# European Intellectual Property Review

2017 Volume 39 Issue 4 ISSN: 0142-0461

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#### **Opinion**

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### Once More unto the Breach—US Supreme Court Again Addresses Exhaustion Doctrine 197

The Federal Circuit, the US court for patent appeals, has revived a doctrine that effectively nullifies the patent exhaustion doctrine. At the same time, that court has narrowly interpreted and sought to cabin US Supreme Court decisions declaring a broad concept of patent exhaustion. In December 2016 the Supreme Court granted certiorari to review the Federal Circuit's recent *Lexmark* decision which held en bane that disobeying a post-sale restriction—in this case one against refilling patented toner cartridges for printers—creates patent infringement liability. It is widely considered that the Supreme Court will reverse the judgment, ruling that patentees cannot impose conditions on their customers' post-sale use or disposition of patented products. But it is likely that the Supreme Court's desire for unanimity in patent cases will cause it to issue a narrow, fact-specific ruling that leaves unresolved many important questions about the scope of the patent exhaustion and the efficacy of possible ways around it.

#### Articles

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# The Introduction of a Neighbouring Right for Press Publishers at EU Level: the Unneeded (and Unwanted) Reform 202

This article discusses the proposed introduction into EU law of neighbouring rights for press publishers for the digital uses of their publications. This proposal is included in the European Commission's Draft Directive on copyright in the Digital Single Market of 14 September 2016, which forms an important part of the ongoing reform of copyright at EU level. This article highlights the challenges for the Digital Single Market associated with the establishment of an additional layer of 28 national rights and their related exceptions and limitations. By reference to the "pie theory", it also shows how this proposal risks redistributing resources from creators to publishers. Further, this article underlines the missing causal link between the proposed reform and market efficiency justifications. In contrast, existing empirical evidence shows negative externalities for smaller publishers and users at large. This evidence—together with the enclosure of the public domain that comes from the creation of new neighbouring rights and their retroactive application—might serve as a warning of the potential negative repercussions of this proposal on the plurality of sources, users' access to information-and more generally on democratisation. In conclusion, this article recommends refraining from the introduction of neighbouring rights for press publishers online because they would (1) hinder-rather than promote—the creation of a Digital Single Market, (2) be detrimental for the interests of creators, smaller market players and users, while (3) not solving any systemic issues of the EU copyright system.

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This article considers whether creative culinary dishes can be protected as artistic or dramatic copyright works. In doing so, it uses the culinary arts as a vessel for a discourse to explore the boundaries and limitations of the current UK copyright regime, evaluating the closed nature of the authorial works categories. Some modest suggestions are made for reforming the categories to place more emphasis on authorial communication.

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### Going Against Tradition: The Effect of Eliminating the Requirement of Representing a Trade Mark Graphically on Applications for Non-Traditional

Marks

This article considers whether the recent amendments to the European Trade Mark Regulation and Trade Marks Directive (which must be implemented by individual Member States by 14 January 2019) will make it easier to register non-traditional trade marks. The article considers the potential effects the amendments may have in relation to applications for a number of different types of mark such as sounds, motion and holograms, colours, smells, tastes and textures, and the practical difficulties that may be faced by trade mark registries as a result.

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#### Erring on the Side of Law: The Indian Supreme Court on Copyright Law and a Case of Unwarranted Reasoning 244

The purpose of this article is to provide a critique of the judgment of the Supreme Court of India in the case of Eastern Book Co v D.B. Modak. In India, the Eastern Book case has been taken as a jewel in the crown of copyright law jurisprudence. However, the author of this piece argues that the judgment in that case was per incuriam, as the court erred with regard to the law.

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E-Lending According to the ECJ: Focus on Functions and Similar Characteristics in VOB v Stichting Leenrecht 249

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**Book Reviews**