

Legal Literature Legal Literature Details Member State: Germany Title: Turnaround in comparative advertising - Which impact does the change in case law by the Federal Court of Justice have? Subtitle: Type: article URL: Author: SCHERER, I. Reference: GRUR 2012, 545 Publication Year: 2012 Keywords: advertising, comparative advertising, unfair commercial practices **Directive Articles** Misleading and Comparative Advertising Directive, Article 4 Headnote This article deals with a recent change in case law by the Federal Court of Justice regarding comparative advertising. **General Note Related Cases** No results available

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