

# Index

- 3D printed designs 11, 92, 93, 334, 377
  - acquired distinctiveness, trade marks
    - 25–6, 35–8, 43, 45
  - Adidas 11, 34, 43–4, 380
  - advertising 229–45
    - backlinks in bad faith 233
    - buying advertising space in France
      - 244–5
    - celebrities and false endorsement
      - 235–6, 239
    - complaints 242–3
    - contract law, licence agreements 161
    - data protection 234, 236
    - doppelgänger's in advertising, image rights 81
    - email advertising and data protection
      - 234
    - fake reviews 240
    - goodwill element 241
    - Google advertising, trade marks 201–2,
      - 231–2, 233
    - Google advertising and keywords
      - 229–33
    - Google advertising, targeting issues 202
    - Google advertising, and trade marks
      - 231, 233
    - hashtags as trade marks 240–41
    - Italy 242–3
    - language requirements 243–4
    - misleading claims 246
    - Photoshop use 236–7
    - social media 239–41
    - social media, bloggers and influencers
      - 240
    - social media, clearing slogans 240
    - special offers 245
    - sponsorship 235
    - waivers and image rights 236
  - After the Event (ATE) insurance, dispute resolution 275, 276
  - agency or distribution agreements 5–6,
    - 8, 188–96
  - agency relationship 188, 189–90, 191–2
  - Commercial Agents Directive 190
  - and competition law 191, 193–4
  - contractual relationship 191
  - contractual restrictions on using third-party marketplaces 194–6
  - customer data access 191
  - distributor as agent 192–4
  - distributor relationship 188–9, 191–6
  - e-commerce impact 194
  - exclusivity issues 191
  - legal title of goods 191
  - markups 191
  - payment of compensation on
    - termination 190, 192
  - selective distribution networks 189
  - and taxation 190
- alternative dispute resolution (ADR)
  - see* dispute resolution, alternative dispute resolution (ADR)
- Amazon 7, 8
- angel investors 117
- anti-bribery legislation, supply chain management 386
- anti-competitive practices *see under* competition; anti-trust
- appeals, dispute resolution 310–11
- Apple Store layout trade mark 45–6
- applied art, copyright 64
- arbitration, dispute resolution 276,
  - 312–13

- archives *see* fashion archives
- Argentina 69, 95
- artistic expression, and copies 349–50
- artistic works, copyright 58, 64, 331–2, 333, 335
- asset sales and intellectual property 370
- assignments 49, 50–51, 64–6, 146–7, 164, 167–8, 198
- attorney client privilege, dispute resolution 273–4
- augmented reality (AR) and bricks and mortar stores 11, 223
- Australia
  - bloggers and fake reviews 240
  - copyright infringement, extent of copying 337–8
  - design registration 93–4, 95
  - franchise regulation 268
  - pension schemes 169
  - Seafolly Pty Ltd v Fewstone Pty Ltd* 337–8
  - trademark infringement and groundless threats law 329
- Ba&sh 62
- backlinks in bad faith, advertising 233
- Bangladesh Accord 381
- Belgium
  - contracts and non-disclosure agreements 132
  - contracts and penalty clauses 131–2
  - copyright law 58–9, 66, 70
  - dispute resolution, legal privilege 274
  - dispute resolution, *saisie contrefaçon* search order 283–5, 287
  - i-Depot system 70
  - labour law and social media policy 178–9
  - leasing property 225
- Berne Convention 56, 68
- blockchain technology 11–12, 71, 387–8
- boilerplate clauses *see* contract law, boilerplate clauses
- book debt funding 116
- Bottletop, sustainable fashion 381
- Boux Avenue 185
- brand extensions and pop culture tie-ins 27
- brand loyalty 378–9
- brand protection, franchising 266–7
- brand reputation damage, and counterfeits 371–2
- BrandAlley 256
- Brazil 69, 95, 240
- bring your own device (BYOD) policy, and employee protection 180, 184
- Burstein, E. 363
- Canada, copyright 68, 69, 268, 340
- Cartier 288, 345–6
- Caudalie 196
- CCTV use 221
- cease and desist claims 248, 286, 318, 376
- celebrities
  - and confidentiality 31
  - and false endorsement 76, 77, 82, 235–6, 239, 343
  - model contracts 171
  - see also* models
- certification marks 53–4, 104, 232–3, 370, 383
  - see also* trade marks
- Chanel 36, 203
- change of control clauses, contract law 146–7, 368
- Chappuis, C. 126
- charitable giving, supply chain management 381
- China
  - contracts and quality fade issues 162
  - copyright 68, 69, 339
  - cosmetics and animal testing 324
  - design registration 93
  - dispute resolution, specialist courts 292
  - franchise regulation 268
  - intellectual property infringement and administrative enforcement 328
  - One Belt One Road initiative 381
  - patent applications 98
  - trade marks 29, 30, 52, 267
  - utility models 100

- circular economy (recyclability), supply chain management 380–81
- class headings, Nice classification, trade marks, goods and services 26
- designs and Locarno classification 91–2
- taxation, customs and international trade 361
- classification
- Closer* magazine, and image rights 80
- co-existence agreements, trade marks 50, 312, 330–31, 391
- collective marks 53–4
  - see also* trade marks
- colour marks, trade marks 41–3
- company incorporation 108–17
  - application fast track 109
  - co-founders and 50:50 split 111–12
  - company definition 110–11
  - company location 109
  - employee equity 113
  - government incentives 112–13
  - legal structure choice 108–9
  - limited company 108–9
  - publicly accessible databases of companies 110
  - shareholders 110–11, 112, 113
  - single holding company and subsidiaries 110
  - and tax system 109
- company incorporation, funding
  - availability 113–17
  - angel investors 117
  - bank debt funding 116
  - crowdfunding 114–16
  - debt finance 116
  - equity crowdfunding 115–16
  - equity finance 117
  - family officers 117
  - product crowdfunding 114–15
  - venture capital investment 117
- compensation
  - agency relationship, payment on termination 190, 192
  - contract law 123, 125–6, 127, 131–2, 133, 141, 143
  - data breaches 76
  - dispute resolution 276, 302–5
  - and infringing copies 320, 334, 341–2
  - non-monetary 304–5
  - unfair dismissal 369
  - Unregistered Community Design (UCD) 86
- competition
  - agency or distribution agreement 191, 193–4
  - anti-competitive clauses 133–4, 256
  - and dispute resolution 274
  - and franchising 269
  - labour laws and non-competition clause 165
  - unfair competition *see* copies, passing off and unfair competition
- complaints by competitors or consumers, advertising 242–3
- conditional fee agreement (CFA), dispute resolution 275–6
- confidentiality
  - attorney client privilege and confidentiality, dispute resolution 273–4
  - contract law 126, 127–8, 144
  - and franchising 267
  - labour laws and involvement of other people 176–7, 182–3, 184
  - pitching products to new businesses 101
  - Registered Community Design (RCD) 91
  - social media use 176–7
  - and trade marks, filing strategies 31
  - and trade secrets 100–104
  - see also* disclosure
- consequential loss, contract law 137, 157–8
- consumer contracts 118–62, 247–9
- consumer returns 7, 159, 227–8, 251–2
- consumer status, and personal data collection 219–20
- content management system (CMS), e-commerce site 247, 368
- contract law 118–62
  - agency or distribution agreement 191, 194–6

