

University of Pretoria Yearbook 2017

Intellectual property, branding and advertising 803 (IGZ 803)

Qualification Postgraduate

Faculty [Faculty of Law](#)

Module credits 30.00

Prerequisites No prerequisites.

Contact time 2 lectures per week

Language of tuition Afrikaans and English is used in one class

Academic organisation Private Law

Period of presentation Semester 1

Module content

The following aspects will be dealt with:

- (a) Trade Marks Act 194 of 1993
- (b) Merchandise Marks Act 17 of 1941
- (c) Counterfeit Goods Act 37 of 1997
- (d) Relationship between registered trade marks and unregistered trade marks
- (e) Branding and trade marks
- (f) Advertising and trade marks
- (g) Compliance with international instruments.
- (h) Trademark-related international instruments
- (i) Compliance with international instruments.
- (j) Capita selecta including: registrability and validity; infringement; amendment or correction
- (k) Civil remedies for the infringement of intellectual property rights
- (l) Criminal remedies for the infringement of intellectual property rights.

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