

## Legal Literature

### Legal Literature Details

**Member State:** Germany

**Title:** A reaction: An interpretation of the UCP Directive from the view of the UWG (the German Unfair Competition Act)?

**Subtitle:**

**Type:**

**URL:**

**Author:** K.-H. FEZER

**Reference:** Wissenschaft in Recht und Praxis (WRP), 2010, pages 677 - 686

**Publication Year:** 2010

**Keywords:** average consumer, B2B, B2C, general discussion on the national implementation

### Directive Articles

Unfair Commercial Practices Directive, [Chapter 2, Article 5, 2., \(a\)](#) Unfair Commercial Practices Directive, [Chapter 2, Article 5, 2., \(b\)](#) Unfair Commercial Practices Directive, [Chapter 2, Article 5, 4.](#) Unfair Commercial Practices Directive, [Chapter 2, Article 5, 5.](#) Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6](#) Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 7](#) Unfair Commercial Practices Directive, [Chapter 2, Section 2, Article 8](#) Unfair Commercial Practices Directive, [Chapter 2, Section 2, Article 9](#)

### Headnote

The author discusses the unified legal term of "unfairness" within the European unfair competition law in B2C relationships according to the UCP Directive. In particular, the author elaborates on the general criteria for unfairness of a commercial practice, pursuant to articles 5.2.a and 5.2.b of the UCP Directive.

### General Note

### Related Cases

No results available