- anti-competitive clauses 133–4
- binding contracts 120
- and compensation 123, 125–6, 127, 131–2, 133, 141, 143
- confidentiality 126, 127–8, 144
- consequential loss 137, 157–8
- consumer contracts 159
- contract definition 119–21
- contract detail retention, and personal data collection 214
- counter-offers 120–21
- framework agreements
- franchising 268
- good faith principle 134–6, 140
- liability and dispute resolution 293
- limiting liability 137–8
- means obligations in France 157–8
- misrepresentation issues 134
- non-disclosure agreements 132
- payment or ‘consideration’ (common law) 121–2
- penalty clauses 130–33
- pre-contractual negotiations 122–7, 140, 145
- pre-contractual negotiations, damages claims 123, 125–6
- pre-contractual negotiations, good faith duty 122–3, 124–7
- re-using contracts 158–9
- results obligations in France 157–8
- selling up, warranties and indemnities 365–6
- standard terms 159–60
- unfair contract terms 130
- contract law, boilerplate clauses 144–51
  - assignment clauses 146–7
  - change of control clauses 146–7, 368
  - counterpart document 148
  - entire agreement clause 145
  - force majeure* event 144–5
  - further assurance clause 148–9
  - jurisdiction clause 150–51
  - no waiver clause 147
  - notice provisions 148
  - power of attorney clause 149, 153
  - severance clause 147–8
  - third party rights 149–50
  - variation clause 146
- contract law, formal written contract 128–30
  - glossary definitions 128–9
  - intellectual property 129, 149
  - operative clauses 129–30
  - recitals 128
- contract law, licence agreements 160–62
  - advertising 161
  - exclusive 161, 162
  - minimum orders 161
  - quality control 161–2
  - royalties 161
  - sub-licensing 162
- contract law, signature 151–7
  - authorised signatories and capacity to contract 151–3
  - deed of transfer 153
  - electronic 154–7
  - powers of attorney 153, 154
- contract law, term and termination 139–44
  - abrupt termination of established commercial relationships 139–41, 143
  - change of control clauses 146–7
  - justifying termination 143–4
  - no waiver clause 147
  - subcontracting 140
- cookies, e-commerce site 253
- copies, copyright infringement 331–41
  - 3D printed designs 334
  - confirmation of copying 335
  - creator’s own intellectual creation 58–9, 60, 332
  - exceptions 340–41
  - extent of copying 335–9
  - fair dealing defence 340–41
  - fair use defence 340
  - free use defence 341
  - international 339–40
  - literary copyright 333–4
  - photographs 332–3
  - writing to infringer before issuing proceedings 334–5

- copies, design infringement 349–51
  - and artistic expression 349–50
  - freedom of expression 350
  - registered Community designs (RCDs) 349–50
  - unregistered Community designs (UCD) 349, 350–51
- copies, infringing 320–52
  - administrative enforcement 328
  - compensation 320, 334, 341–2
  - criminal proceedings 328
  - domain names 351–2
  - exhaustion of rights (first sale doctrine) 323–5, 389–90
  - exhaustion of rights (first sale doctrine), economic links 324
  - exhaustion of rights (first sale doctrine), localisation effects 324
  - exhaustion of rights (first sale doctrine), repackaging effects 324–5
  - intellectual property rights 321–2, 323
  - limitation period 322–3
  - online infringements, taking down 326–7
  - parallel goods 323
  - primary or secondary infringement 325
  - registration details 322
  - trade mark infringement 323–31
  - trade mark infringement, co-existence agreements 330–31
  - trade mark infringement, groundless threats law 329–30, 353
  - trade mark infringement, taking down online infringements 326–7
- copies, passing off and unfair competition 341–9
  - false endorsement and image rights 342–3
  - goodwill element 341, 342
  - misrepresentation claim 341, 342
  - parasitic copying 343–9
  - same get up (trade dress) 342
- copyright 56–72
  - applied art 64
  - artistic works 58, 64, 331–2, 333, 335
  - blockchain verification 71
  - derivative rights 67
  - and design law crossovers 61–2, 85
  - dispute resolution, social media disputes 317–18
  - employee as creator of work 65, 66, 163–4, 167–8
  - fashion show models and Performer's Rights 63–4
  - fashion shows 62–4, 65
  - fast fashion 60–61
  - infringement, copies *see* copies, copyright infringement
  - intellectual property rights 322, 354, 370
  - labelling 105–6
  - legal interpretation issues 57–8
  - licensing restrictions 65
  - model images and release form 207–8
  - and moral rights 67, 168
  - online takedowns 200–201
  - and originality 58–9, 60
  - ownership via assignment 64–6, 164, 167–8
  - personality of the author 62
  - photographs 57, 58, 62–3, 65, 332–3, 338, 342
  - registration 65, 68, 69–70, 71–2, 207
  - right to use of work 64–7
  - Soleau Envelope (French registration) 69–71
  - term of protection 57, 68
  - and unregistered design right 60–61, 62
  - see also* intellectual property rights
- corporate and social responsibility (CSR), supply chain management 379–81
- Coty 194–6
- counter-offers, contract law 120–21
- counterfeits 8–9, 371–7
  - 3D printing 377
  - brand reputation damage 371–2
  - criminal liability 315, 316
  - customs authorities 372–5
  - customs authorities, customs recordal (application for action) 373, 374–5
  - customs authorities, timing issues 374

- domain names and data protection 376
- Internet and online infringement 376
- Internet sales 372
- parallel goods 8–9, 323, 374
- physical marketplace sales 375–6
- and social media 376
- taxation, customs and international trade 363
- typos in brand names 371
- Creative Commons (CC), online posting issues 198–9
- creator's own intellectual creation, and copyright 332
- crowdfunding 114–16
- customs authorities, counterfeits 372–5
- customs and international trade *see* taxation, customs and international trade
- customs union 361–2
- cyber security *see under* online policies
- damages *see* compensation
- data protection
  - advertising 234, 236
  - counterfeits and domain names 376
  - customer data access, agency or distribution agreement 191
  - General Data Protection Regulation (GDPR) 74–6, 177, 212–16, 218–19, 254, 281, 327, 376, 391
  - image rights 74–6, 80, 82
  - officer, e-commerce site 254
  - personal data collection *see* personal data collection
  - and right to be forgotten 216, 327
  - subject access requests 281
  - see also* disclosure; social media
- databases 99–100
  - database right 99–100
  - publicly accessible databases of companies 110
- De Werra, J. 49, 168
- debt finance 116
- deed of transfer, contract law 153
- delivery up or destruction, dispute resolution 305–6, 328, 376
- Denmark 187
- department stores, leasing *see* leasing
  - property, concessions in department stores
- derivative rights, copyright 67
- designers, working with, and labour laws 182
- designs 84–99
  - archive designs and chain of title 164
  - asset sales and intellectual property 370
  - copies, proceedings against 325–6
  - copyright and design law crossovers 61–2, 85
  - criminal liability, designs, Registered Community Design (RCD), dispute resolution 316
  - disclosure 86, 87, 257, 321
  - dispute resolution 305, 308
  - goodwill effects and protection from third parties 96
  - Hague filing system 94–5
  - individual character requirement 59, 85, 86, 87, 90, 322
  - infringements, copies *see* copies, design infringement
  - intellectual property infringement, sued for 354
  - intellectual property rights 321, 322, 370
  - labelling 105–6
  - Locarno classification 91–2
  - patents 97–9
  - patents, priority date 98
  - patents, product claims 97–8
  - and product get up 96
  - protection time limits 89, 95
  - registered designs outside EU 93–4
  - and social media 257
  - trade secrets theft 86, 101
  - see also* intellectual property rights
- designs, Registered Community Design (RCD) 85, 86–8, 96, 257
- 3D designs 92, 93
- administrative formalities 91
- challenges to 87
- confidentiality agreements 91
- dispute resolution, criminal liability 316

