Index

Aaker, D. 155, 156
Aaker, D. and E. Joachimsthaler 23
Abratt, R. and P. Motlana 157
Ad-Lib Club v. Granville 45
Adam Opel AG v. Autec AG (OPEL BLITZ) 67
Adams, F. 33
Addley Bourne v. Swan 33
Adidas-Salomon v. Fitnessworld 26, 95, 123, 124, 125
Advocaat 108
Alchian, A. and D. Demsetz 25
Alcon Inc. v. OHIM (BSS) 68
Allen & Hansburys Patent 197
AMD, and co-branding 161, 162
Andrew, J. 104
(John) Andrew v. Kuehnrich 17
Annabel v. Schlock 107
Apotex, Inc. v. Eli Lilly and Co. 195
Aristoc v. Rysta 16
Arsenal Football Club v. Matthew Reed 3, 13, 83, 143, 144
ARTHUR ET FELICIE 53, 55, 56
Arvidsson, A. 165
Asprey & Garrard v. WRA (Guns) Ltd and William Asprey 129, 130–2, 137, 138, 150
Assembled Investments (Proprietary) v. OHIM 117
association marks
and geographical indications 96–8
and test for confusion 89–95
and tests for ‘dilution’ 95–6
Australia
specialty, backlash against 105, 106, 108
Trade Marks Acts 31, 44
Avery, D. and J. Rosen 164

