

# Competition Law Strategies:

- Protect Your Brand -
- Protect Your Retail Partners -
- Protect Your Revenue -

Luxury Law New York Summit

David Hull

**VAN BAEEL & BELLIS**

Brussels, Geneva

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**FINANCIAL TIMES**  
 ECJ rules in favour of Coty over online sales ban

**GCR!**  
 L'Oréal sued for selective distribution

IP/02/1584  
 Brussels, 30 October 2002

**Commission fines Nintendo and seven of its European distributors for colluding to prevent trade**

*The European Commission has imposed a total fine of €167.8 million on Japanese video games maker Nintendo and seven of its official distributors*

**GOV.UK**  
 CMA fines Ping £1.45m for online sales ban on golf clubs

**ASICS dealers allowed to use price comparison engines - Federal Court of Justice confirms Bundeskartellamt's decision**

open markets | fair competition

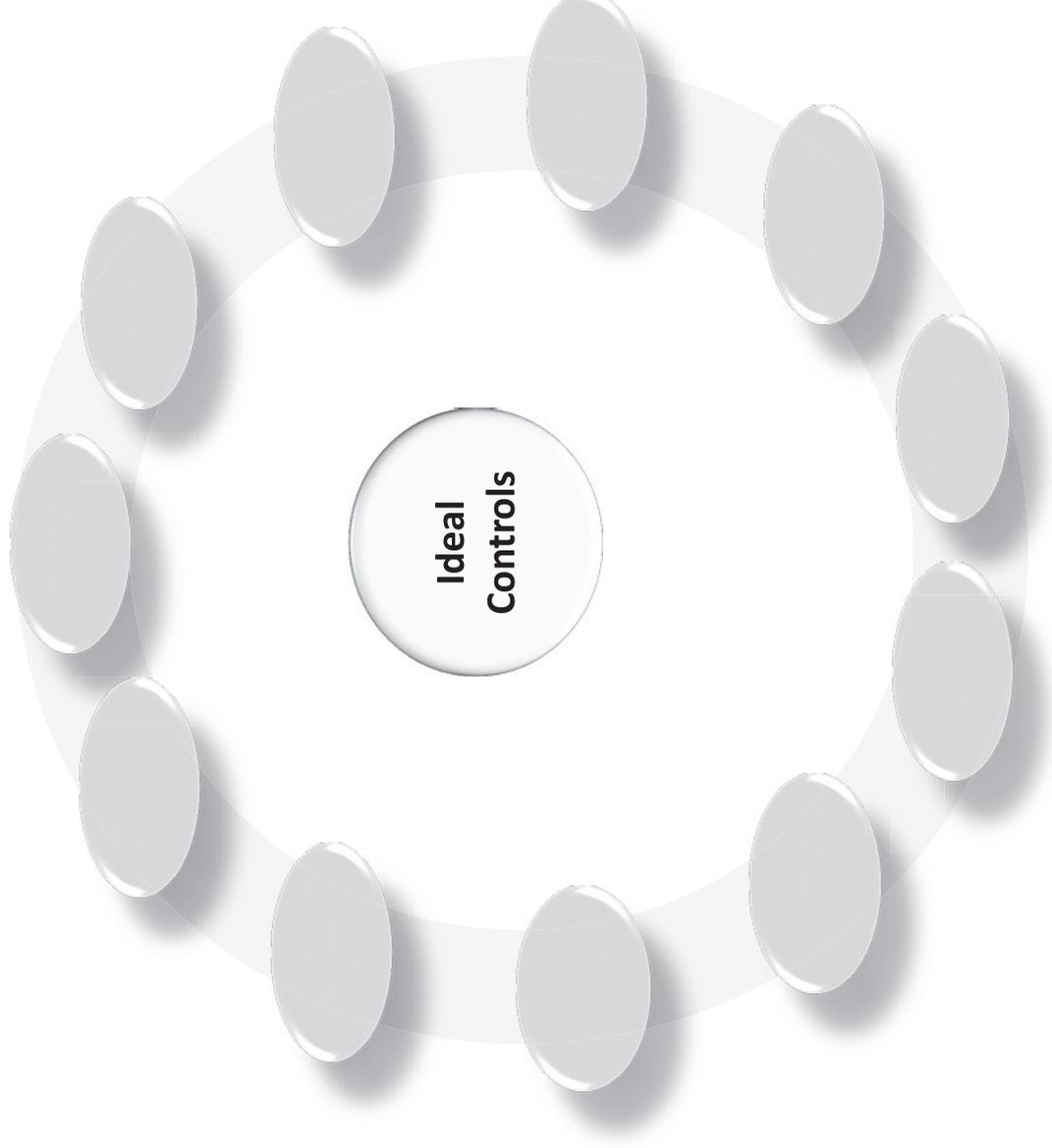
**REUTERS**  
 BMW loses appeal against \$158 million fine for blocking shipments to Switzerland

