

Dr. ÖZGÜR ARIKAN

Research Assistant

Faculty of Law, Istanbul Medeniyet University

**TRADE MARK RIGHTS AND
PARALLEL IMPORTATION
IN THE EUROPEAN UNION**

TABLE OF CONTENTS

PREFACE	VII
TABLE OF CONTENTS.....	IX
ABBREVIATIONS.....	XIII
TABLE OF STATUTES.....	XV
TABLE OF CASES.....	XVI

Chapter 1 Introduction

1.1. Research Background	1
1.2. Aims of Research	8
1.3. Research Methodology	17
1.4. Research Structure	18

Chapter 2 Origin Function of Trade Mark

2.1. Introduction.....	21
2.2. Definition of Trade Mark.....	24
2.3. Origin Function of Trade Mark.....	26
2.3.1. Pre-Industrial Period.....	28

2.3.1.1. Ancient Times.....	28
2.3.1.2. Medieval Times.....	33
2.3.2. Industrial Period.....	37
2.3.2.1. Emerge of Modern Trade Mark Law	38
2.3.2.2. The Evolution of Origin Theory: from physical origin to commercial origin	41
2.3.3. Post-Industrial Period	51
2.4. Conclusion	61

Chapter 3
Economic Functions of a Trade Mark

3.1. Introduction	65
3.2. Quality Guarantee Function	69
3.3. Communication, Investment and Advertising Functions.....	79
3.4. The Economics of a Trade Mark: Search Costs Theory	96
3.5. Trade Mark As a source of Emotional and Social Satisfaction	111
3.6. Conclusion	115

Chapter 4
Protection of Trade Mark

4.1. Introduction	123
4.2. Using in the Course of Trade	127
4.3. Using an Identical Sign	152
4.4. Using Identical Products.....	161
4.5. Conclusion	167

Chapter 5
Parallel Importation

5.1. Introduction171

5.2. Parallel Importation 173

5.3. European Exhaustion Doctrine 185

5.3.1. Development of the Doctrine before the Trade Mark
Directive 185

5.3.2. Development of the Doctrine after the Trade Mark
Directive 196

5.4. Repackaging Issue and Legitimacy202

5.5. Rebranding Issue and Legitimacy207

5.6. Relabeling Issue and Legitimacy..... 212

5.7. Use of the Trade Mark as an Advertising or Promotional
Device and Legitimacy 215

5.8. The Existence of Market Partitioning.....220

5.9. Repacking Not Affecting the Original Condition of the Product . 223

5.10. Indications of Who Repackaged..... 225

5.11. Protection of the trade mark reputation 229

5.12. Notice to the trade mark owner234

5.13. Conclusion 236

Chapter 6
Conclusion

6.1. Research findings in relation to the expansion of the trade
mark protection under Article 5(1) (a) of the TMD 242

6.2. Research findings in relation to the impact of the expansion on
the parallel importation 250

Bibliography..... 253