Bactiguard Trademark 77
Bahr Thompson, A. 156
Bali Trade Mark (No.2) 45
BARBIE, and corporate brand licensing 156
Barclays Bank Plc v. RBS Advanta 145–6
BAT Cigaretten-Fabriken v. Commission 180
Bamgarth, C. 161
Baywatch Production Co. Inc. v. The Home Video Channel 122
Becker, G. and K. Murphy 23
Beebe, B. 22, 26, 94–5
Belgium, trade mark registration and coexistence 64–9
Belson, J. 79, 81
Bently, L. 33
Bently, L. and B. Sherman 33, 97
Bi-Lo App 44
Bishop, S. and M. Walker 175
Blackett, T. and B. Boad 157
Blanco White, T. and R. Jacob 113
BLUE ARC/ARC 55
BMW Nederland v. Ronald Karel Deenik 146–7
Boehringer Ingelheim v. Swingward 25–6, 157
Booer, T. 174
‘Bordeaux’ wine 97
Boxer, S. 163
brands
co-branding see co-branding
corporate brand licensing 14, 155–6
and customer loyalty 155
life-cycle model 158
and trade mark, relationship between 16–17, 157
Brech, P. 160
Bristol-Myers Squibb v. Paranova 25
British Lead Mills Ltd’s Application 73
British Leyland v. EC Commission 181
organizational and legal requirements 157–8
parallel 159–61
partnership termination 158, 166
and sponsorship 162
as strategic alliance 155–9
and trade mark coexistence,
difference between 16–17, 157
see also brands
Coase, R. 175
Cokes TM 46, 48
‘Cognac’ 81
COKE, and product line extensions 156
collective and certification marks 79–98
characteristic features of certification
marks 80–6, 93
characteristic features of collective
marks 80–1, 86–9
essential function 84–5, 88
infringement provisions 88–9
product quality 84, 85
scrutiny procedures 85–6
Commissioners of Inland Revenue v.
Muller & Co.’s Margarine 20
common law rules
for deceit 32–3
and goodwill 34–5
and honest concurrent use 32–5
and misrepresentation 34
passing off and own-name use see
passing off and own-name use
and specialty rule 102, 114
and third party infringement 33, 34
trade mark registration only 34–5
COMPAIR/COMPAIR 59
competition
and brand protection, conflict
between 172–3
and common field of activity 108–9
and dilution, effect of 120–2
and dominant positions 182
and split marks 171–83
and sublicensing 191–2
and trade mark disputes, coexistence
in (EU) 53
trade mark monopoly, market
strength and enforceability
relationship 175
confusion
and co-branding, avoiding 168
and common field of activity 109
definition, European Court of Justice 114, 115–16
and passing off 104, 107, 112, 115–16
passing off and own-name use 129–39
and product differentiation 17, 118
and specialty 108, 113, 121
and trade mark disputes, coexistence in (EU) 52–6, 57–8, 59–60, 65, 66, 74–5, 93, 113
Consten and Grundig v. EEC Commission 171, 174, 180
consumers
name sharing and possibility of misleading 25, 113–14
protection regulation 21
reference point, trade mark as 20, 21–3, 24–5, 84
Continental Shelf 128 Ltd v. Hebrew University of Jerusalem (Einstein Trade Mark) 71–2
Cooter, R. and T. Ulen 20, 21, 24
copyright 33, 93, 106
Cordery, B. and K. Sloper 110
Cornish, W. and D. Llewellyn 81, 83
Cottone, E. and C. Byrd Bredbenner 162
CRISTAL CASTELLBLANCH/CRISTAL 56, 63
Culatello di Zibello 91
Customer First 90
Cyrix Corp v. Intel Corp 196–7
‘Darjeeling’ tea 97
Davidoff v. Gofkid 26, 122, 123, 124, 125
Davis, J. 16
Dawson, N. 81
day, G. 158
de Charnatony, L. and M. McDonald 155
DEER HEAD 61
DEF-TEC Defense Technology v. OHIM (FIRST DEFENSE AEROSOL PEPPER PROJECTOR/DEFENSE & FIRST DEFENSE) 59
Dent v. Turpin 33, 34
Desai, K. and K. Keller 157
deutshe grammophon v. Metro-SB-Grossmarkte 174, 180
Dewhurst & Sons’ Application 40
DIN/Din-Lock 91