**PaRR**  
 An Asics company

Greek agency fines luxury cosmetics companies EUR 18.84m

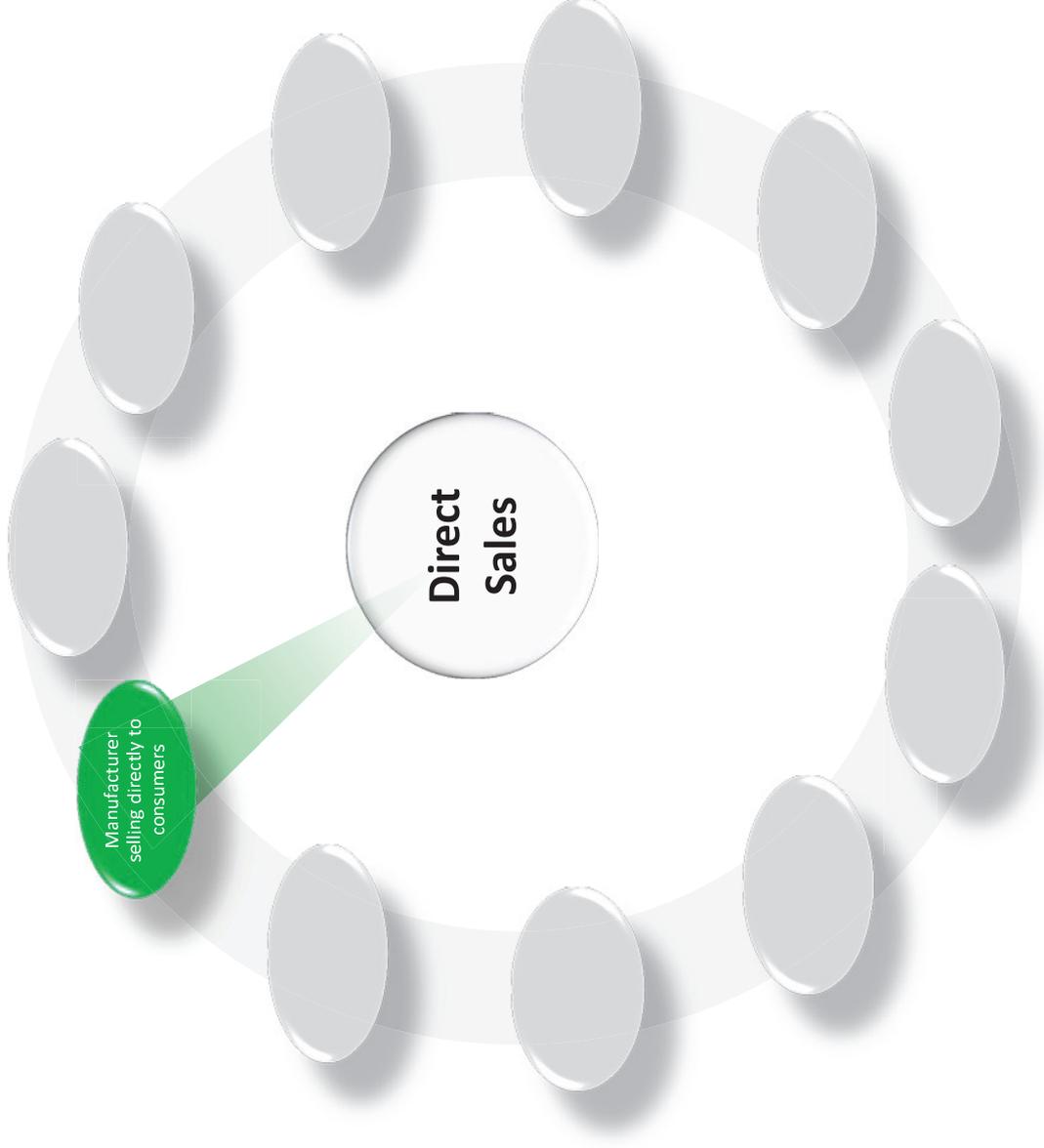
## **Brand Protection**

*What controls would you ideally want on stores selling your products in order to protect your brand image?*