- entitlement claim time limits 91
- exclusions 88
- grace period 87, 93
- registration process 86–8, 90–93
- registration process, specificities 92–3
- trade marks 87, 88, 91
- designs, Unregistered Community
  - Designs (UCD) 84–6, 89–90, 96–7, 101, 257
  - designer's freedom 86
  - time limits 86
  - validity factors 85–6
- Diesel 350
- diffusion lines, trade marks 32, 182
- 'Dior Soft' handbags 62
- disclaimers, labour laws and social media
  - use 177
- disclosure
  - and attorney client privilege 274
  - and contracts 122, 126, 127–8, 132
  - customs audits 362
  - and designs 86, 87, 257, 321
  - dispute resolution 280–81, 291–2, 293, 296–9
  - and franchises 267, 268
  - and selling up 367
  - see also* confidentiality; data protection; evidence
- discrimination avoidance, labour laws
  - 163, 169, 179, 183–4
- dispute resolution 272–319
  - After the Event (ATE) insurance 275, 276
  - appeals 310–11
  - attorney client privilege and
    - confidentiality 273–4
  - competition law proceedings 274
  - conditional fee agreement (CFA) 275–6
  - contractual liability 293
  - court order, failure to comply with
    - 308–9
  - criminal liability 315–17
  - criminal liability, counterfeiting 315, 316
  - damages based agreement (DBA) 276
  - Enforcement Directive 280, 287, 303, 304, 307
  - evidence preservation, search and
    - seizure order 281–6, 356, 375
  - freezing orders 287
  - in-house lawyers 274
  - information gathering 272–3
  - infringers, choosing who to sue 292–4
  - insurance and litigation funding 226, 275–6, 320
  - landlord liability 294
  - litigants in person (unrepresented) 277
  - online blocking orders and takedown
    - process 287–8, 327, 376
  - patents 283, 284, 291, 300, 308, 354
  - recovery of legal costs 307
  - settlement agreements 311–12
  - sharing liability, joint tortfeasance and
    - common design 293–4
  - social media disputes 317–19
  - time limits 273
  - vicarious liability 293
- dispute resolution, alternative dispute
  - resolution (ADR) 312–15
  - arbitration 276, 312–13
  - Internet operator disputes 314–15
  - mediation 314
  - online takedowns 315, 319
  - social media, litigation through 315
- dispute resolution, emergency relief
  - 278–81
  - interim injunction 278–80
  - interim injunction, *ex parte* basis 279
  - interim injunction, security deposit 279
  - pre-action disclosure 280–81, 293
- dispute resolution, jurisdiction choices
  - 288–92
  - initial act of infringement 289
  - international intellectual property
    - courts 292
  - small claims 290
  - specialist intellectual property courts
    - 290–92
- dispute resolution, legal remedies 302–6
  - account of profits 303
  - additional damages 303–4
  - damages 302–3
  - delivery up or destruction 305–6, 328, 376

- financial compensation 302–4
- judgment publication 306
- non-monetary compensation 304–5
- pan-European injunctions 305
- dispute resolution, trial procedures
  - 295–302, 308
- disclosure or discovery process 280–81,
  - 291–2, 293, 296–9
- disclosure or discovery process,
  - blocking 298–9
- disclosure or discovery process,
  - harmful documents 297
- evidence and cross-examination
  - 299–300
- expert evidence 300
- judicial review 301–2
- preliminary non-binding opinions 302
- service of the claim on the defendant
  - 295
- summary judgment or strike out 301–2
- timetable 295–6, 308
- distinctiveness, acquired, trade marks
  - 25–6, 35–8, 43, 45
- distribution agreement *see* agency or
  - distribution agreement
- Doc Martens 164
- Dolce and Gabbana 358–60
- domain names 54–5, 105, 351–2, 369,
  - 376
  - see also* websites
- due diligence process 124, 146, 354, 365,
  - 367, 368
- e-commerce site 246–57
  - agency or distribution agreement 194
  - anti-competitive practices 256
  - cease and desist claims 248
  - content management system (CMS)
    - 247, 368
  - cookies 253
  - data protection officer 254
  - designing your own website or app 247
  - electrical components in products 251
  - geo-blocking 255–6
  - guarantees on goods 252
  - information obligations 247–9, 251–2
  - and leasing property 227
- Online Dispute Resolution (ODR)
  - platform 250
- photograph rights 247
- privacy policy 252–5
- privacy policy, personal data use 253–5
- product labelling requirements 248
- product liability 252
- returns 251–2
- social media 202, 247, 256–7
- terms and conditions 248–9
- third party websites 246
- VAT 250–51
- electronic signatures, contract law 154–7
- Elizabeth Emanuel 46–7
- email advertising 234
- emergency relief, dispute resolution *see*
  - dispute resolution, emergency relief
- employee as creator of work, and
  - copyright 65, 66, 163–4, 167–8
- employee equity 113
- employee protection, and selling up
  - 369–70
- employees, and labour laws *see* labour
  - laws and involvement of other
    - people
- entire agreement clause, contract law 145
- equity crowdfunding 115–16
- equity finance 117
- ethical fashion 6, 7, 11–12, 171–2,
  - 378–83
- EU
  - Charter of Fundamental Rights 19
  - Commercial Agents Directive 190
  - Community Designs Regulation 17
  - Consumer Rights Directive 249
  - Customs Union 18, 361–2
  - Data Protection Directive 211, 218–19
  - Database Directive 57
  - Defective Products Directive 252
  - E-commerce Directive 57, 288
  - Electronic Identification,
    - Authentication and Trust Services
      - Regulation (eIDAS) 155
  - Enforcement Directive 280, 287, 303,
    - 304, 307
  - Footwear Directive 384
  - and free movement 15, 17



