

Contents

<i>List of contributors</i>	vii
<i>Introduction to the series</i>	ix
Introduction: Intellectual property, unfairness and speech – convergences and development <i>Annette Kur, Nari Lee, Ansgar Ohly and Guido Westkamp</i>	1
PART I CONDUCT AND UNFAIRNESS: MAPPING METHODOLOGICAL BOUNDARIES	
1. What to protect, and how? Unfair competition, intellectual property, or protection <i>sui generis</i> <i>Annette Kur</i>	11
2. Interfaces between trade mark protection and unfair competition law: Confusion about confusion and misconceptions about misappropriation? <i>Ansgar Ohly</i>	33
3. Personality rights, unfair competition and extended causes of action <i>Guido Westkamp</i>	61
PART II CONVERGENCES I: PERSONA, PUBLICITY AND MARKET CONTROL RIGHTS IN COMPARISON	
4. Personality endorsement and character merchandising: A sparkle of unfair competition in English law <i>Spyros Maniatis</i>	97
5. Rights of publicity in the United States from Edison to Elvis to Paris (and every 15 minutes in-between) <i>Gary Rinkerman</i>	118
6. Celebrities, advertisement and commercial exploitation “publicity rights” in German law <i>Kerstin Schmitt</i>	151

PART III CONVERGENCES II: INVESTMENT IN
COMPETITION

7. Ambush marketing: Examining the development of an event organizer right of association 165
Seth Ericsson
8. Commercialising privacy and privatising the commercial: The difficulties arising from the protection of privacy via breach of confidence 189
Tanya Aplin
9. Protection of the first mover advantage: Regulation against imitation of the product configuration in Japan 216
Yoshiyuki Tamura
10. The use of trade marks in keyword advertising: Developments in CJEU and national jurisprudence 231
Nicole van der Laan

PART IV INVESTMENT PROTECTION AND THE PUBLIC
INTEREST: COMPETITION AND (COMMERCIAL)
SPEECH

11. The United Kingdom's public interest "defence" and European Union copyright law 289
Jonathan Griffiths
12. Public domain at the interface of trade mark and unfair competition law: The case of referential use of trade marks 309
Nari Lee
13. Image rights in civil law systems: Four questions and three systems 340
Antoon Quaedvlieg
- Index* 355