules and European and national measures and proceedings
- 10. Internet and Regulation of Advertising - Problems of Enforcement Across Borders**
Jurisdiction, Applicable Law, proper party to be sued
- 11. International TV Transmission of Sporting Events**
Recent Decision of ECJ in “Premier League”
- 12. Trademark Protection for Sporting and Other Events**
Olympic Games, World Championships etc.
- 13. Pharmaceutical Industry, Intellectual Property Rights and Antitrust Law**
The EU Sector Inquiry: Supplemental Protection Certificates and Other Tactics
- 14. Exhaustion of Digitally Distributed Copyrighted Works**
ECJ in UsedSoft decision
- 15. The Unitary Patent and the Unified Court System**