

egal Literature

Legal Literature Details

Member State: Belgium

Title: Comparative advertising

Subtitle: Commentaar bij art. VI.17 WER

Type: article URL:

Author: STRAETMANS, G., VAN LYSEBETTEN, L.

Reference: OHRA, Afl. 68, 2014, 59-93

Publication Year: 2014

Keywords: comparative advertising, confusion, general discussion

Directive Articles

Misleading and Comparative Advertising Directive, link

Headnote

This article provides an in-depth overview of the main criteria that need be complied with for comparative advertising to be lawful. The article refers to European as well as Belgian court cases to illustrate the different criteria in practice.

General Note
Related Cases
No results available