- General Data Protection Regulation (GDPR) 74–6, 177, 212–16, 218, 219, 234, 236, 281, 327, 376, 391
- Infosoc Directive 57
- Intellectual Property Office (EUIPO) 23, 28, 31, 36, 37, 38–9, 44–5
- Non-Financial Reporting Directive 386
- Orphan Works Directive 205–6
- political structures 15–19
- Restriction of Hazardous Substances (RoHS) Directive 10
- Term Directive 57
- Trade Mark Regulation 17
- Trade Secrets Directive 103, 126
- Waste Electrical and Electronic Equipment (WEEE) Directive 10, 251
- Working Time Directive 170
- EU cases 16–17
- Akzo Nobel Chemicals Ltd v Commission of the European Communities* 274
- Apple Inc. v Deutsches Patent - und Markenamt* 46
- Benetton Group SpA v G-Star International BV* 41
- Bristol Myers v Paranova* 324
- Chartered Institute of Patent Attorneys v Registrar of Trade Marks* 26
- Christian Louboutin and Christian Louboutin Sas v van Haren Schoenen* 43
- Combit Software GmbH v Commit Business Solutions Ltd* 305
- Coty Germany GmbH v Parfümerie Akzente GmbH* 194–5
- Dyson Ltd v Registrar of Trademarks* 40
- Google France* 231
- Hauck GmbH & Co. KG v Stokke* 40
- IHT Internationale Heiztechnik v Danziger* 324
- Infopaq International A/S v Danske Dagblades Forening* 332
- Karen Millen Fashions Ltd v Dunnes Stores & Dunnes Stores (Limerick) Ltd* 89–90
- Knipping* 289
- Levola Hengelo* 332
- L'Oréal v eBay* 230–31
- Louis Vuitton Malletier v OHIM* 44
- Maximilian Schrems v Facebook Ireland Ltd.* 218–20
- Maximilian Schrems v Data Protection Commissioner* 219
- Nestle v Cadbury* 37, 38
- Nintendo* 289, 305
- OTK v SFP* 304
- Parfums Christian Dior v Evora* 324
- Rubik's Cube – Simba Toys* 41
- Schweppes SA v Red Paralela SL* 324
- Silhouette International Schmied v Hartlauer Handelsgesellschaft* 325
- Tommy Hilfiger Licensing LLC and Others v DELTA CENTER* 294
- European Business Register 153
- European Convention on Human Rights (ECHR) 18, 73–4
- European Court of Human Rights (ECtHR)
- Bărbulescu v Romania* 179
- Steel and Morris v UK (McLibel)* 350
- Von Hannover v Germany* 73
- European Economic Area 17
- European Free Trade Association 18
- European Parliament 16
- Europeana digital archive project 206
- evidence
- dispute resolution 281–6, 299–300, 356, 375
- of use, and shape marks 37–8
- see also disclosure
- exhaustion of rights (first sale doctrine) 323–5, 389–90
- fabric registration, trade marks 43–5
- fair dealing defence, copyright infringement 340–41
- Fair Trade materials see supply chain management, Fair Trade materials
- fair use defence, copyright infringement 340
- fake reviews, advertising 240
- false endorsement, and image rights 76–9, 235–6, 239, 342–3

- family officers, funding availability 117
- fashion archives 203–8
  - designs and chain of title 164
  - Europeana digital archive project 206
  - insurance 208
  - model release form 207–8
  - orphan works and intellectual property 204–7
  - photographs 207
  - record keeping 203–4, 205, 207
  - sale of 204, 205
  - storage medium issues 203–4
- fashion shows
  - copyright 62–4, 65
  - models and Performer's Rights 63–4
  - see also* models
- Fendi 38–9
- filing, trade marks *see* trade marks, filing strategies
  - see also* registration
- first sale doctrine, copies, exhaustion of rights 323–5, 389–90
- force majeure* event, contract law 144–5
- formal written contract *see* contract law, formal written contract
- France
  - Adobe Systems v M. X.* 9
  - advertising language requirements 243–4
  - buying advertising space 244–5
  - Commercial Code 139, 140, 141, 142
  - company incorporation requirements and associated costs 109
  - comparative advertising 239
  - copies, passing off and unfair competition, parasitic copying 343–4
  - design right protection 85
  - dispute resolution and legal privilege 274
  - employee protection 163, 168
  - ethical codes for models 172
  - failure to register a trade mark 50, 51
  - fixed term employment contract 165
  - gender pay gap and reporting obligations 187
  - image rights 76–7, 79–82, 83
  - Inès de La Fressange c/ d'Urso, épouse Seignard de la Fressange* 47–8, 49
  - intellectual property law 22
  - leasing property 223, 225
  - modern slavery regulations 385–6
  - online advertising and backlinks 233
  - Photoshopping law 236–7
  - price-determination in contracts 135–6
  - Registered Community Design (RCD) 90
  - selective distribution agreements 196
  - SFR and Others v Association of cinema producers and others* 288
  - trade marks and hashtags 241
  - trade marks and own name registration 47–8
  - TRB International v Kiwi* 90
  - unfair competition and parasitic copying 343–6
  - unfair contract terms 130
  - unfair dismissal litigation 165
- France, contract law 119, 120
  - authorised signatories and capacity to contract 152
  - boilerplate clauses, *force majeure* event 145
  - contract termination 139–40, 141–4
  - and good faith principle 134–6
  - lawful and certain content 121–2
  - limiting liability 137–8
  - penalty clauses 131
  - and powers of attorney 154
  - pre-contractual liability 124–6
  - results obligations and means obligations 157–8
  - and rights of third parties 149–50
  - and signatures 156, 157
  - standard terms 160
  - term and termination 142
- France, copyright
  - and blockchain verification 71
  - and design right infringement 61–2
  - and fashion shows 62–3
  - infringement, extent of copying 338
  - and Intellectual Property Code 59, 60
  - protection, photographs 332

- registration and Agence pour la Protection des Programmes (APP) 70–71
    - registration and Soleau Envelope 69–70
- France, dispute resolution
  - After the Event (ATE) insurance and third party funding 275, 276
  - alternative dispute resolution (ADR) 312, 313, 314
  - appeals 310–11
  - criminal liability 315, 316–17
  - judgment publication 306
  - litigants in person (unrepresented) 277
  - online blocking orders 288
  - recovery of legal costs 307
  - saisie contrefaçon* search order 283–5, 287, 291, 296, 297
  - settlement agreements 312
  - specialist courts 290–91
  - sworn bailiff statements 285–6
  - trial procedures 295, 296–7, 298–9, 300, 301
- franchising 4–5, 259–71
  - brand protection 266–7
  - competition law 269
  - contractual terms regulation 268
  - direct 260–61, 265
  - European Parliament Resolution 269–70
  - general commercial laws 268
  - good faith principle 268
  - international regulation 267
  - joint venture 261–2, 263–4
  - legal challenges 266–8
  - master 260, 265, 266
  - multi-unit developer 261, 265, 266
  - online policies 269
  - partner recruitment process 266
  - pre-contractual protection and confidentiality 267
  - registration requirements 268
  - Roadmap on Best Practices on Retail Regulation* 270–71
  - sales process regulation 268
  - special purpose vehicle (SPV) 263, 264–5
  - structure choices 265–6
  - subordinated equity arrangements 262–5, 266
  - target market 266
  - trade mark registration 267
  - Vertical Agreements Block Exemption Regulation 270
- freedom of expression 19, 74, 341, 345, 350
- freelancers, and labour laws 164–5
- freezing orders, dispute resolution 287
- Friedman, V. 182
- funding
  - company incorporation *see* company incorporation, funding availability
  - insurance and litigation, and dispute resolution 275–6
- further assurance clause, contract law 148–9
- gender pay gap, labour laws 185–7
- generic terms as trade marks 31
- geo-blocking, e-commerce site 255–6
- Geographical Indications (GIs) 104–5, 239, 390–91
- Germany
  - company incorporation requirements and associated costs 109
  - copyright infringement, extent of copying 338–9
  - copyright infringement, free use defence 341
  - copyright protection, photographs 332–3
  - dispute resolution, alternative dispute resolution (ADR) 312
  - dispute resolution, interim injunction 279
  - dispute resolution, and legal privilege 274
  - dispute resolution, recovery of legal costs 307
  - dispute resolution, trial procedures 295, 296–7, 302
  - e-commerce and cease and desist claims 248
  - employee protection 370