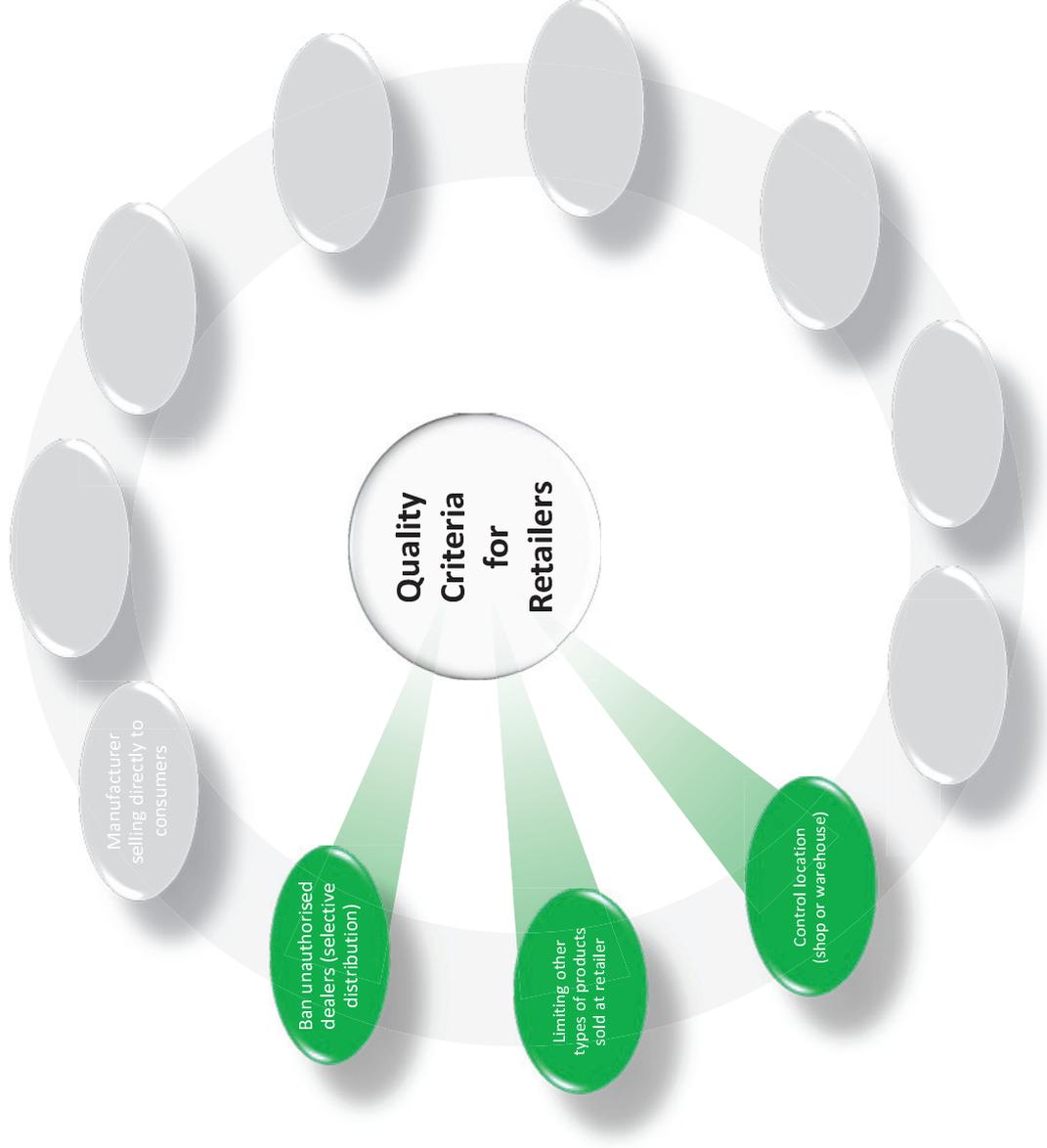
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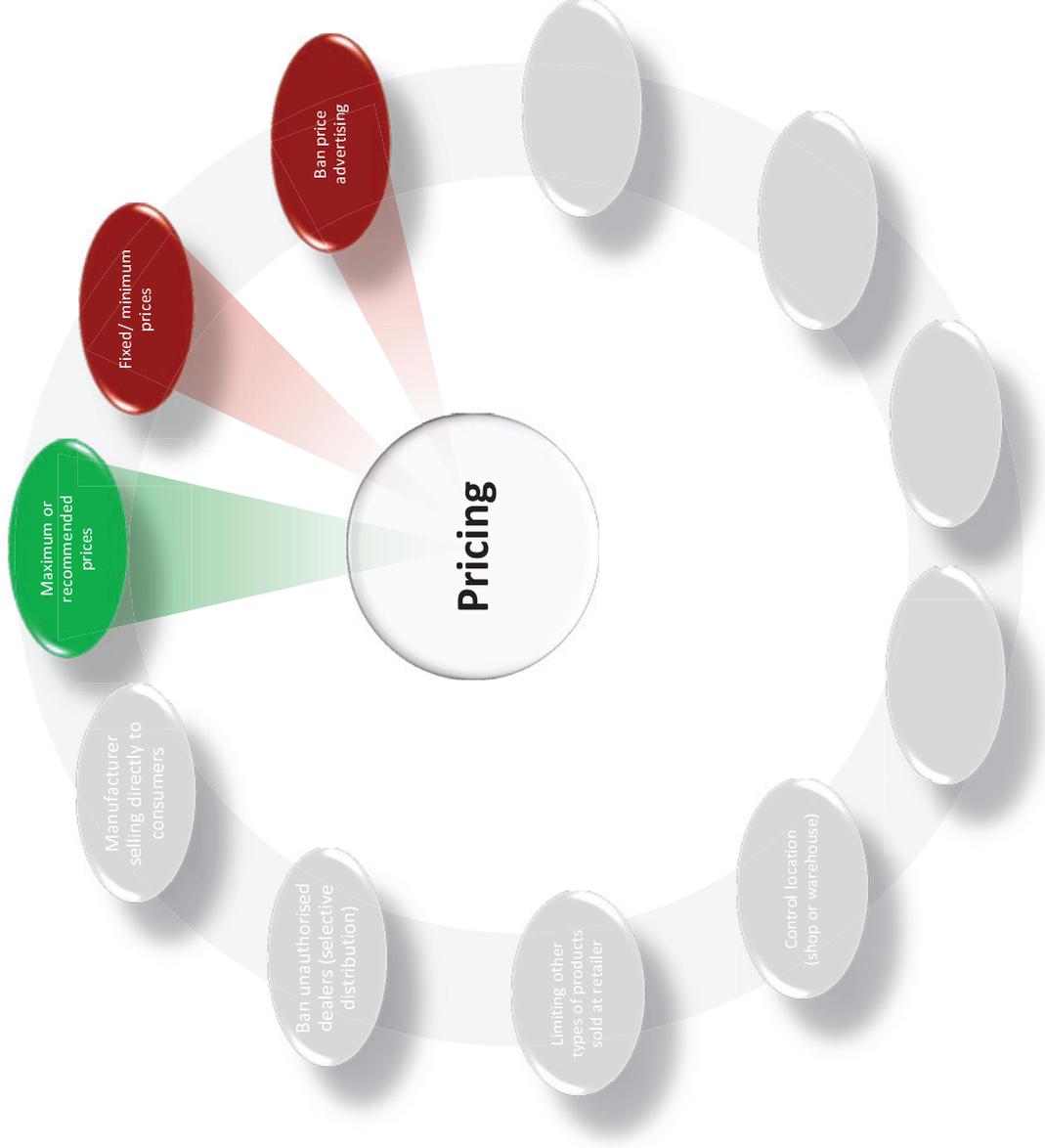
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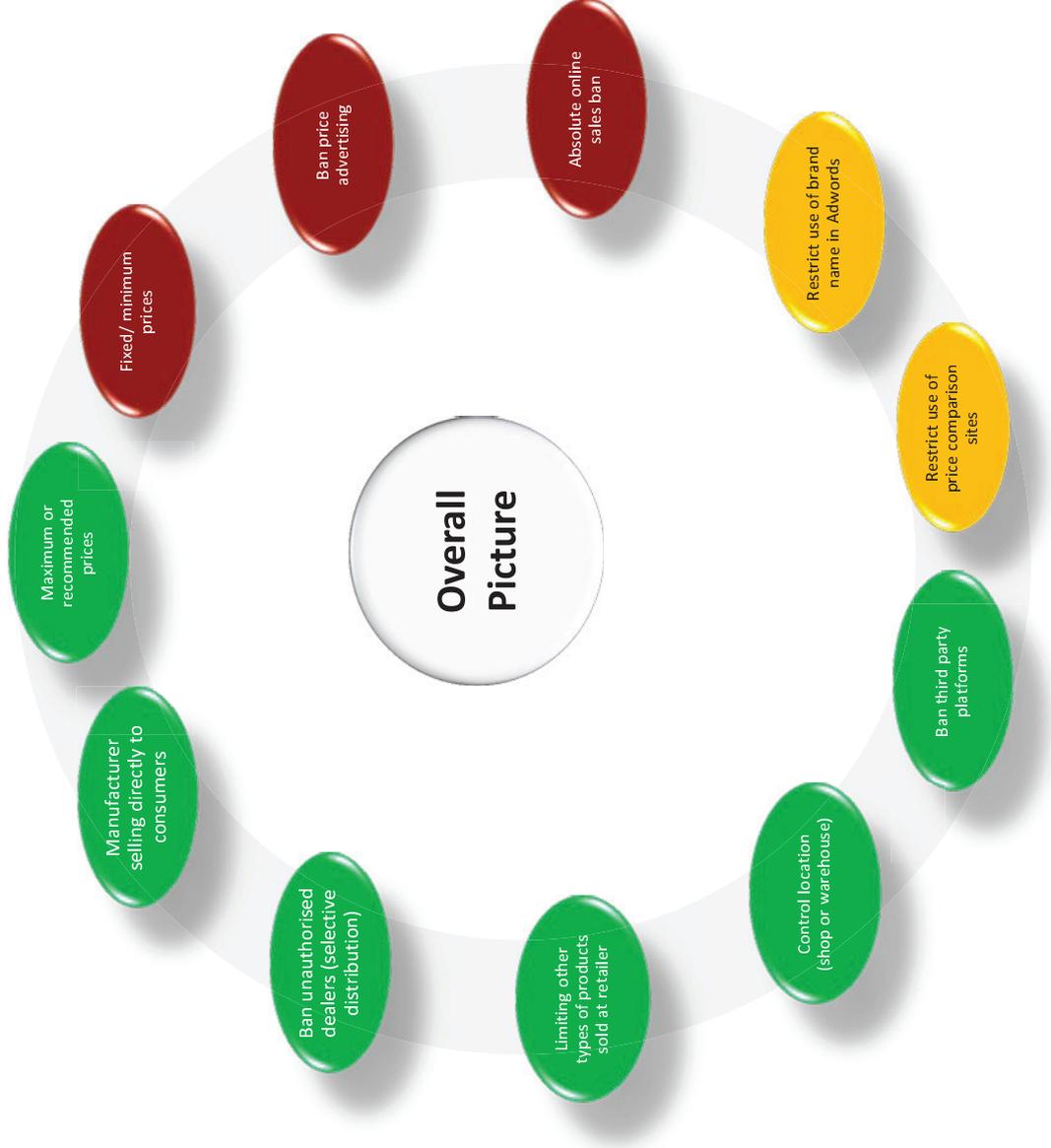