DISNEY 155–6, 158
Disney/McDonald’s co-branding 162–3, 166
Dixon, P. and C. Mueller 174
Dogan, S. and M. Lemley 26
Drescher, T. 22
DuPont v. Shell Oil 91, 196–7
Durferrit GmbH v. OHIM (nutrde/tufftride) 62
EC Treaty
Articles 28 and 29 172, 174
Article 81 171, 179–81, 183
Article 82 171, 181–3
Article 85 171
Article 295 172
competition and intellectual property rights 171, 172–3
split marks, and dominance and abuse 181–3
split marks and intellectual property 171, 179–81
ECHINAID/ECHINACIN 62
Economides, N. 20
Edelsten v. Edelsten 32
Electrix App 44
Elizabeth Emanuel 78
Elliot, R. L. Percy 165
EMI Records v. ČBS United Kingdom 182
Emperor of Austria v. Day and Kossuth 34
Enrico, R. 156
ENZO FUSCO/ANTONIO FUSCO 54
Erven Warnick BV v. J Townsend & Sons(Hull) Ltd 108
Esure Insurance Ltd v. Direct Line Insurance Plc 119, 123–4
EU
co-branding and marketing pressure 161–2
Office for Harmonization in the Internal Market (OHIM) 51, 53, 54, 58, 59, 60, 62, 79–80, 87, 88, 90–1, 97, 117, 119, 125–7
Packaging Waste Directive 92, 93
Paris Convention 87, 102, 103
Responsible Care programme, chemical industry 95, 96
trade mark disputes, coexistence in see trade mark disputes, coexistence in
Trade Mark Law 13
EU Community Trade Mark Regulation (CTMR)
Article 8 56, 57, 59, 90, 95–6
Article 8(1)(b) 52–3, 57, 90, 92, 118
Article 12 148
Article 13(1) and 15(3) 72
Article 51 59, 68
Article 52(1)(a) 56
Article 53 51, 59
Article 64 85, 87–8
Article 74(1) 59
Article 98(1) 67
association marks and test for confusion 89–90, 91–4
association marks and tests for ‘dilution’ 95–6
and coexistence 51, 52–3, 54, 55, 56, 57, 59, 60, 61, 68
collective marks 87–8
proprietor consent 72
quality control 72
specialty principle 118
EU, Court of First Instance (CFI)
and coexistence 53, 54, 55, 56, 59, 60, 61–3
and similarity of goods 117–18, 119
European Convention on Human Rights and Fundamental Freedoms 141
European Court of Justice
common identity of designated products 17
confusion definition 114, 115–16
essential function definition 78, 83, 143–4, 177–8
honesty in own name cases 146–7, 148–9
intellectual property rights 177–8, 182
proprietor consent 72
protection scope and distinctive character 65–9
quality guarantee of trade mark 16
specialty principle 115, 116, 118, 120, 122–3, 124–5
trade mark function definition 3, 13, 15
trade mark rights, monopolistic nature of 171
European Limited v. Economist Newspaper Limited 146
European Norms Electrical Certification (ENEC) 80
European Trade Mark Directive 89/104 65, 67, 68, 144, 145
Article 4 90, 124
Article 5 119, 120, 121–5, 126, 148
Article 5(1)b 90, 114–15, 119, 120
Article 6 148
Article 7(3) and 10(3) 72
effect of 45–6
and first marketing of goods 19
infringement scope 148
intellectual property rights enforcement 66
proprietor consent 72
protection of earlier mark 65, 67, 68
reputation protection 26
and similarity to earlier mark 45–6, 47, 90
and ‘special circumstances’, cessation of 45
specialty and registered trade marks under 112–27
trade mark definition 13
European Trade Mark Directive 2004/48 66
Faber Chimica Srl v. OHIM (FABER/NABER) 62–3
Fairtrade co-branding 160–1
Fenchurch Environmental Group Ltd v. Ad Tech Holdings Ltd (Bactiguard Trademark) 77
Fiorelli Trade Mark 74
FIRST DEFENSE AEROSOL PEPPER PROJECTOR/DEFENSE & FIRST DEFENSE 59
Firth, A. 81
FLEXI AIR/FLEX 61–2
Florida v. Real Juices Inc 80–1
Flynn, J. 174
Folliard-Monguiral, Arnaud 51–70
Ford mergers 158
Ford/Elle co-branding 160
Fortuna-Werke 45
franchising 24, 191

