

Contents

<i>List of contributors</i>	vii
<i>Foreword</i>	xi
Introduction: setting the scene <i>Alberto Alemanno and Enrico Bonadio</i>	1
PART 1 LEGAL AND POLICY ISSUES	
1 Unpacking plain packaging and other standardization requirements in the light of behavioural sciences <i>Alberto Alemanno</i>	15
2 On the nature of trademark rights: does trademark registration confer positive or negative rights? <i>Enrico Bonadio</i>	43
3 Trademarks, tobacco, health: brokerage by fundamental rights? <i>Matthew J Elsmore</i>	69
4 Trademarks in the pharmaceutical sector: the dynamic between brands, proprietary names and labelling regulations <i>Jeremy Blum</i>	112
5 The interface between nutrition and health claims and EU trademark law <i>Ignacio Carreño and Eugenia Costanza Laurenza</i>	138
PART 2 ADJUDICATING THE NEW INTELLECTUAL PROPERTY OF HEALTH	
6 Plain packaging of tobacco products and the WTO challenge <i>Mark Davison</i>	163
7 Challenges in achieving public health objectives through product labelling regulation: reflections on Sri Lankan trademark and constitutional law <i>Althaf Marsoof</i>	184

8	Tobacco packaging measures affecting intellectual property protection under international investment law: the claims against Uruguay and Australia <i>Andrew D Mitchell</i>	213
9	Investment disputes, pharmaceutical patents and health-related goods <i>Valentina Vadi</i>	233
PART 3 REINVENTING THE INTELLECTUAL PROPERTY OF HEALTH		
10	Leveraging certification marks for public health <i>Margaret Chon with Maria Therese Fujiye</i>	257
11	<i>Terroir</i> and public health: can geographical indications of origin promote 'healthy' products? <i>Irene Calboli</i>	283
12	Patents as a tool to encourage the production of healthier food <i>Enrico Bonadio</i>	305
	<i>Index</i>	333