



(RE) PENSER LA PROPRIÉTÉ INTELLECTUELLE

QUESTIONS FONDAMENTALES ET NOUVEAUX ÉCLAIRAGES

Repenser l'étendue de la protection de la marque: l'échec des législations anti-dilution aux Etats Unis et en Europe

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(Etats-Unis) et Professeur invité au CEIPI

Vendredi, 18 mars 2011
14.00
CEIPI– Amphithéâtre 23
11, rue du Maréchal Juin BP 68
67046 Strasbourg

La conférence aura lieu en langue anglaise



Résumé :

For all of the scholarly attention paid to the concept of dilution in U.S. and European trademark law, the antidilution cause of action has had no significant effect on the outcomes of or remedies issuing from trademark cases in these two jurisdictions. The cause of action has largely been a dead letter. Drawing from quantitative and qualitative analyses of antidilution case law in the U.S. and Europe, this presentation will consider why antidilution law has failed so dramatically to effect outcomes and how the effectiveness of the law might be improved.

Biographie :

Barton Beebe is a Professor of Law at the New York University School of Law, where he specializes in the doctrinal, empirical, and cultural analysis of intellectual property law. He received his J.D. from Yale Law School, his Ph.D. in English Literature from Princeton University, and his B.A. from the University of Chicago. In 2007, he was a special master in the case of *Louis Vuitton Malletier v. Dooney & Bourke, Inc.* in the Southern District of New York. Professor Beebe clerked for Judge Denise Cote of the Southern District of New York. Professor Beebe's recent published works include *Intellectual Property Law and the Sumptuary Code*, 123 *Harvard Law Review* 809 (2010) and *An Empirical Study of U.S. Fair Use Opinions, 1978-2005*, 156 *Pennsylvania Law Review* 549 (2008).