Gangjee, Dev 79–98
GARO/GIRA 55, 56
Garrahan, M. 163
GE Trade Marks 32, 33, 44
General Motors v. Yplon 26, 95, 123
geographical indications of origin 80, 81, 86, 88, 96–8
George, A. 165
Germany, trade mark registration and coexistence 59–60, 62
Gerolsteiner Brunnen mit Haftung & Co v. Putsch mit Haftung 146, 147
Gerontino Stilton/STILTON 97
Gervais, D. 103
Gillette Group Finland v. LA-Laboratories Limited 147
Glaeser, E. 23
Glaxo Group v. Dowelhurst 16
GOLDIHELD/SHIELD 52, 54
Good Humor Corporation of America v. Bluebird Ice Cream Charlotte Russe 188
goodwill 18, 20, 21, 23, 24, 25, 34–5, 45, 83, 121, 149, 150
Goschen Committee and honest concurrent use 43
Grala, A. 160
Grana Biraghi/GRANA PADANO 97–8
Granada 43, 44
Green Dot 91–4
GREENFELL/GREENFIELD 54
Griffiths, Andrew 13–27
Grossmann, R. 162
GRUPO SADA/SADIA 55, 56
Häagen-Daz/Baileys co-branding 159, 166
Habib Bank Ltd v. Habib Bank AG Zurich 34
Hag I 176–7, 182
Hag II 16, 177, 179, 182
Haig, M. 165
Harrods Ltd v. Harrods (Buenos Aires) Ltd. 188
Harrods v. Harrodian 109–10
‘Havana’ tobacco 97
Hays, Thomas 19, 171–83
Hazeltine Research Corporation v. Freed-Eisenmann Radio Corporation 188
HELLO/HALLO 54
Henderson v. Radio Corporation 105, 106, 108
Herschell Committee and ‘three mark rule’ 39
Higgins, D. 32
Hodson, Tessie and Co’s TM 39
In re Hodson, Tesser and Co 36
Hoffmann-la Roche v. Centrafarm 3, 15
Holt 45
Holt, D. 160, 165
Holterhoff v. Freiesleben 144
honest concurrent use 31–49
death of 47–9
Goschen and Mathys Committees 43
high point for 43–5
introduction of 41–3
low point and Trade Marks Bill 45–7
and period of use 44–5
and proof of earlier mark 44, 48
HUBERT/SAINT-HUBERT 119
Hurwitz, A. 158
Idaho Potato Commission v. M & M Produce Farm & Sales 86
IMA, AG v. Windsurfing International, Inc. 174
Inland Revenue Commissioners v. Muller & Co’s Margarine Limited 149
Institut National Des Appellations d’Origine v. Brown-Forman 81
Intel 161–2, 166, 196–7
Intel v. CPM 124, 126
intellectual property rights
and co-branding 157, 166–9
and competition 174
European Court of Justice 177–8, 182
existence and exercise of rights 173–4
split marks 171, 176–81
and sublicensing see sublicensing
International Heiztechnik v. Ideal Standard 178, 179
Irvine v. Talksport 110–11
ITMA (Institute of Trade Mark Attorneys) collective mark 87

