

Legal Literature

Legal Literature Details

Member State	Austria
Title	The principle of objectivity in comparative advertising
Subtitle	
Type	article
URL	
Author	APPL, C.
Reference	ÖBI 2015/15
Publication Year	2015
Keywords	case law, comparative advertising, objective comparison

Directive Articles

Misleading and Comparative Advertising Directive, [Article 4, \(c\)](#)

Headnote

This article is about the first decision of the Austrian Supreme Court regarding the principle of objectivity stated in article 4(c) of Directive 2006/114/EC (implemented into Austrian law by § 2a of the Unfair Competition Act). First, the decision itself is summarized, afterwards the author explains the reasons of the decision.

General Note

Related Cases

No results available