- gender pay gap and reporting
  - obligations 186–7
- image rights 80–81
- intellectual property infringements and
  - procedure for settlement 355
- labelling 106
- licence registration issues 322
- online takedown notices 201
- unified patents 106
- utility models 100
- Global Fashion Agenda and sustainability 380–81
- Global Organic Textile Standard (GOTS) 383
- glossary definitions, contract law 128–9
- good faith principle 48, 122–3, 124–7, 134–6, 140, 268
- goodwill element 46, 47, 51, 96, 149, 241, 341, 342
- Google advertising *see under* advertising
- government incentives, company
  - incorporation 112–13
- groundless threats law, trade mark
  - infringement 329–30, 353
- guarantees on goods, e-commerce site 252
- Gucci 348
- Guess 348
  
- H&M Group 380
- Hague filing system, designs 94–5
- Hamacher, K. 80
- hashtags as trade marks 32, 240–41
- Heinzer, B. 163, 167, 170, 171
- Henriot champagne 48
- Hermès 58
- Hiut Denim 380
- Hugo Boss 353
  
- image rights 73–83
  - data protection law 74–6, 80, 82
  - doppelgänger's in advertising 81
  - and false endorsement 76–9, 235–6, 239, 342–3
  - and intellectual property 167
  - model images and release form 207–8
  - privacy law 73–4, 79, 82
  - sanctions 80, 83
  - social media posts 82
  - statutory 79–81
  - waivers 81–2, 236
  - see also* photographs; videos
- in-house lawyers, dispute resolution 274
- incoterms, taxation, customs and
  - international trade 361
- individual character requirement 59, 85, 86, 87, 90, 322
- Inès de la Fressange 47–8
- information obligations
  - dispute resolution 272–3
  - e-commerce site 247–9, 251–2
  - see also* record keeping
- Ingram, E. 376
- insurance
  - contract law 145, 152
  - dispute resolution 226, 275–6, 320
  - fashion archives 208
- intellectual property infringement, sued
  - for 353–7
  - copyright infringement 354
  - design infringement 354
  - invalidity actions 354–5
  - legal letter response 356–7
  - negligence 353
  - prior warnings 355–6
  - secondary infringer 354
  - settlement amount 357
  - trade mark revoked for non-use 354–5
- intellectual property rights 3–4, 9, 11–12, 22
  - contract law, formal written contract 129, 149
  - copies 321–2, 323
  - copyright 322, 354, 370
  - designs 321, 322, 370
  - dispute resolution, jurisdiction choices 290–92
  - labour laws and involvement of other people 166–8, 177
  - online posting issues 197–8, 199–201
  - orphan works and fashion archives 204–7
  - selling up 367–8, 370
  - trade marks 321, 370

- WTO TRIPS Agreement 56, 68, 103–4  
*see also* copyright; designs; patents;  
 trade marks
- Interflora 232
- interim injunction, dispute resolution  
 278–80
- international filing system (Madrid  
 system), trade marks 27–8
- Internet *see* online policies
- interns, labour laws 172–3
- invalidity actions, intellectual property  
 infringement 354–5
- Ireland 329, 340–41, 343
- Israel 52
- Italy  
 advertising complaints 242–3  
 contract law, authorised signatories  
 and capacity to contract 152–3  
 contract law, pre-contractual liability  
 122–3, 140  
 contract termination 140–41  
 dispute resolution, alternative dispute  
 resolution (ADR), *Giuri* (Jury)  
 concept 313  
 dispute resolution, *descrizione* search  
 order 286, 287  
 dispute resolution, specialist courts 291  
 dispute resolution, trial procedures  
 308  
 employee protection 370  
 ethical codes for models 171–2  
 leasing property 225  
 pension schemes 169  
 social media policy permission 178  
 unfair competition, parasitic copying  
 (*concorrenza parassitaria*) 346–9
- Japan 68, 93, 100
- JM Weston 285–6
- John Lewis 7
- joint venture, franchising 261–2, 263–4
- Jones, C. 241
- judicial review, dispute resolution 301–2
- jurisdiction choices, dispute resolution  
*see* dispute resolution, jurisdiction  
 choices
- jurisdiction clause, contract law 150–51
- Karen Millen 47, 185
- labelling 3, 105–6  
 copyright 105–6  
 designs 105–6  
 e-commerce site 248  
 supply chain management, Fair Trade  
 materials 382, 383–4  
 taxation, customs and international  
 trade 362–3  
 trade marks 105–6
- labour laws and involvement of other  
 people 163–87  
 confidentiality 182–3, 184  
 cyber security and scams 180  
 designers, working with 182  
 discrimination avoidance 163, 169, 179,  
 183–4  
 employee privacy and bring your own  
 device (BYOD) policy 180, 184  
 employee protection 163–5  
 employees and rights ownership 166–7  
 employment contract (fixed term or  
 permanent) 165  
 ePrivacy Regulation 181  
 equal opportunities policy 183–4  
 ethical codes for models 171–2  
 freelancers 164–5  
 gender pay gap and reporting  
 obligations 185–7  
 intellectual property ownership 166–8  
 interns 172–3  
 moral rights 168–9  
 non-competition clause 165  
 pension schemes 169  
 probationary/trial period 165  
 share options 173  
 termination of employment 184–5  
 trade unions and employment law 185  
 unfair dismissal litigation 165  
 wage levels 169–70  
 working hours and annual leave  
 170–71
- labour laws and involvement of other  
 people, social media use 174–9  
 compulsory disclaimers 177  
 confidentiality 176–7

- data protection 177
- guidelines for employees representing your brand 174–5
- and intellectual property 177
- monitoring 179
- passwords access 175
- personal social media accounts 176
- policy implementation 178–9
- and recruitment 179
- social media training 178
- landlord liability, dispute resolution 294
- language requirements, advertising 243–4
- leasing property 222–8
  - deposits, bonds and guarantees 225
  - lease terms 224–5
  - negotiations and heads of terms 223–4
  - planning permission 224
  - pop up shops 226
  - property law 224–5
  - rent arrangements 224
  - retail space 222–3
  - in shopping centres 224
  - store fit out 225–6
  - subletting 225
- leasing property, concessions in
  - department stores 226–8
  - commission payments and returns 227–8
  - and e-commerce 227
  - location 227
  - record keeping 228
  - staffing 227
  - storage space 227
- legal advice, obtaining 13–14
- legal remedies, dispute resolution *see* dispute resolution, legal remedies
- legal structure choice, company
  - incorporation 108–9
- legal title of goods, agency or distribution agreement 191
- licensing
  - contract law *see* contract law, licence agreements
  - copyright 65
  - taxation, royalties and licence fees 361
  - trade marks 50–51
- limiting liability 108–9, 137–8
- literary copyright 333–4
- Locarno classification, designs 91–2
- logos, and trade marks 24–6
- Longchamp, ‘Le Pliage’ bag 34–5, 61
- L’Oréal 345–6
- Louboutin 42–3, 141
- Louis Vuitton 350
- Lovell, N. 114
- luxury goods 8, 30, 59–60, 189, 194–6, 256, 345
- Madrid system (international filing system), trade marks 27–8
- Maradan, C. 49
- Marks & Spencer (M&S) 380
- markups, agency or distribution agreement 191
- means obligations, contract law 157–8
- mediation, dispute resolution 314
- Mexico 68, 69, 95
- Middle East 52
- minimum orders, contract law 161
- misleading claims, advertising 242
- misrepresentation
  - contract law 134
  - copies, passing off and unfair competition 341, 342
- models
  - contracts 171
  - ethical codes 171–2
  - images and release form 207–8
  - see also* celebrities; fashion shows
- monitoring, employees’ social media use 179
- Moore, A. 222
- Mooser, M. 133
- moral rights 67, 168–9
- negligence liability 125, 137, 138, 145, 353
- Netherlands 70, 274, 386
- networks, selective distribution 189
- Nice classes, trade marks 26–7
- Nike 11, 99, 379
- Ninety Percent 381
- no waiver clause, contract law 147
- non-disclosure agreements, contract law 132