Jackson v. Napper 38
James & Sons v. Wafer Razor 34
Japan Tobacco, Inc. v. OHIM (CAMELO/CAMEL) 58

Jelly's Case 35, 38
‘JIF Lemon case’ 108
Jobber, D. 159

John Fitton & Co’s Application 43
Johnson, Phillip 31–49

José Alejandro, SL v. OHIM (BUDMEN/BUD) 54

Keller, K. 155, 156, 157
Kerly, D. 39, 42
Kitchin, D. et al. 79
Klein, B. and K. Leffler 21
Klein, N. 17, 165
KOJAKPOPS 106
Kotler, F. 155, 156
Kur, A. 102

Ladas, S. 79, 82, 83, 87
Landes, W. and R. Posner 20, 21, 84, 142

Leather Cloth Company v. The American Leather Cloth Company 34

LEE/LEE COOPER 55
Legal Aid 85
Lego v. Lemelstrich 108, 109
Lehmann & Co’s App 42

Le Re Leonardt 39
Leuthesser, L. et al. 164
Levi Strauss & Co v. Casucci Spa 61, 64–9

Levi Strauss v. Costco UK 19
Levi Strauss v. Tesco Stores 19
licensing 14, 24–5, 72, 92, 155–6, 188
sub-licensing see sub-licensing

LIFESPASPA 126
Lisle v. Edwards 195
Lloyd Schuhfabrik Meyer & Co. GmbH v. Klijsen Handel BV 90

LORAC/LIERAC 54
L’Oréal SA v. Bellare SA 111
L’Oréal SA v. OHIM (FLEXI AIR/FLEXI) 61–2

LTJ Diffusion SA v. Sadas Vertbaut SA 90

Lury, C. 14, 165
Lyndon’s TM 38

Lyngstad v. Anabas 108

McCarthy, J. 121

McLibel 162

McManis, C. 102
Macneil, I. 18

McVitie/M&M co-branding 159
‘Madara Rock’ and ‘Madeira’ wine 97

Madaus AG v. OHIM (ECHINAID/ECHINACIN) 62

Maeder 42
MAGIC/MAGIC BOX 54

Major Bros. v. Franklin 16
MANGO 57–8

Maniatis, Spyros 155–69
Marenco, G. and K. Banks 173

MARIE-CLAIRE/MARIE-CLAIRE 56, 126

Mast-Jägermeister AG v. OHIM (VENADO) 63

Mathys Committee and honest concurrent user 43
‘Member of the Society of Financial Advisers’ 87

