



Keyword advertising: A European perspective

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The Court of Justice of the European Union (CJEU) has recently delivered its judgment in the long awaited “keyword” advertising case Interflora v Marks and Spencer plc, on a reference from the English High Court made in June 2010.

This update provides a UK, German and French perspective on the recent legal developments in keyword advertising...

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Benjamin JACOB
Avocat Associé
Département Propriété Intellectuelle & Technologies
PDGB Société d'Avocats
benjamin.jacob@pdgb.com