Index

3-D marks, protection 93–4

abuse of dominant position
see competition

Alibaba 24, 26, 32–3, 38–40
Alice Corp. v. CLS Bank International 182

AliExpress 24
Anticounterfeiting Trade Agreement (ACTA) 162

anti-monopoly laws
see competition
Antigua 173
Apple 31–2, 38
Apple v. Motorola 81–2
Arora, A. 11–12

Association of Molecular Pathology v. Myriad 181

Australia 6, 176

Baidu 26
Barra, Hugo 31–2
bianli (convenience) 28–9
biotechnical inventions, definitions 60–61

Björnekulla v. Procordia Food 134
Bransteter, L. 11, 14
Brazil 5–6, 172–3
Bronner v. Mediaprint Zeitungs 75

Canada 177
Chen, Y. 10

China
anti-competition regime
development 71–2
essential facilities doctrine 71–4, 76–8
licences, refusal to grant 72–6, 78–89
counterfeit products
control development 38–41
fashion industry 141–5, 156
trends 35–7, 42
cybercitizens
characteristics 33–5, 42
innovation role 34–8
geographical indications
fashion industry, and 141–5, 156
innovation
affordability 36–7
convenience 28–31
cultural influences 34, 36
influences on 23, 27–33
minimalism, and 29
multi-functionality 28–9
need seeker model 31–2
‘perfection,’ role of 27–33
shanzhai 35–6
style 29–30
trends 22–3
user design influences 32–3, 36, 40
intellectual property, generally
copyright enforcement regime 166
policy development 38–43, 163
protection levels 163
investment trends 40–41
patents
standard-essential patent (SEP), holder duties 72, 78–80
trends 5–6
use trends 183
Taobao 24–30, 32–3, 35, 38–40
WeChat 25–32, 35, 38–40
Xiaomi 26–7, 29–32, 38, 40
China Enforcement dispute (WTO) 166, 171

Cohen, F. 46–7
Cohen, Julie 23, 36

Community Trade Mark 100
comparative law, principles 46
competition
China, in 70–87
development 71–2
essential facilities doctrine 71–4, 76–8
licences, refusal to grant 72–6, 78–9
efficiency conflicts with IPR 70–71
essential facilities doctrine 71–8
Chinese interpretation 71–2, 76–8
EU interpretation 74–8
F/RAND commitments, and 79–87
principle 72–3
US interpretation 73–4, 76–7
exclusive rights, impacts of 120
generic marks/ signs/ GIs, and 120, 127–9, 146
nationalism, and 152–4
taste, and 149
influences on 2
licences, refusal to grant 72–6, 78–9
new product requirement 76–7
secondary market requirement 75–7
unfair competition rules 101–2, 112–13, 117–18
compulsory licensing
public health obligations, and 170
copyright
enforcement 160–61, 163–4
criminal enforcement provisions 166, 168
industrial designs, and
applied art 104–8
EU approach 107–8, 115–16
law overlaps 95–7, 102–3, 114–16
originality 106–8
Scandinavian approach 104–7
policy development
copyright avoidance trend 185
criticisms 163–5
digital world challenges 185
free trade agreements, and 164–5
over-protection, and 185–6
post TRIPS 164–6
TRIPS Agreement 163–6
purpose 62–3
rights management information, and 165
strict necessity principle 62–8
balance of interests 63–4
direct violation, justification for 65–6
exceptions and exclusions 63–6
freedom of expression 50, 65–6
images, treatment of 64
margin of appreciation 65–6
temporary acts of reproduction 65
work, definition of 66–8
technological protection measures, and 165
three step test 165
thresholds 96, 164–5
trade mark law overlaps 66–7, 116–17, 167, 184
work, definition of 66–8, 95–7, 117
applied art 104–8
World Copyright Treaty 165
counterfeit products
China, in 35–7, 42
fashion industry, in 141–5, 156
international trade agreements 162
place or process counterfeiting 141–5
cumulation principle 102–3
Dangdag.com 28
data linkages 17
Delgado, M. 13
Demuijnck, Geert 42
Denmark
design protection law
chair designs, as trade marks 90, 92–3
copyright protection, and 95–6, 105–6
Egg chair 88–90
unfair competition rules 101, 112–13
developing countries
GIs, development incentives 179
TRIPS Agreement impacts on 174–6
diaosi (cybercitizens) 33–8, 42
dispute settlement
incentives 178
trade agreement influences on 171–3
Index