Merck, Sharp & Dohme v. Paranova Pharmazeutika Handels 157

mergers and acquisitions, and co-branding 158–9

Mermonde/DER GRÜNE PUNKT (The Green Dot) 91–4

Michaels, A. 114
Midwest Plastic Fabricators Inc. v. Underwriters Laboratories Inc. 81

MISS ROSSI/SISSI/ROSSI 117
Re Mitchell 39

monopoly 19, 171, 175
see also split marks
Moscona, R. 134

Motion, J. et al. 164
Mrs Pomeroys Ltd v. Scalé 135

Mühlens v. OHIM; Minoronzoni intervening 117

MX HONDA/HONDA 54

Nabisco v. PF Brands Inc and Pepperidge Farm 127
name sharing
and character merchandizing 106
different goods and principle of
specialty 101–28
and economic role of trade marks
23–6
involuntary, and market exploitation
26
and ‘origin’, possibility of misleading
consumers 25, 113–14
similarity of goods 116–19
and specialty see specialty
and transaction costs 23
voluntary and involuntary 14, 18–19,
20, 24, 25–6
see also own name defence and
registered trade mark law
Nederlandsche Banden-Industrie
Michelin v. EC Commission 182–3
Nestlé SA’s Trade Mark Application 75
New Zealand, Trade Marks Act (2002)
31
Newman v. Adlem 129, 130, 133–4,
135–6, 138
NF/MF 85, 91
Nice Classification 14
Nicholls, A. and C. Opal 160
Nicholson’s Application 17
Nike/Lego Bionicle co-branding 159–60
NIKE/NIKE 51
NO LIMITS/LIMMIT 54
Nokia Corp v. Joachim Wärdell 67
Norman, H. 122
Norris, D. 161
Novopharm Ltd. v. Eli Lilly and Co. 195
nu-tride/tufftride 62
Oberlin v. Martin Am. Corp. 186–7
Ogus, A. 20
OHM/OHM 54
OMEGA/OMEGA 60, 77
OPEL BLITZ 67
OPIUM/OPIUM 126
Original Appalachian Artworks v. S.
Diamond Associates 188
Origins Natural Resources Inc v. Origin
Clothing Ltd 34
own name defence and registered trade
mark law 141–52
and badge or trade dress 149–50
company use 147
and honesty 145–9
infringement exceptions 144–9
and names and addresses 150
passing off 149–51
and reputation 149
search costs and trade mark
recognition 142, 143
trade mark as badge of origin 143
trade mark use 142–4
see also name sharing
own name use, and reputation 149
Parke, Davis & Co. v. Probel 174
Parker-Knoll v. Knoll International 129,
130, 133, 135, 151
Parkington’s Application 44
passing off
and confusion 104, 107, 112, 115–16
and good faith 32–3, 34, 136–7, 138
infringement exceptions 144–9
and own-name use 129–39
and reputation 104, 115–16
patents 33, 36, 39, 48–9, 65, 174
and sublicensing 186, 189, 197
Patishall, B. 102
Pebble Beach Co v. Lombard Brands Ltd
125
Peddie 44
Pennys 181
PepsiCo, Inc. v. OHIM
(RUFFLES/RIFFLES) 53, 54, 55
Perry v. Truefit 33
Pharmon v. Hoechst 177
Phillips, J. 79, 147, 157, 158, 165
Phillips, J. and A. Coleman 104, 105,
109
Pires de Carvalho, N. 103
Pirie and Sons 42, 43
Pirie’s Application 44, 73
POLO/FARTONS POLO 54
Portogram 44
Posner, R. 20, 21, 84, 142, 175
Postkantoor 75
Premier Brands v. Typhoon 125
Primark v. Lollypop Clothing 16
‘Prosciutto di Parma’ (Ducal Crown) 88
Prosciutto di Parma v. Marks & Spencer
Plc and Others 149
Pruppers, R. et al. 161
quality control
   and co-branding 169
   and sublicensing 190, 192–4, 197
quality guarantee, trade mark as 16, 17,
   20, 24–5, 143
QUICKY/QUICK, QUICKIES 63

