

Stefan Jonas Schröter, Der Schutz geografischer Herkunftsangaben nach Marken-, Wettbewerbs- und Registerrecht in Deutschland und der Schweiz

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Geographic brand names are powerful marketing tools, hence their protection. Recently, the Polish authorities succeeded in getting protection for Silesian Striezel (a cake). A tiny piece of Silesian territory lies in Brandenburg in Germany. When the Striezel originates in Görlitz, it doesn't enjoy the same protection.

The authorities in Görlitz seem to enjoy a deep and peaceful slumber.

The Konstanz dissertation unfortunately ignores modern law and economics.

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