- non-monetary compensation, dispute resolution 304–5
- Norway 373
- notice provisions, contract law 148
- online policies 197–202
  - alternative dispute resolution (ADR) 314–15, 319
  - blocking orders and takedowns 199–201, 287–8, 326–7, 376
  - counterfeits 372
  - Creative Commons (CC) and third-party content 198–9
  - Creative Commons (CC) and third-party content, photographs 199
  - cyber security 180, 217–18, 221
  - franchising 269
  - Google advertising *see under* advertising
  - intellectual property rights clearance 197–8
  - intellectual property rights clearance, photographs and videos 198
  - Internet and counterfeits 376
  - Internet and e-commerce effects 6–8
  - Online Dispute Resolution (ODR) platform 250
  - photographs and online posting issues 198, 199, 200, 203–4, 206
  - social media and e-commerce 202
  - trade marks 27, 200
  - see also* social media; websites
- opposition phase, trade marks, filing strategies 50
- organic textiles, Global Organic Textile Standard (GOTS) 383
- originality, and copyright 58–9, 60, 332
- orphan works and fashion archives 204–7
- outsourcing, supply chain management 379
- own name registration, trade marks 46–9, 369
- ownership via assignment, copyright 64–6, 164
- parallel goods 8–9, 323, 374
  - see also* counterfeits
- parasitic copying 343–9
- passing off *see* copies, passing off and unfair competition
- patents
  - asset sales and intellectual property 370
  - copies, proceedings against 325–6
  - designs 97–9
  - dispute resolution 283, 284, 291, 300, 308, 354
  - employee inventions 168
  - intellectual property rights 321
  - priority period 32
  - protection period 41
  - registration 92–3, 94
  - Soleau Envelope filing 70
  - unified 106
  - see also* intellectual property rights; utility models
- Pavis, M. 63
- payment or ‘consideration’, contract law 121–2
- penalty clauses, contract law 130–33
- pension schemes, labour laws 169
- Performer’s Rights, fashion show models 63–4
- personal data collection 209–21
  - and CCTV 221
  - consent by a data subject 210–11, 213, 214, 221
  - and consumer status 219–20
  - contract detail retention 214
  - cookies 211–12
  - cyber security 217–18, 221
  - data breaches 216–17
  - data portability 216, 218
  - data privacy and data security 209–10, 218–20
  - data processing 210
  - data protection officers 213–14
  - erasure of data 216
  - individual rights 215–16
  - lawful basis for processing personal data 214–15
  - and legitimate interests 214
  - privacy impact assessments (PIAs) 213
  - privacy policy, e-commerce site 253–5
  - sensitive personal data 210

- subject access requests 215–16
- and vital interests 214–15
- personality of the author, copyright 62
- photographs
  - copyright 57, 58, 62–3, 65, 332–3, 338, 342
  - database 99
  - designs 87, 92
  - e-commerce site 247
  - fashion archives 207
  - online posting issues 198, 199, 200, 203–4, 206
  - promotional 235
  - see also* image rights; videos
- Photoshop use, advertising 236–7
- physical marketplace sales, counterfeits 375–6
- Poland
  - advertising language requirements 244
  - contract law 120
  - contract law, authorised signatories and capacity to contract 153
  - contract law, and non-exclusive licences 162
  - contract law, pre-contractual liability 126
  - copyright assignment and ‘fields of exploitation’ 66
  - copyright law 59, 168
  - dispute resolution, damages 304
  - dispute resolution, interim injunction 279
  - dispute resolution, legal privilege 274
  - dispute resolution, pre-action disclosure 281
  - email advertising 234
  - employees and moral rights 168–9
  - image rights waiver 82
  - labelling 106
- pop up shops 11, 226
- Portugal 274
- position marks 33–4
- power of attorney clause, contract law 149, 153, 154
- pre-contractual negotiations, contract law 122–7, 140, 145
- pricing and brand loyalty, supply chain management 378–9
- privacy policy
  - image rights 73–4, 79, 82
  - labour laws and ePrivacy Regulation 181
  - personal data collection *see* personal data collection
- probationary/trial period, labour laws 165
- product crowdfunding 114–15
- product liability, e-commerce site 252
- product names, key, and trade marks 32
- product returns 7, 159, 227–8, 251–2
- publicly accessible databases of companies 110
- quality control, contract law 161–2
- re-using contracts 158–9
- recitals, contract law 128
- record keeping
  - contract detail retention 214
  - fashion archives 203–4, 205, 207
  - leasing property 228
  - see also* information obligations
- recovery of legal costs, dispute resolution 307
- recruitment, and labour laws 179
- recycling (circular economy), supply chain management 380–81
- Registered Community Design (RCD)
  - copies, design infringement 349–50
  - designs *see* designs, Registered Community Design (RCD)
  - dispute resolution 316
  - Registered Community Design protection, and trade marks, shape marks 33
- registered designs outside EU 93–4
- registration requirements
  - copyright 65, 68, 69–70, 71–2, 207
  - patents 92–3, 94
  - requirements, franchising 268
  - trade marks 23–4, 29–30, 43–5, 46–9, 49–50, 369
  - see also* filing
- renewals, shape marks 33



- Rent the Runway 7
- repackaging effects, copies 324–5
- results obligations, contract law 157–8
- right to use of work, copyright 64–7
- Rihanna T-shirt 77–9
- Riske, O. 126
- Rosati, E. 332, 350
- royalties 99, 161, 206, 284, 302, 361
- Russia 52, 93, 95, 167
  
- same get up claim, copies, passing off and unfair competition 342
- sanctions, image rights 80, 83
- Schlosser, R. 49
- Schumacher, J. 80
- selective distribution networks 189
- selling up 12, 364–70
  - asset purchase/sales 364–5, 370
  - change of control clauses 368
  - contractual promise 365–6
  - corporate sale process 365–7
  - disclosure report 367
  - due diligence process 365, 367, 368
  - employee protection 369–70
  - future trade mark conflicts, avoidance of 369
  - intellectual property ownership 367–8, 370
  - legal process 365–7
  - share sale 364–5
  - time frame 365
  - warranties and indemnities 365–6
  - website management and social media accounts 368–9
- settlement agreements, dispute resolution 311–12
- severance clause, contract law 147–8
- shape marks *see* trade marks, shape marks
- shareholders 110–11, 112, 113, 173, 364–5
- sharing liability, dispute resolution 293–4
- Shoe Branding 34, 43–4
- shop layout, trade marks 45–6, 344
- signature, contract law *see* contract law, signature
- single holding company and subsidiaries 110
  - slavery, modern, supply chain management 384–6
  - small claims, dispute resolution 290
  - social media
    - advertising *see under* advertising and counterfeits 376
    - and designs 257
    - dispute resolution 315, 317–19
    - e-commerce site 202, 247, 256–7
    - image rights 82
    - and labour laws *see* labour laws and involvement of other people, social media use
    - and selling up 368–9
    - trade marks 55, 177
    - see also* data protection; online policies; websites
  - Soleau Envelope system, copyright 69–71
  - South America 52
  - Spain 163, 315
  - special offers, advertising 245
  - special purpose vehicle (SPV), franchising 263, 264–5
  - sponsorship, advertising 235
  - standard terms, contract law 159–60
  - Stoppard, L. 203
  - storage medium issues, fashion archives 203–4
  - strike out, dispute resolution, trial procedures 301–2
  - sub-licensing, contract law 162
  - subcontracting, contract law 140
  - subordinated equity arrangements, franchising 262–5, 266
  - subsidiaries, and single holding company 110
  - sued for intellectual property infringement *see* intellectual property infringement, sued for
  - summary judgment, dispute resolution, trial procedures 301–2
  - supply chain management 378–88
    - anti-bribery legislation 386
    - and Bangladesh Accord 381
    - blockchain record 387–8
    - charitable giving 381