Rao, A. 157
Reckitt & Colman Products Ltd v.
 Borden Inc 108
RED STAR/BLUE STAR 62
Reed Executive v. Reed Business
 Information 47, 73, 129, 130,
REEF TM 42
REGENT ASSOCIATES/MASTER CARD
  52–3
reputation 21, 22–3, 24–5, 26, 45, 56, 57
   and common field of activity 109–10
   and own name use 149
   and passing off 104, 115–16
   and specialty, diminishing role of
     108, 120
   and transaction cost reduction 21–2
Rhône-Polenc Agro v. DeKalb Genetics
 Corporation 189
Road Tech v. UNISON 48
Roadrunner Case 48
‘ROBERTSON’S TOFFEE TREAT’ 115
Rodgers v. Rodgers 129–30, 132, 133,
  138, 150–1
Rothnie, W. 177, 182
Roughton, Ashley 141–52
Royal Brunei Airlines v. Philip Tan Kok
 Ming 148
royalties, and sublicensing 190, 191
RUFFLES/RIFFLIES 53, 54, 55
Sabatier 77–8
Sabel BV v. Puma 90, 92, 115–16, 122
Sadas SA v. OHIM (ARTHUR ET
 FELICIE) 53, 55, 56
Sainsbury/Fairtrade co-branding 160–1
Saunders v. Sun Life Assurance
 Company of Canada 151
Scandecor Development v. Scandecor
 Marketing 16, 17, 72, 146, 187,
  193–4
Schechter, F. 33, 82, 120
Schwartz, J. 186
Schwarzkopf, Stefan 155–69
Schweppes/Cadbury merger 158
‘Scottish Craft Butchers’ collective mark
  87
SDS Biotech UK Limited v. Power
 Agrichemicals Limited 149–50
Sea Island Cotton 86
search costs 20–1, 22, 142, 143
Sebastian, L. 36, 38, 39, 82
Selden, A. and R. Topp 158
Sennett, R. 22
SER/SER (FIG.MARK) 126
Sergio Rossi SpA v. OHIM; Sissi Rossi
 intervening 117
Shelden, A. and R. Scott Toop 167
Simon Fhima, Ilanah 3–11, 13, 95,
  101–28, 148
Simonin, B. and J. Ruth 161
Singapore, Trade Marks Act (1998) 49
Singer Manufacturing v. Loog 33
Sir Robert McAlpine Plc v. Alfred
 McAlpine Plc 151
Sirena, SrL v. EDA 176, 182
Smith, Edward 71–8
So Young Yook 102
Société des Produits Nestlé SA v. OHIM
 (QUICKY/QUICK, QUICKIES) 63
Société des Produits Nestlé Société
 Anonyme v. Mars UK Limited 144
SOL DE AYALA/AYALA 53
Sony PSP/‘Pink’ co-branding 163, 164,
  166
Southern v. Reynolds 33, 34
Spa Esprit Pte v. Esprit International 49
Spain, trade mark registration and
 coexistence 57–8, 60
specialty
   backlash against 105–10
   and common field of activity 105–7,
     112
   and common field of activity,
     rejection of 107–10
   and confusion 108, 113, 121
   and dilution, effect of 110–11, 112,
     119–23
   diminishing role of, and reputation
     108, 120
   global appreciation and
     interdependence 114–15
and passing off 103–12
principle and name sharing 101–28
prior to harmonization 112–14
reincarnation of 123–7
and unfair advantage 125–7
split marks
and common origin 176–9
and competition law 171–83
dominance and abuse by unilateral actors 181–3
and EC Treaty Article 81 171, 179–81, 183
intellectual property 171, 176–81
Stadler, Nelson, S. 168
Star Industries v. Yap Kwee Kor 45
Star Pads 90
Starbucks/Ethiopia coffee co-branding 160
Stilton 82, 83, 97
Stothers, C. 172
Stringfellow v. McCain 108–9
sublicensing 185–98
and competition 191–2
conceptual foundations of 185–90
definition 185–6
enforcement against, by licensor 188
and franchises 191
‘have made’ right and trade mark licensing 195–7
infringement settlement 188, 191–2
licensee as agent 186–7
and patent licensing 186, 189, 197
and quality control 190, 192–4, 197
and royalties 190, 191
territorial choice 191, 194
third party use, authorized 195–6
trade mark, purpose of entering into 190–2
validity, continuing 189–90
SUN CUT 144
Sutherland v. V2 Music 45
Swann, J. 23
Tadelis, S. 21
Tattinger SA v. Allbev Ltd 111
Tavener Rutledge v. Trexapalm 106
Tea Board of India v. The Republic of Tea, Inc. 91
Teletech Holdings, Inc. v. OHIM (TELETECH GLOBAL VENTURES/TELETECH INTERNATIONAL) 54, 56
Terrapin v. Terranova 177
Tetra Pak Int’l, SA v. EC Commission 174, 181
The European Ltd v. The Economist Newspaper Ltd. 74
Thomas Plant (Birmingham) Ltd v. Rousselon Freres et Cie (use of the mark Sabatier) 77–8
Thorneloe v. Hill 17
‘three mark rule’ 35–40, 41
TORTI/TOSTI 54
TOSCA BLU 117–18
totaljobs.com 132, 147–8
trade mark
association marks see association marks
and brands, relationship between 16–17, 157
collective and certification marks see collective and certification marks
concurrent use and exclusivity 34
as consumer reference point 20, 21–3, 24–5, 84
definition 3, 13, 15, 31, 113
differentiation of similar products 22, 26, 96, 113–14
dilution protection 95–6, 120–2
economic role of 19–26
flexibility as structuring device 18
honest concurrent use see honest concurrent use
monopoly, market strength and enforceability relationship 175
‘origin’, meaning of, in law 15–19
own name defence see own name defence
ownership, and commercial responsibility 15–17, 20
parallel imports of trademarked goods 19, 25
and prestige and social status 23
protection against dilution for similar and dissimilar products 120–3, 124–5
as quality guarantee 16, 17, 20, 24–5, 143
and reputation see reputation
‘three mark rule’ 35–40, 41
and transaction cost reduction 20–1, 23, 24
use with the consent of the proprietor 71–3
trade mark disputes, coexistence in (EU) 51–70, 74–5
and ambiguity 60
and competition 53
consent to registration by owner of earlier mark 75
deception, danger of 78
and degree of distinctiveness 56
distinctive character of earlier mark and common name for product or service 68
distinctive character of earlier mark and damage or unfair advantage 57–8, 62–9, 96
distinctive character of later mark and damage or unfair advantage 63–4
equitable discretion 75–6
essential function role 77–8, 83–4
identical earlier marks 55
impact of coexistence on likelihood of confusion 52–6, 57–8, 59–60, 65, 66, 74–5, 93, 113
impact of coexistence of two conflicting marks 52–60
impact of earlier mark’s scope of protection 61–9
impact of earlier mark’s scope of protection, and behaviour of other providers 65
and market coexistence 54, 56, 95–6
national authorities’ involvement 54, 55–6, 57
notional conflicts, avoidance of 76
private agreements 76–7
and reputation 56, 57, 96, 97
rights limitation conferred by registration 75
similarity of design and uniqueness 61–3
third party marks, impact of 61, 63, 69
trade mark filed by an agent 59
TRIPS Agreement
Articles 19(2) and 21 72
authorization and quality control 72
and Geographical Indications (GIs) 97
Paris Convention 87
and specialty rule 103
trade mark definition 13
TUDAPETROL/HandsLogo 95
Turton v. Turton 129
UK
association marks and test for confusion 90–1
Bill of Middlesex 32
certification marks 81–4
collective marks 86–9
Competition Act (1998) 171
deception, danger of 78
and EU Trade Marks Directive 45–6
Geographical Indications (GIs) 97
honest concurrent use 73–4
Intellectual Property Office (UK-IPO) and co-ownership of registered trade marks 71–8
Judicature Acts (1873 and 1875) 32
Legal Aid Board 85
licensing without quality control 72
Manchester cotton merchants and ‘three mark rule’ 35–6, 38
Merchandise Marks Act (1862) 31, 32, 38
passing off law 104, 106
passing off and own-name use 129–39
Patents, Designs and Trade Marks Acts 36, 39
private agreements 76–7
Process in Courts of Law at Westminster Act (1832) 32
refusal grounds 74
Registry, equitable discretion of 75–6
Registry, essential function role before 77–8
‘special circumstance’ registration 45
specialty rule 103, 115, 122, 123–5
specialty rule and common field of activity 105–6, 107–8
sublicensing 187, 193
Index