market interests, and 123, 127, 132
purpose 119–20
value over time 120–22
identification
digital products 140, 147–8
fashion, and 141–5, 146, 153–4
relationships 138–9, 147–8
international cooperation 141–5, 156
know-how, protection of 167
non-agricultural GIs
community sustainability, and 155
competition, and 152–4
EU policy 150–52, 155–7, 167
extension to, importance 150
fashion industry, and 141–3, 147–9, 152–4, 156–8
protected designations of origin (PDO) 155
protected geographical indications (PGI) 155
traditional knowledge, and 154–7
place, interpretation
cultural identity, and 141–3, 147–9
digital place 140, 147–8
focus for identity, as 151–2
inimitability of place 148
nationalism, and 152–4
perceptions of 140–41
place as tool 147–8
social place, and 140–41, 146
process, protection of 141–6
property, interpretation as 139, 147–8
taste, role of 149
Ginarte, J.C. 4–7
globalisation
intellectual property development, and 185–6
GP Index 4–7, 9
Harris Tweed 141–5
Hecht v. Pro-Football 73
Huawei 39–40
Huawei Technologies v. ZTE 84
Hungary 5, 7

IMS Health v NDC Health Corp 75, 77
India 5–6

industrial designs protection
copyright, and 95–7, 102–3
applied art 104–8
EU approach 107–8, 115–16
law overlaps 95–7, 102–3, 114–16
originality 106–8
Scandinavian approach 104–7
development
generally 114–15
regime overlaps 95–7, 102–3, 114–17
Scandinavia, in 89–94, 97–8, 114–15
Egg chair 88–9, 111, 114–15
EU harmonization 97–8, 116–18
imitation, and 101–2, 106, 112–13
limitations 97–8
trade marks, and 99–100
distinctiveness 99–100, 102, 111, 113
essential characteristics 109–11, 113
mark as product of itself 93–4
product marks 93–4
regime overlaps 66–7, 116–17
substantial value 109–12
Tripp Trapp chair 92–4, 104–6, 109–12
unfair competition rules 101, 112–13, 117–18
unregistered design right 113, 118–19
industrialization
cultural and traditional knowledge, and 141–5, 153–4
Infopaq International v. Danske Dagblades Forening 96–7, 108
innovation
affordability, and 36–7
competition, and 76–8
convenience, and 28–31
cultural influences 34, 36
field of technology dominance 160
incentives 159–61, 177–8, 182, 186
incremental patents 159–60
licensing fees, and 159–60
LinkedIn 25, 29
logos 166–7

McGahan, A.M. 11
market power 2
Marrakesh Treaty for the visually impaired 2013 165
Maskus, K.E. 13–14
mass produced goods, design protection
Egg chair 88–90, 111, 114–15
Tripp Trapp chair 92–4, 104–6, 109–12

*MCI Communications Corp. v. AT&T* 73

Merges, Robert 41–2
Mexico 5–6
Microsoft 30, 39
*Microsoft v. European Commission* 76–7
mobile phones industry
China, in 26–7, 39
*Motorola* 84

Nagaoka, S. 14
National Knowledge Infrastructure (CNKI) 30
New Zealand 184
Norway
design protection law 91–3
copyright law overlap 104–5
Tripp Trapp chair 91–4, 104–6, 109–12

