

Legal Literature

Legal Literature Details

Member State: Italy

Title: The mentioning of trademarks and products within the entertainments show between hidden advertising and unfair commercial practices

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Directive Articles

Misleading and Comparative Advertising Directive, [Article 5](#) Misleading and Comparative Advertising Directive, [Article 7](#)

Headnote

This article focuses on misleading and comparative advertising of trademarks and products with reference to their implementation in the field of entertainment performance.

General Note

Related Cases

No results available