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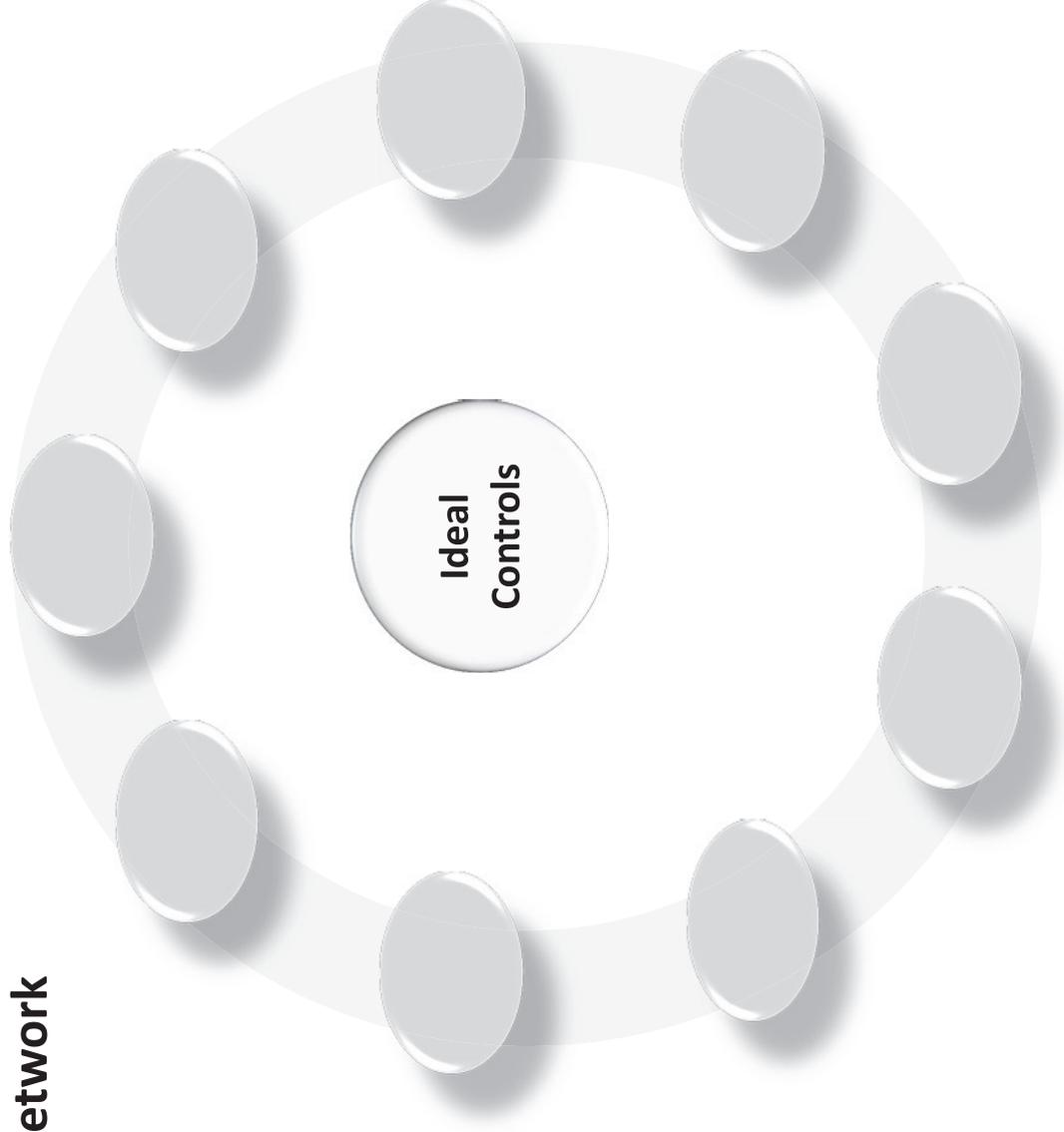
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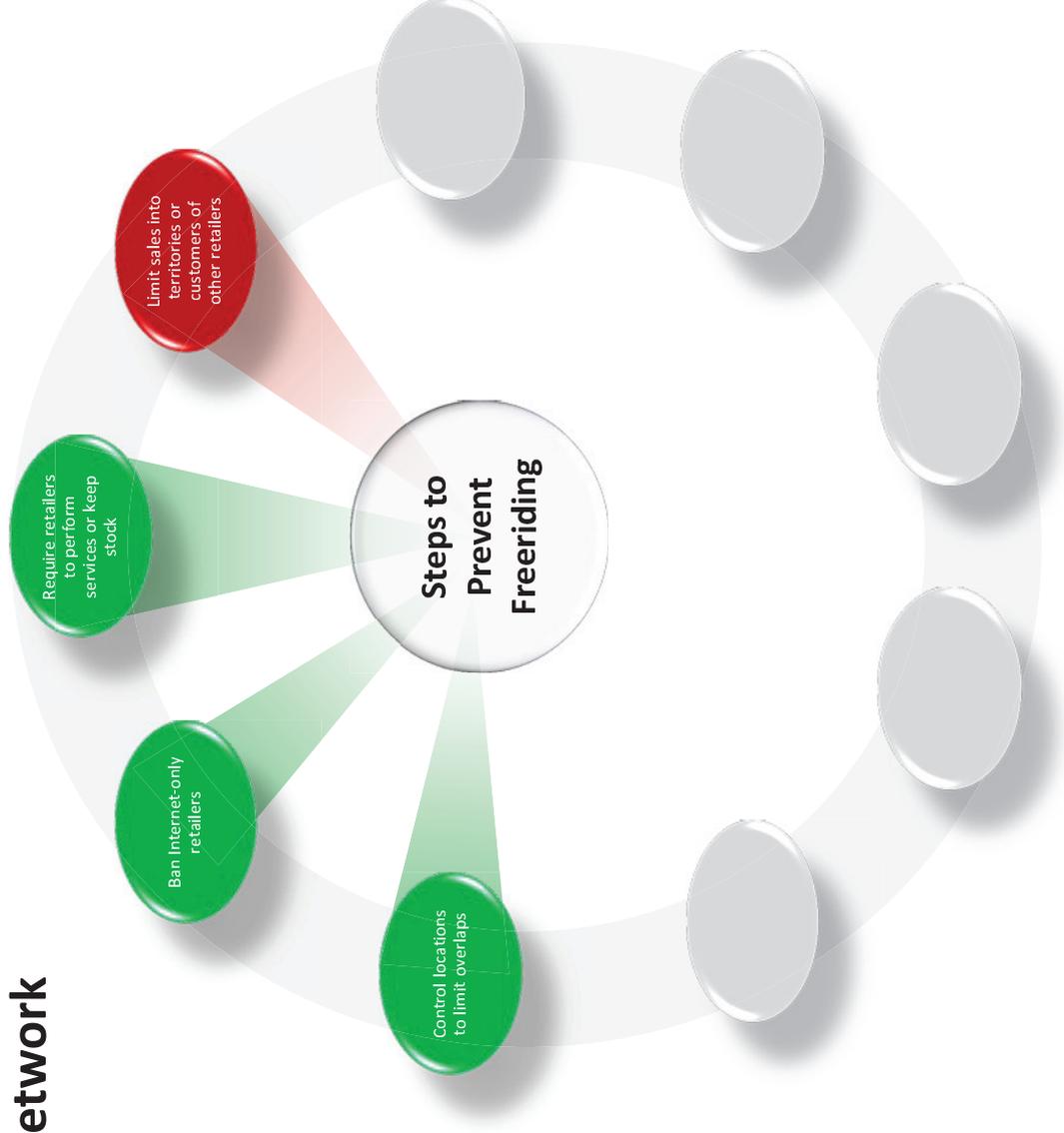