Opsvik, Peter 91–2
*Orange Book* 84

*Painer v. Standard Verlags* 107–8
Park, W.G. 4–7
patents
enforcement 168
essential facilities doctrine
Chinese interpretation 71–2, 76–8
EU interpretation 74–8
F/RAND commitments, and 79–87
no injunction rule 86–7
principle 72–3
US interpretation 73–4, 76–7
willing licensee test 84–7
field of technology dominance 160
gene patents 60–62, 181
GP Index 4–7
innovation impacts 8–12, 19
investments, role as 177–8
protection trends 3–7
purpose 46–7
technology diffusion, and 12–15
incremental patents 159–60
laws of nature doctrine 160, 181
patentable subject matter 160, 169, 181–2
pharmaceutical industry
incentives for 182–3
second and third use patents 168, 182–3
technology diffusion, and 13–15
term extensions 168, 182
policy developments 168–9
purpose 181–2
second and third use patents 168, 182–3
strict necessity principle
ECJ patents approach 56–7, 60–62
experimentation exception 57–8
interpretation restrictions 57–8
licenses and dependent patents
58–9
public benefit exceptions 58–60
technical contribution of art 61–2
term of protection 168
two-step process 182
pharmaceutical industry
patent incentives 182–3
patent term extensions 168, 182
patents and technology diffusion
13–15
second and third use patents 168, 182–3
*Philip Morris v. Uruguay* 173–4
*pinwei (style)* 29–30
piracy, in China 35–7
place
see geographical indications
policy experiments 18–20
Portugal 5, 7
Index

preferential trade agreements (PTAs) 3
protected designations of origin (PDO) 155
  see also geographical indications
protected geographical indications (PGI) 155
  see also geographical indications
public benefit 58–60
public health, protection obligations 169–70, 175
public interest 49, 170
Puttitanun, T. 10
Qian, Y. 10, 19–20
Qihoo 360 30
Radio Telefis Eireann v. Commission (Magill case) 74–6
Rakuten 30
R&D
  patents role in 2, 7–8
    innovation, and 11–12, 19, 182
    uncertainty, and 182
refusal to deal 71–3, 160
  China, in 72–6, 78–9
research
  data linkages 17
  limitations and validity 15–17, 20–21
  national surveys 17–18
  opportunities 17–20
  panel surveys 20
  policy experiments 18–20
rights management information (RMI) 165
Samsung 84
Samsung v. Apple 85–6
Schneider, P.H. 9–10
Sexwax Incorp. v. Zoggs International 184
shanzhai (counterfeit products) 35–6
Singapore 5–6
smells, trade mark protection 166
South Africa 5
South Korea 5–6, 85–6
standard-essential patents (SEPs)
  Asian interpretations 85–6
  Chinese restrictions 78–80
    definition 78
    F/RAND commitments, and 79–87
    hold-up/lock-in abuse 79–84
    injunctions against 82–4
    refusal to license restrictions 79–80
    safe harbours 79
    standardization conflicts 80
    willing licensee test 84–7
Steiner, Gertrude 107–8, 115–16
strict necessity principle
  copyright 62–8
    balance of interests 63–4
    direct violation, justification for 65–6
    exceptions and exclusions 63–6
    freedom of expression 50, 65–6
    images, treatment of 64
    margin of appreciation 65–6
    temporary acts of reproduction 65
    work, definition of 66–8
patents
  ECJ patents approach 56–7, 60–62
  experimentation exception 57–8
  interpretation restrictions 57–8
  licenses and dependent patents 58–9
  public benefit exceptions 58–60
  technical contribution of art 61–2
  trade marks 53–6
    availability requirement 54
    in course of trade restriction 54–5
    limitations 54
    purpose 55–6
    speciality principle 54–5
    targeted rights 55–6
Sunder, Madhavi 42
  surveys, benefits of 17–18, 20
Sweden 90, 106
Taiwan 5–6
Taobao 24–30, 32–3, 35, 38–40
technological protection measures (TPMs)
  copyright protection, and 165
  technology diffusion
    need for 175
patent impacts 12–15, 19
research, validity of 15–17
trends 15
TRIPS Agreement impacts 13–15, 19, 175
Tencent 25–6, 32, 35, 38–40
Tmall 24–5, 29–30
tobacco industry 177
towson, Jeffrey 27
trade marks
3-D marks, protection 93–4
Community Trade Mark 100
copyright law overlaps 66–7, 116–17, 167, 184
exclusive rights
generic marks/signs 124–7
investment/ advertising function 126–7
market interests, and 123, 127, 132
protection by continued activity 126–9, 136–7
purpose 119
value over time 120–22
generic marks/signs/GIs
Björnekulla v. Procordia Food 134
challenges 129–30
commercial operator perception 133–4, 137
consumer perception 133–5, 137
doctrine, reasons for 130–31
ECJ interpretation 132–6
establishment as 124–6
Kornspitz Company v. Pfahnl Backmittel 135–6
new product without common name, and 130–31
personal name of producer, and 130–32
protection by continued activity 126–9, 136–7
industrial designs, and
distinctiveness 99–100, 102, 111, 113
essential characteristics 109–11, 113
mark as product of itself 93–4
product marks 93–4
substantial value 109–12
Tripp Trapp chair 91–4, 104–6, 109–12
industrial designs overlaps 66–7, 116–17
investment agreement dispute settlement 173–4
logos 166–7
principles 99–100
protection limitations 99
over-protection 183–4
policy development 166–7
regime overlaps 183–4
well-known marks 184
purpose 55–6, 126–8
shapes
policy development 166
smells 166
strict necessity principle 53–6
availability requirement 54
in course of trade restriction 54–5
limitations 54
purpose 55–6
speciality principle 54–5
targeted rights 55–6
well-known marks 184
work, definition of 66–8, 117
trade secrets, protection 166, 168
traditional knowledge
community sustainability, and 155
EU policy development 150–52, 155–6
fashion industry, and 141–5, 147–9, 152–4, 156–8
importance 150
IPR protection role, generally 179
nationalism and competition 152–4
place, role of 154–6
Trans-Pacific Partnership (TPP) 3, 162, 164–6, 168–72
Tripp Trapp chair 91–4, 104–6, 109–12
TRIPS Agreement 1994 3, 19
adoption, reasons for 174–5
Index

