

Legal Literature**Legal Literature Details**

Member State: France

Title: From false advertising to misleading commercial practices

Subtitle:

Type:

URL:

Author: S. FOURNIER

Reference: Droit pénal No. 2, February 2008, étude 4

Publication Year: 2008

Keywords: general discussion, general discussion on the national implementation, misleading advertising, misleading commercial practices

Directive Articles

Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6](#) Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 7](#)

Headnote

This article describes the modifications of the French Consumer Code resulting from the implementation of the UCP Directive.

The author provides an introduction to the genesis of the modification, and a presentation of the part of the French Consumer Code that is dedicated to unfair commercial practices.

The author focuses in particular on the misleading commercial practices replacing the former offense of false advertising, provided by article L. 121-1 of the French Consumer Code. The author criticizes the vagueness of the modified provisions, and particularly of the notion of "commercial practice". The author operates a comparison between the notion of "advertising" and the notion of "commercial practice". The author also analyzes the "misleading" aspect required to characterize the offense.

The author expresses doubts about the usefulness of some of the misleading practices mentioned in article L. 121-1 of the French Consumer Code.

General Note**Related Cases**

No results available