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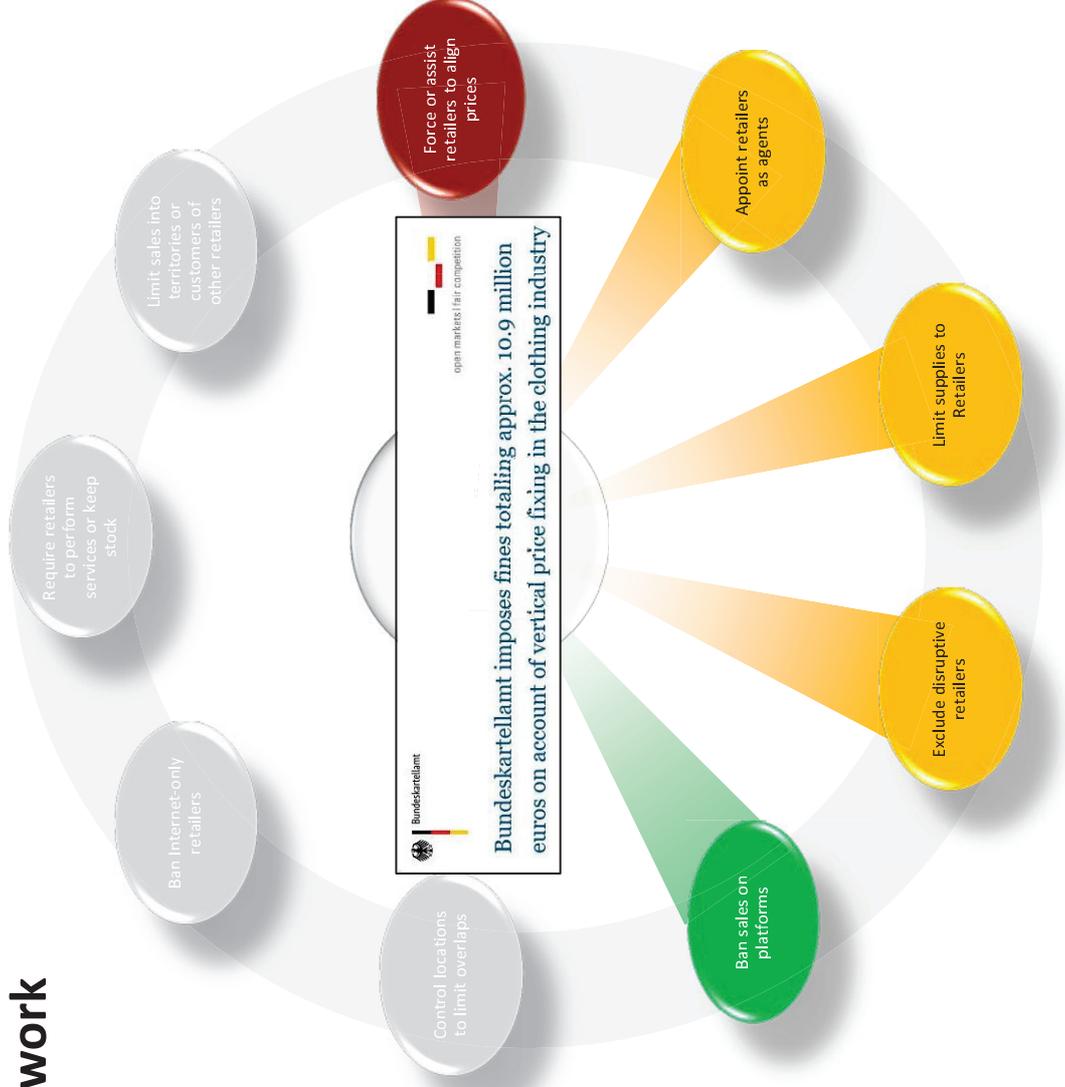
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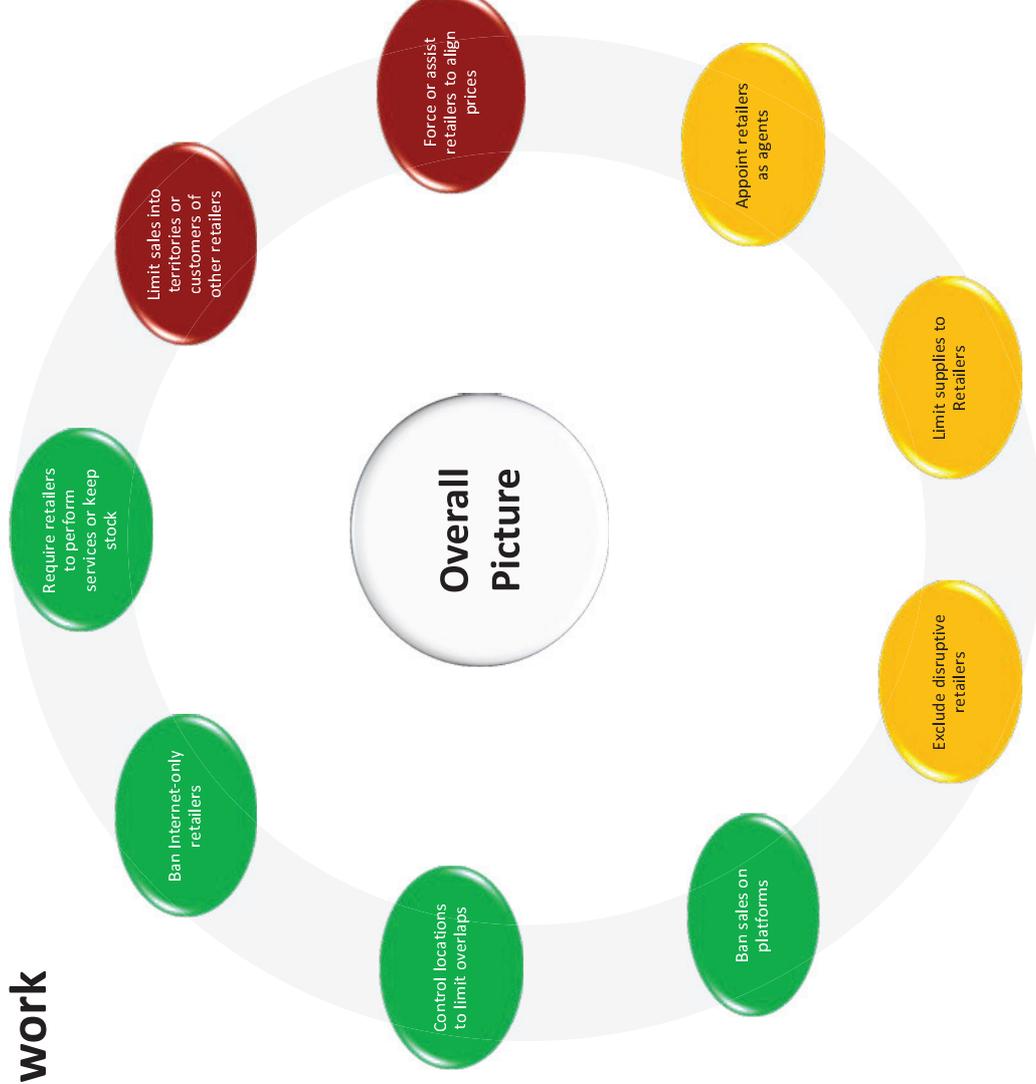
