



Responsabilité des prestataires intermédiaires

By Trillet, Garry

Condition: New. Publisher/Verlag: Éditions universitaires européennes | Sur l'internet en matière de contrefaçon de marque | Le présent ouvrage vise à démontrer dans quelle mesure il est possible d'engager la responsabilité civile directe et indirecte des prestataires intermédiaires de services en ligne en matière de contrefaçon de marque, c'est-à-dire à travers le prisme du droit des marques. L'ouvrage se concentre sur deux atteintes particulières qui mettent en œuvre la responsabilité des prestataires techniques pour contrefaçon de marque : le référencement payant et la présence de marques et de produits contrefaisants sur une place de marché en ligne. Comme référent, nous avons pris le système de référencement payant nommé AdWords, élaboré par Google, ainsi que la plateforme de vente aux enchères en ligne, administrée par eBay, qui ont tous deux suscité l'intervention de la Cour de justice de l'Union européenne. | Format: Paperback | Language/Sprache: fre | 165 gr | 220x150x6 mm | 112 pp.



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