compliance obligations 163

copyright policy development 163–6
criminal enforcement provisions 166
developing countries, impacts on 174–6
dispute settlement 171–3
enforcement role 171–4
influences of 162–3
innovation impacts 11–12
licenses and dependent patents 58–9
national emergency provisions 169–70
patent policy development 168
public health protection obligations, and 169–70, 175
purpose 169
technology diffusion impacts 13–15, 19, 175
three step test 165, 169
trade mark policy development 166–7
TRIPS-Plus provisions 3–4, 7, 163, 171
Twitter 25

unfair competition
imitation products 101–2, 106, 112–13
IPR regime overlaps 112–13, 117–18
rules 101, 112–13

United Kingdom
geographical indications 141–5
industrial designs protection 117
industrialization and cultural knowledge 141–5, 153–4

United States
dispute settlement 172–3
patents
essential facilities doctrine 73–4, 76
F/RAND commitments 81–4
innovation impacts 11

law reform lobbying 160
trends 5–7
trade agreement policy development 176
unregistered design right 113, 118–19
Uruguay 173–4
US v. Terminal Railroad Association 73
utility, definition 36–7

Vanzetti, Adriano 130
Verizon Communications v. Trinko 73–4, 76
von Hippel, Eric 36

WeChat 25–32, 35, 38–40
well-known marks, protection 184
Westwood, Vivienne 144
WhatsApp 27, 38
work, definition
applied art 104–8
industrial designs, and 66–8, 95–7, 117

World Copyright Treaty 1996 (WIPO/(WCT) 165
World Economic Forum 4
World Intellectual Property Organisation (WIPO)
Copyright Treaty 1996 165
dispute settlement 171–3
World Trade Organization (WTO)
see also TRIPS Agreement 1994
Doha Declaration on Public Health 2001 169–70, 175
membership, reasons for 174–6

Xiaomi 26–7, 29–32, 38, 40
Yang, L. 13–14
Yu, Peter 38, 42–3