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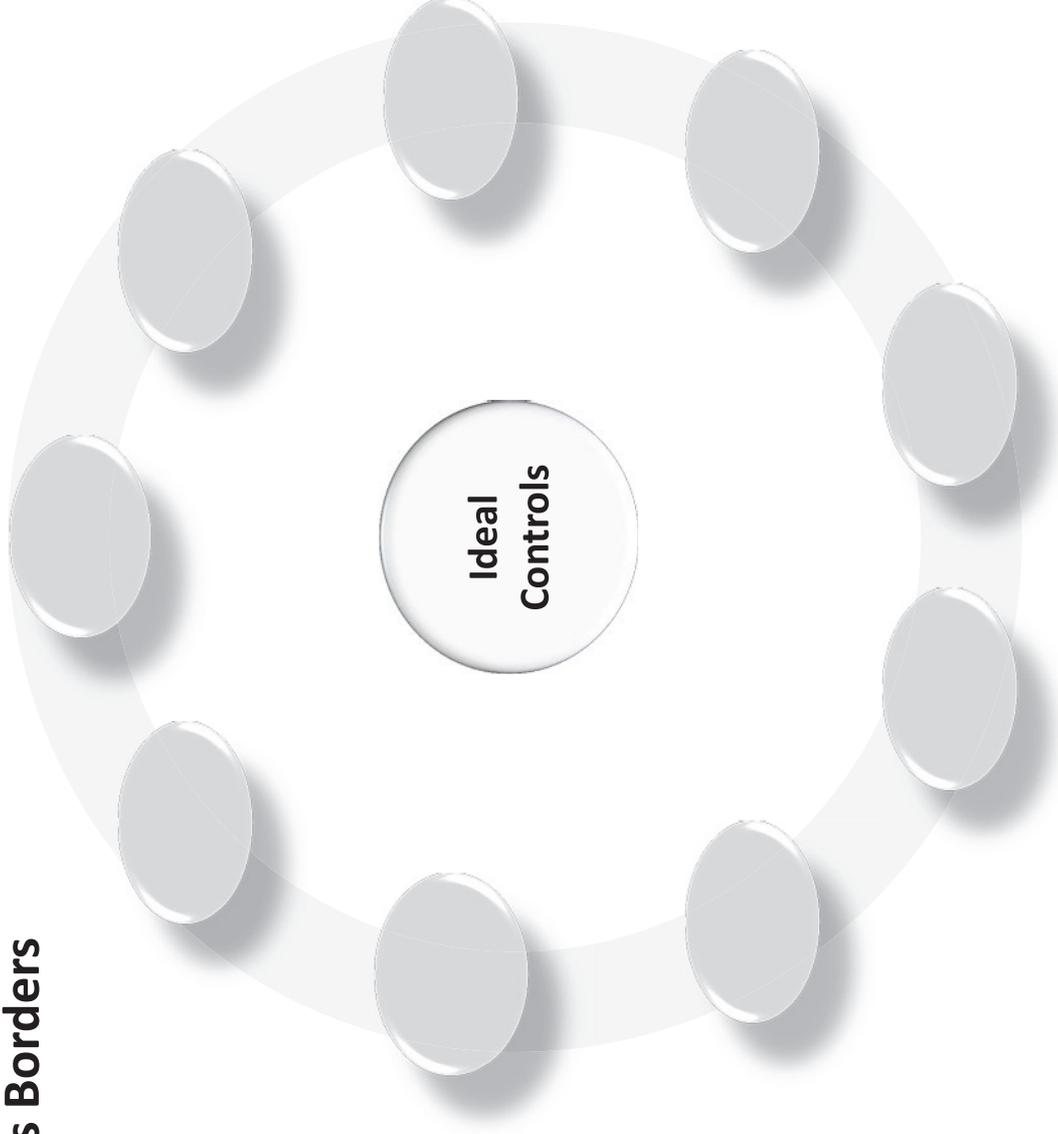
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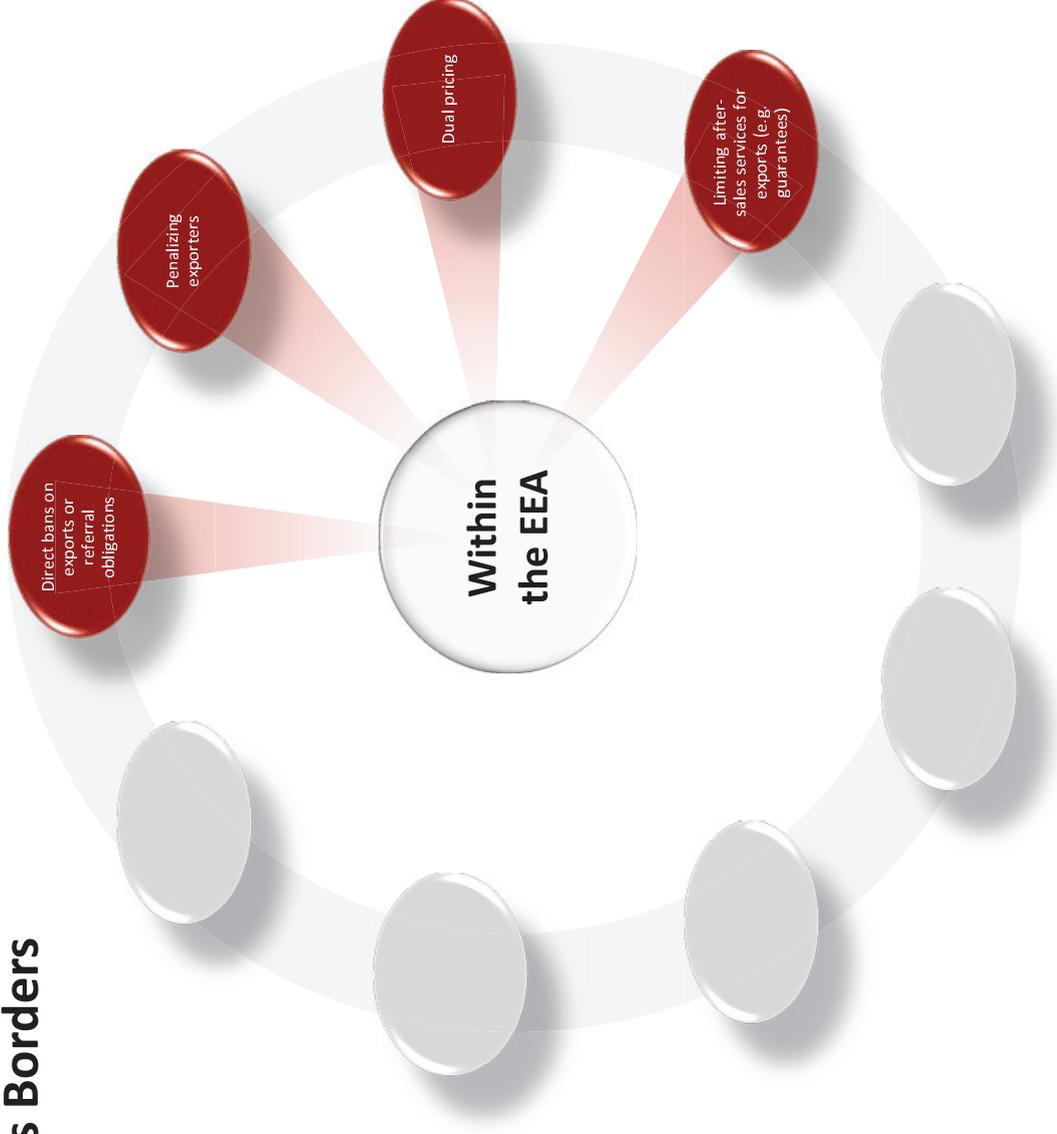
## Preventing Trade Across Borders