trade mark registration and coexistence 61–2, 74–5
trade mark registration and likelihood of confusion 52
Trade Marks Act (1905) 33, 34, 35, 38, 39, 40, 41–2, 43, 82
Trade Marks Act (1919) 35, 42, 43
Trade Marks Act (1938) 34, 38, 43, 45, 46, 73, 86, 112–14
Trade Marks Act (1994) 13, 17, 19, 40, 46, 47–8, 73–4, 75, 80, 81, 84, 85, 87, 113, 115, 129, 144–6, 193
Trade Marks (Amendment) Act (1937) 43
Trade Marks Bill and honest concurrent user 45–7, 48
Trade Marks Registration Act (1875) 31, 35, 39, 40
Trade Marks Registration Amendment Act (1876) 36
Trade Marks (Relative Grounds) Order (2007) 46, 49
‘UL’ (Underwriter’s Laboratory) certification mark 81, 83
Underhay, F. 42, 82
Unidoor v. Marks and Spencer 23
United Brands v. EC Commission 174
US
anti-dilution legislation 121
certification marks 80–1, 83, 86–7, 96
co-branding and marketing pressure 161–2
collective marks 86–7
Lanham Act 82, 121, 192
specialty rule 127
sublicensing 188, 189, 195–6
trade mark protection 160
Trademark Dilution Revision Act (2006) 127
Trademark Trial and Appeal Board (TTAB) 80

Vedral v. OHIM (HUBERT/SAINT-HUBERT) 119

VENADO 63
Re Veregas 38
VICHY/VICHY CATALAN 60
Vidal, J. 162
Vincenzo Fusco v. OHIM (ENZO FUSCO/ANTONIO FUSCO) 54
VIRGIN, and brand extensions 156
Wadlow, Christopher 33, 34, 80, 109, 129–39
In re Walkden Aerate Waters Co 36, 38, 39
Washburn, J. et al. 157
Waterford Wedgewood plc intervening 117
Weight Watchers of Quebec v. Weight Watchers International 188
Whan Park, C. 161
Wheels ’R’ Us Limited v. Geoffrey Inc. 123
White Rose 40
WiFi/WISI 90–1
Wilkof, Neil 185–98
Williamson, O. 18
Wind Surfing International, Inc. v. EC Commission 174
WINNIE THE POOH, and corporate brand licensing 156
WIPO, Standing Committee on Trade Marks 102, 118
Wombles 105–6
Wood, A. 65
‘Woolmark’ 81–2
Worthington TM 38
WTO
Geographical Indications (GIs) 97
specialty rule 103

YAGER/YAGA 59
Yoffie, D. 156

Zino Davidoff v. A & G Imports 19