- circular economy (recyclability of fashion items) 380–81
- corporate and social responsibility (CSR) 379–81
- ethical fashion 378–83
- Global Fashion Agenda, and sustainability 380–81
- offshore sourcing and outsourcing 379
- One Belt One Road initiative, China 381
- pricing and brand loyalty 378–9
- slavery, modern 384–6
- voluntary international standard ISO 26000 on Social Responsibility 379–80
- supply chain management, Fair Trade materials 382–4
  - Ethical Trading Initiative (ETI) 382–3
  - EU Footwear Directive 384
  - EU Textile Regulation 383–4
  - Global Organic Textile Standard (GOTS) 383
  - labelling 382, 383–4
  - World Fair Trade Organization (WFTO) 382
- sustainability, Global Fashion Agenda 380–81
- Switzerland
  - agency law 192–3
  - contract law, limiting liability 138
  - contract law and penalty clauses 132–3
  - contract law, pre-contractual liability 126–7
  - contract law and signatures 155–6
  - copyright law 59–60, 167–8
  - design registration 93
  - employee protection 163, 168
  - employee working hours 170–71
  - employees and rights ownership 167–8
  - trade marks and own name registration 48
  - wage levels and contractual freedom 169–70
- takedowns, online 199–201, 287–8, 326–7, 376
- taxation 358–63
  - and agency or distribution agreement 190
  - and company incorporation 109
  - cross-border tax schemes 363
  - new reporting requirements 363
  - place of effective management of the company 359, 360
  - public relations and high-profile scandals 358–60
  - tax evasion claims 358–60
  - VAT, e-commerce site 250–51
- taxation, customs and international trade 360–63
  - classification of goods 361
  - counterfeits 363
  - EU customs union 361–2
  - importing temporary goods 363
  - incoterms 361
  - product labelling 362–3
  - royalties and licence fees 361
  - transaction value pricing 360
  - VAT 362
- technical function, shape marks 41
- technology, wearable 3, 9–12, 106, 246, 251, 252, 334
- temporary goods, importing, and taxation 363
- Tercier, P. 167, 168, 192, 193
- term of protection, copyright 57, 68
- termination
  - agency relationship 190
  - contract law *see* contract law, term and termination
  - employment 184–5
- Thévenoz, L. 138
- third party rights, contract law 149–50
- third party websites, e-commerce site 246
- tie-ins, pop culture and brand extensions 27
- time frames
  - customs authorities and counterfeits 374
  - designs, protection time limits 89, 95
  - dispute resolution 273
  - dispute resolution, trial procedures 295–6, 308

- Registered Community Design (RCD)
  - 91
  - selling up 365
  - trade marks, registration timing 30
- Unregistered Community Designs (UCD) 86
- trade marks 23–55
  - asset sales and intellectual property 370
  - assignments and licences registration 49, 50–51
  - certification marks 53–4, 104, 232–3, 370, 383
  - clearing proposed 23–4
  - co-existence agreements 50, 312, 330–31, 391
  - collective and certification marks 53–4
  - collective marks 53–4
  - colour marks 41–3
  - copies, exhaustion of rights (first sale doctrine) 323–4
  - copies, proceedings against 325–6
  - copies, taking down online
    - infringements 326–7
  - and designs law harmonisation 16–17
  - designs, Registered Community Design (RCD) 87, 88, 91
  - distinctiveness, acquired 25–6, 35–8, 43, 45
  - domain name 54–5
  - earlier registered 23–4
  - fabric registration 43–5
  - and false endorsement, image rights 76–7
  - franchising 267
  - Geographical Indications 390–91
  - good faith principle 48
  - goodwill element 46, 47, 51
  - Google advertising 201–2, 231–2, 233
  - hashtags as 32, 240–41
  - infringement, and copies 328–31
  - intellectual property rights 321, 370
  - labelling 105–6
  - online takedowns 200, 326–7
  - own name registration 46–9, 369
  - renewal 53
  - revoked for non-use 354–5
  - shop layout 45–6, 344
  - single class 52
  - social media accounts 55, 177
  - trade mark trolls 29, 30
  - ‘well known’ marks, special additional protection 52
  - word or logo signs 24–6
  - word or logo signs, non-traditional
    - mark and ‘acquired distinctiveness’ 25–6
  - word or logo signs, third party
    - challenges 25
  - see also* intellectual property rights
- trade marks, dispute resolution
  - online blocking orders 288
  - pan-European injunctions 305
  - selling up and future trade mark
    - conflicts, avoidance of 369
  - settlement agreements 312
  - social media disputes 317–18
  - trial times 308
- trade marks, filing strategies 27–32
  - and confidentiality 31
  - diffusion lines 32, 182
  - EU trade mark 28–9
  - examination phase 50
  - filing in a different name 31
  - generic terms as trade marks 31
  - hashtags, key 32
  - international filing system (Madrid system) 27–8
  - opposition phase 50
  - priority period 31–2
  - product names, key 32
  - registration process 29–30, 49–50
  - single trade mark covering several territories 28–9
- trade marks, goods and services, Nice
  - classes 26–7
  - brand extensions and pop culture tie-ins 27
  - class headings 26
  - non-use period 27
  - online trade mark filing systems 27
- trade marks, shape marks 32–41
  - competitive advantage 33
  - dotted lines, use of 40
  - position marks 33–4