*What steps can you take to limit parallel trade?*



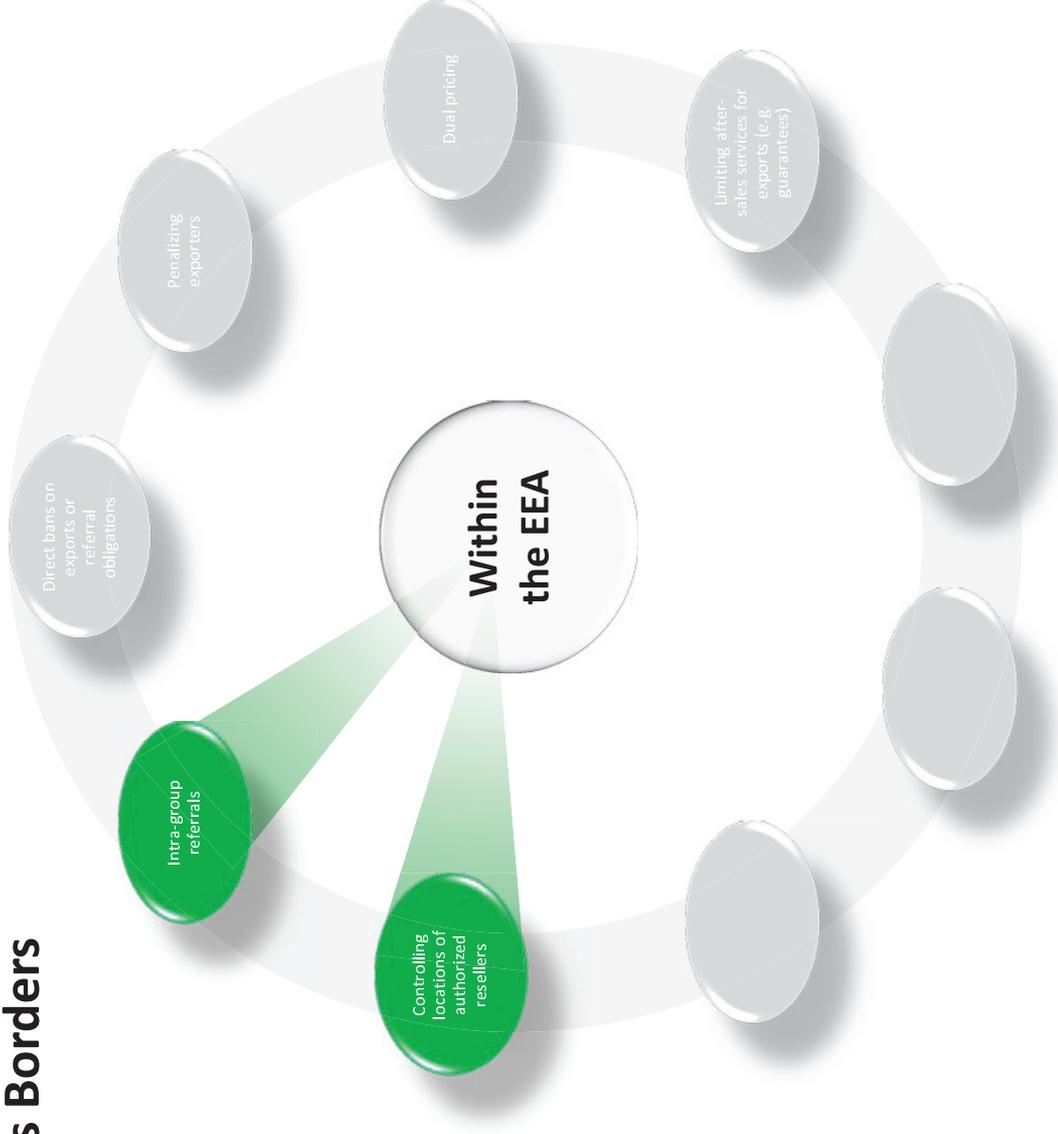
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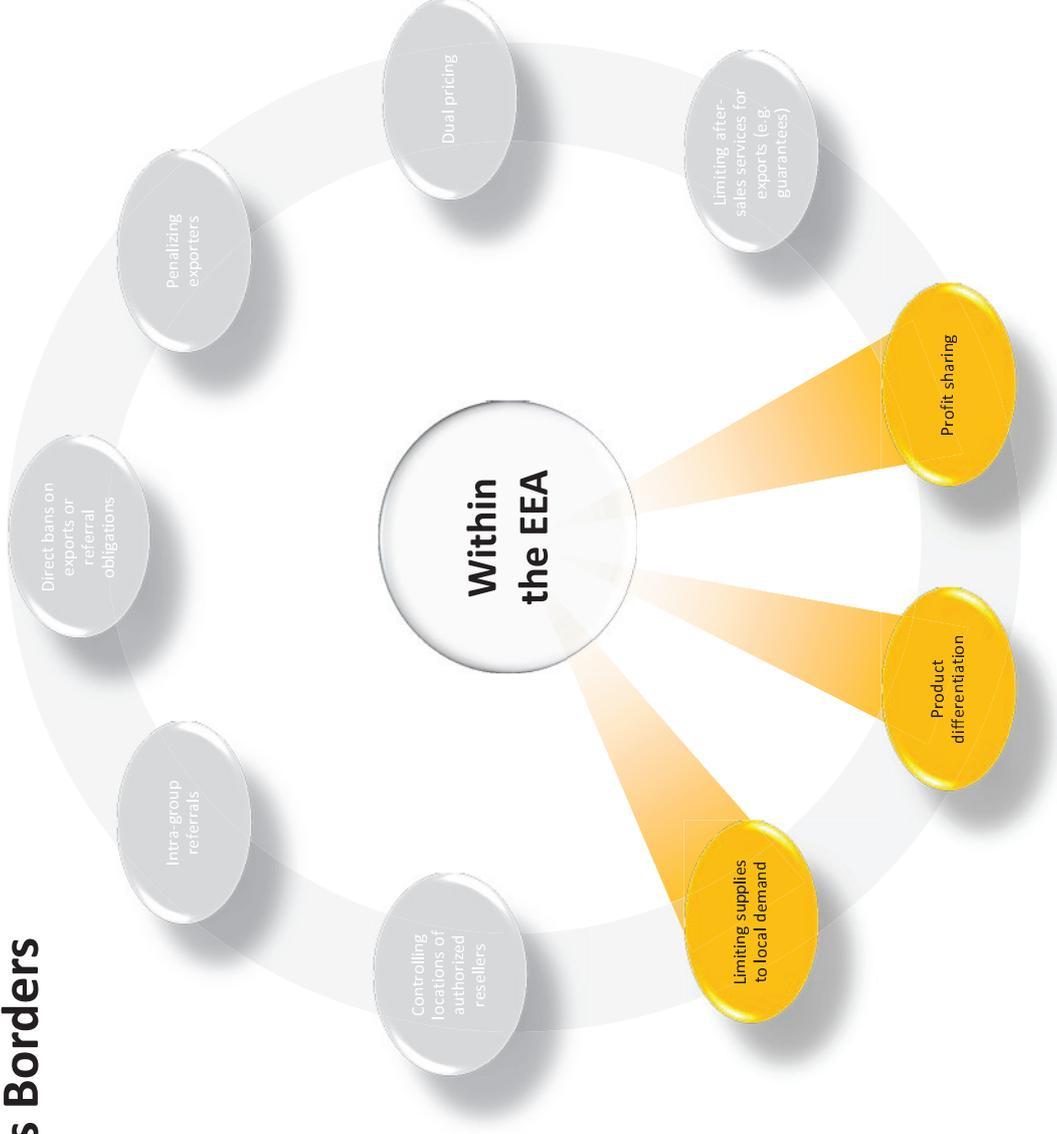
