

Legal Literature

Legal Literature Details

Member State: Spain

Title: Use of keywords on the internet and infringement of trademark rights.

Subtitle:

Type: monograph

URL:

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Reference: BIB 2016\888 - Revista Aranzadi de Derecho y Nuevas Tecnologías num.40/2016

Publication Year: 2016

Keywords: advertising, misleading commercial practices, unfair commercial practices

PDF:

Directive Articles

Misleading and Comparative Advertising Directive, [Article 3](#) Misleading and Comparative Advertising Directive, [Article 3, \(c\)](#)

Headnote

This monograph analyses the implications of the internet on the infringement of trademarks rights, focusing on the concept of adwords in the light of case law of the CJEU.

General Note

Related Cases

No results available