- and Registered Community Design protection 33
- renewals 33
- shapes resulting from the nature of the goods 40
- substantial value issues 40–41
- technical function 41
- trade secrets
  - and confidential information *see* confidential information and trade secrets
  - theft of designs 86, 101
- trade unions and employment law 185
- transaction value pricing, taxation 360
- trial procedures *see* dispute resolution, trial procedures
- trolls, trade mark 29, 30
- typos in brand names, and counterfeits 371
- UK
  - advertising and hashtags 241
  - Bribery Act 386
  - company incorporation requirements and associated costs 109
  - comparative advertising 238–9
  - employee protection 163–4, 168
  - employee working hours 170
  - Enterprise Investment Scheme (EIS) 113
  - Ethical Trading Initiative (ETI) 382–3
  - fashion archives and orphan works licensing scheme 206
  - gender pay gap and reporting obligations 185–6
  - image rights and false endorsement 76, 77–9
  - intellectual property infringements and procedure for settlement 355–6
  - intellectual property law 22, 164, 166
  - interns and labour laws 173
  - leasing negotiations 223, 226
  - Modern Slavery Act 384–5
  - moral rights 67, 168
  - pension schemes 169
  - registered design right 87
  - Seed Enterprise Investment Scheme (SEIS) 113
  - shape marks 36
  - termination of employment and notice period 184
  - trade mark, failure to register 50
  - trade mark infringement, co-existence agreements 330–31, 391
  - trade mark infringement and groundless threats law 329
  - trade unions and employment law 185
  - Transfer of Undertakings (Protection of Employment) Regulations (TUPE) 369
  - unregistered design right (UDR) 60–61, 85, 88–9
  - VAT rebate 250
- UK, Brexit 32, 106, 145, 389–91
  - contractual terms 390
  - exhaustion of rights principle 389–90
  - Geographical Indications 390–91
  - parallel imports 390
- UK, cases
  - Abraham Moon v Thornber* 333
  - Apple v Samsung* 306
  - Banner Universal Motion Pictures Ltd v Endemol Shine Group Ltd & Anor* 63
  - BBC v HarperCollins Publishers Ltd* 102
  - Best Buy Co Inc and Anor v Worldwide Sales Corporation Espana SL* 329
  - Campbell v MGN Ltd* 102
  - Cartier International AG and Ors v British Telecommunications plc and Anor* 288
  - Cosmetic Warriors Ltd and Anor v Amazon.co.uk Ltd and Anor* 231
  - Cranleigh Precision Engineering Ltd v Bryant* 102
  - De Maudsley v Palumbo* 102
  - Designer Guild Ltd v Russell Williams (Textiles) Ltd* 336–7
  - DKH Retail Ltd v H. Young (Operations) Ltd* 88–9
  - Fenty and Ors v Arcadia Group Brands Ltd (t/a Topshop) and Anor* 77–9, 342–3

- G-Star Raw Cv v Rhodi Ltd and Ors* 89  
*Guild v Eskandar* 332  
*IRC v Muller and Co's Margarine* 341  
*Irvine and Ors v Talksport Ltd* 342  
*Jack Wills Ltd v House of Fraser (Stores) Ltd* 303  
*JW Spear v Zynga* 40  
*KGaA v Merck Sharp & Dohme Corp and Ors* 330–31  
*Lambretta Clothing Company Ltd v Teddy Smith (UK) Ltd and Anor* 333  
*The London Taxi Company v Frazer-Nash Research Ltd and Anor*  
*Merlet v Mothercare* 332  
*Millen v Karen Millen Fashions Ltd and Anor* 47  
*National Grid Electricity Transmission plc v ABB Ltd and Others* 298  
*Norowzian v Arks Ltd and Anor* 63  
*NVidia Corporation and Ors v Hardware Labs Performance Systems Inc* 329  
*R. Griggs Group Ltd and Ors v Evans and Ors* 164  
*R v M (appellant)* 9  
*SABAF v MFI* 294  
*Sea Shepherd UK v Fish & Fish Ltd* 294  
*Secretary of State for Health v Servier Laboratories Ltd* 298  
*Sony Computer Entertainment v Tesco Stores* 324  
*Starbucks (HK) Ltd and another v British Sky Broadcasting Group* 341  
*Stretchline Intellectual Properties Ltd v H&M Hennes & Mauritz UK Ltd* 98–9  
*Temple Island Collections Ltd v New English Teas Ltd and Anor* 338  
*Tidy v Trustees of the Natural History Museum* 168  
*Twentieth Century Fox Film Corporation and Others v British Telecommunications* 288  
*University of London Press Ltd v University Tutorial Press Ltd* 338  
*Various Claimants v WM Morrisons Supermarket plc* 293  
*Westwood v Knight* 308–9
- UK, contract law  
 authorised signatories and deed of transfer 153  
 breach of contract 147  
 and consequential loss 157  
 Contracts (Rights of Third Parties) Act 149  
 and liquidated damages clause 131  
 and signatures 154–5, 156
- UK, copyright  
 closed list approach 58, 63  
 Copyright, Designs and Patents Act 64  
 employee as creator of work 66  
 infringement 331–3, 336–41  
 infringement, extent of copying 336–7, 338, 339  
 infringement, fair dealing defence 340–41  
 ownership via assignment 65–6, 164, 166, 168  
 works created by employees 163–4
- UK, dispute resolution  
 alternative dispute resolution (ADR) 312, 313  
*Anton Pillar* search orders 282–3, 287  
 criminal liability 316, 317  
 judgment publication 306  
 legal privilege 274  
 legal remedies, account of profits 303  
 and *Norwich Pharmacal* Order 280, 297  
 online blocking orders 288  
 recovery of legal costs 307  
 search and seizure orders 375–6  
 settlement agreements 312  
 shared liability 294  
 small claims, 'money claim online' 290, 292  
 specialist courts 291–2  
 trial procedures 295, 296, 297, 298, 301  
 unfair contract terms, contract law 130  
 unfair dismissal, labour laws 165  
 Unregistered Community Design (UCD) copies, design infringement 349, 350–51

- copyright 60–61, 62
- designs *see* designs, Unregistered Community Designs (UCD)
- US
  - contracts and consequential loss 157
  - copyright and applied art 64
  - copyright infringement 339
  - copyright infringement, fair use defence 340
  - copyright registration 68–9
  - design protection time limits 95
  - design registration 94
  - dispute resolution 295, 296, 298–9, 304
  - first sale doctrine 323–5, 389–90
  - franchise regulation 268
  - image rights 73, 82–3
  - imports and product labelling 362
  - registration process, trade marks 51–2
  - Uniform Trade Secrets Act 103
  - ‘work for hire’ doctrine 166
- US, cases
  - Activision Blizzard Inc, Stockholder Litig.* 299
  - Christian Louboutin SA v Yves Saint Laurent Am. Holding* 42
  - Société Nationale Industrielle Aerospatiale v US District Court for the Southern District of Iowa* 298
  - Star Athletica v Varsity Brands* 64, 339
- utility models 100
  - see also* patents
- validity factors, Unregistered Community Design (UCD) 85–6
- variation clause, contract law 146
- VAT 250–51, 362
  - see also* taxation, customs and international trade
- venture capital investment 117
- Vertical Agreements Block Exemption Regulation, franchising 270
- vicarious liability, dispute resolution 293
- videos and user generated content (UGC) 198
  - see also* image rights; photography
- virtual reality (VR) opportunities 11, 391
- voluntary international standard ISO 26000 on social responsibility 379–80
- wage levels, labour laws 169–70
- Wagner, S. 363
- waivers and image rights 81–2, 236
- warranties and indemnities, selling up 365–6
- websites
  - designing 247
  - domain names 54–5, 105, 351–2, 369, 376
  - management and selling up 368–9
  - third-party 246
  - see also* online policies; social media
- ‘well known’ trade marks, special additional protection 52
- Werro, F. 126, 127, 138
- Woolmark 54
- word or logo signs, trade marks 24–6
- working hours and annual leave, labour laws 170–71
- World Fair Trade Organization (WFTO) 382
- World Intellectual Property Office (WIPO)
  - Hague filing system 94–5
  - Madrid system of trade mark filing 27–8
  - priority period 31–2
- written contract *see* contract law, formal written contract
- WTO TRIPS Agreement 56, 68, 103–4
- Wyler, R. 163, 167, 169, 170, 171
- Zadig & Voltaire 344
- Zara 60, 350