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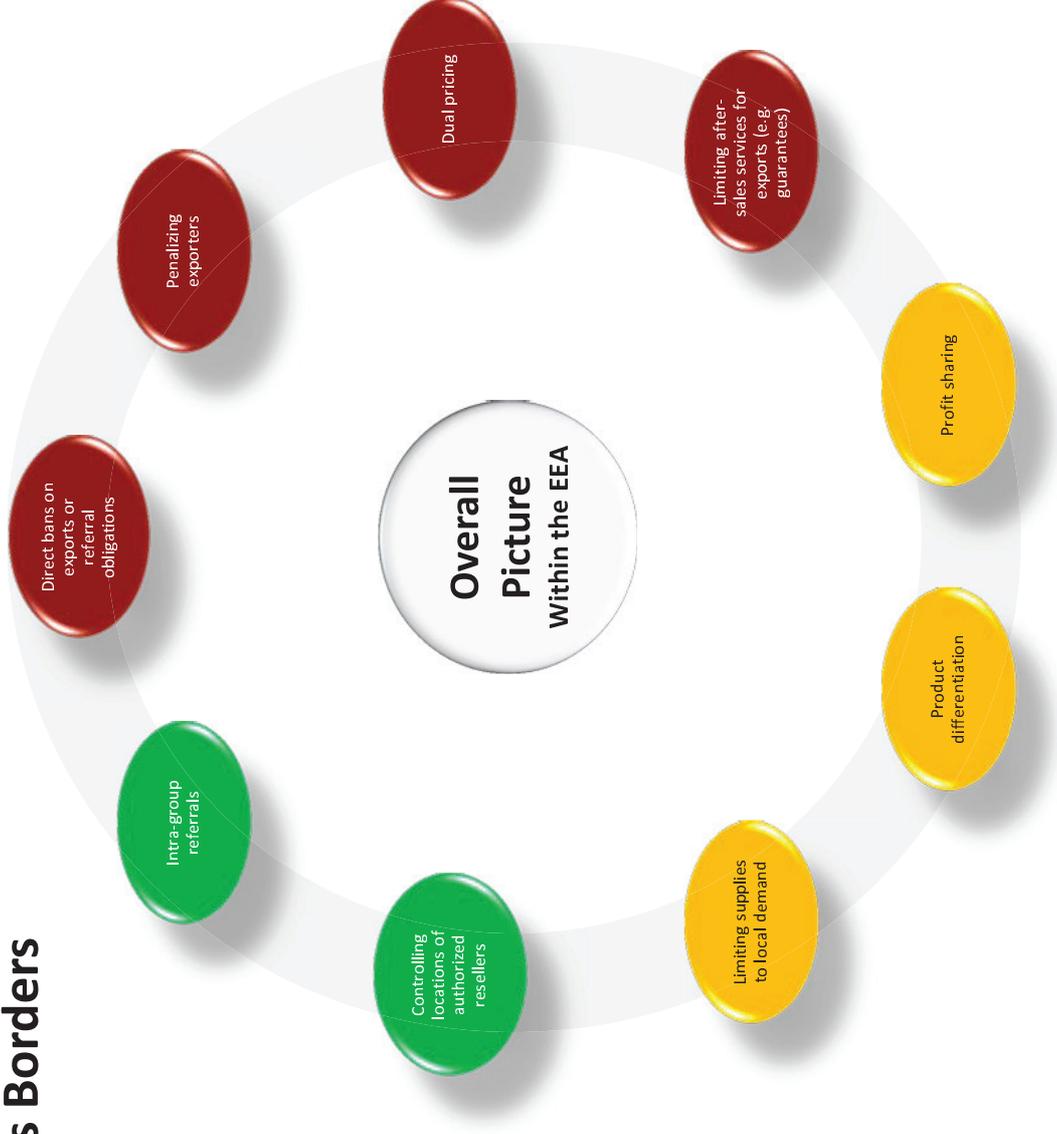
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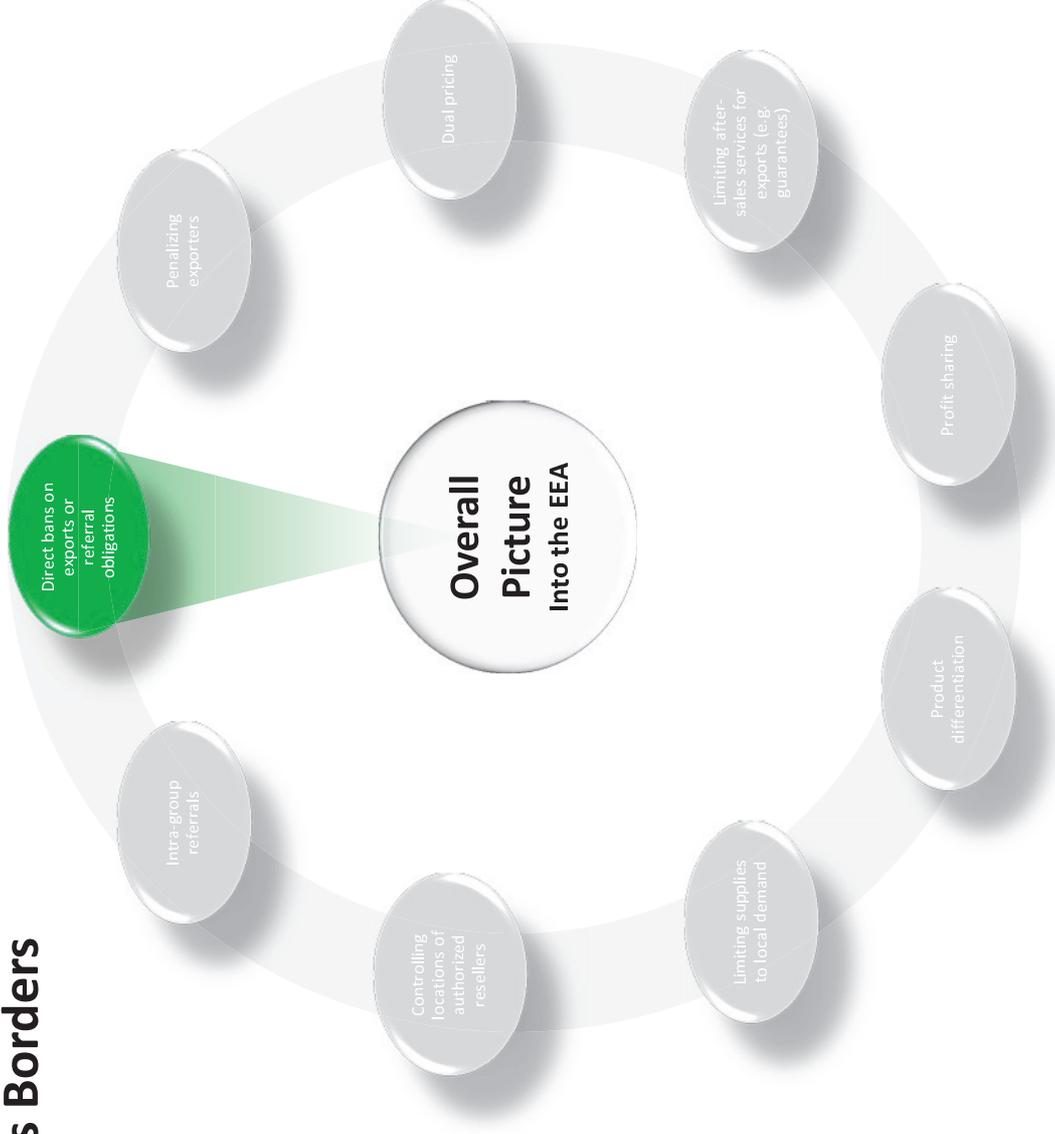
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