

Legal Literature**Legal Literature Details**

Member State: Germany

Title: The coherence between unfair competition law in full harmonisation and comparative advertising according to Art. 4 lit. a Directive 2006/114/EC

Subtitle:

Type: article

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Reference: GRUR Int. 2016, 726

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Directive Articles

Misleading and Comparative Advertising Directive, [Article 2, \(b\)](#) Misleading and Comparative Advertising Directive, [Article 3](#) Misleading and Comparative Advertising Directive, [Article 4, \(a\)](#) Misleading and Comparative Advertising Directive, [Article 8, 1](#). Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 6](#) Unfair Commercial Practices Directive, [Chapter 2, Section 1, Article 7](#)

Headnote

The author analyses the uniformity of requirements in regard to misleading advertising comparisons set out by the Directive 2006/114/EG and the Unfair Commercial Practices Directive. Moreover, the article highlights the substantially different scales regarding misleading actions in b2b and b2c business.

General Note**Related Cases**

No results available