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Edited by Deven R. Desai, Ioannis Lianos and Spencer Weber Waller

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## BRANDS, COMPETITION LAW AND IP

Brands and brand management have become a central feature of the modern economy and a staple of business theory and business practice. Contrary to the law's conception of trademarks, brands are used to indicate far more than source and/or quality. This volume begins the process of broadening the legal understanding of brands by explaining what brands are and how they function, how trademark and antitrust/competition law have misunderstood brands, and the implications of continuing to ignore the role brands play in business competition. This is the first book to engage with the topic from an interdisciplinary perspective; hence it will be a must-have for all those interested in the phenomenon of brands and how their function is recognized by the legal system. The book integrates both a competition and an intellectual property law dimension and explores the regulatory environment and case law in both Europe and the United States.

DEVEN R. DESAI is Associate Professor of Law and Ethics at the Georgia Institute of Technology, Scheller College of Business.

IOANNIS LIANOS is Professor of Global Competition Law and Public Policy at the Faculty of Laws, University College London (UCL), Director of the Centre for Law, Economics and Society, UCL and Lead Researcher, Skolkovo Laboratory on Law and Development, Higher School of Economics.

SPENCER WEBER WALLER is the Director of the Institute for Consumer Antitrust Studies and Professor at Loyola University Chicago School of Law.

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Frontmatter

[More information](#)

## CONTENTS

*List of figures* vii  
*List of tables* viii  
*List of contributors* ix

Introduction 1

DEVEN R. DESAI, IOANNIS LIANOS, AND SPENCER  
 WEBER WALLER

**PART I Brands, price theory and business studies’  
 perspectives 11**

- 1 An introduction to the competitive effects of  
 branding 13

PETER DAVIS AND KIRSTEN EDWARDS-WARREN

- 2 Bayer or Walgreen’s? The relationship of premium and  
 value brands in the United States 25

JAMES LANGENFELD, WENQING LI, AND SOPHIE YANG

- 3 The value of brands and the challenge of free-riding 48

TONY APPLETON AND JOHN NOBLE

**PART II Brands and competition law 73**

- 4 Brands, competition, and antitrust law 75

DEVEN R. DESAI AND SPENCER WEBER WALLER

- 5 Brands and brand management: insights from marketing  
 for antitrust 113

GREGORY T. GUNDLACH AND JOAN M. PHILLIPS

- 6 Brands and market power: a bird’s-eye view 128

DANIEL A. CRANE

Cambridge University Press

978-1-107-10346-7 - Brands, Competition Law and IP

Edited by Deven R. Desai, Ioannis Lianos and Spencer Weber Waller

Frontmatter

[More information](#)

vi

CONTENTS

- 7 The two sides of brand marketing: reconsidering  
competition law governing distribution restraints 138  
WARREN S. GRIMES
- 8 Brands, product differentiation and EU competition  
law 146  
IOANNIS LIANOS
- 9 Private labels, brands and competition law  
enforcement 179  
ARIEL EZRACHI AND KETAN AHUJA
- PART III Brands and IP law 201**
- 10 Trademark dilution and the management of brands:  
implications of the Trademark Dilution Revision Act for  
marketing and marketing research 203  
JOHN D. MITTELSTAEDT
- 11 Trade mark law meets branding? 217  
ILANAH FHIMA
- 12 Brands, firms and competition 238  
ANDREW GRIFFITHS
- Index* 261

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978-1-107-10346-7 - Brands, Competition Law and IP

Edited by Deven R. Desai, Ioannis Lianos and Spencer Weber Waller

Frontmatter

[More information](#)

---

## FIGURES

- 1.1 Brands may facilitate entry into new market areas 17
- 3.1 Products – ranked by similarity 57

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Frontmatter

[More information](#)

## T A B L E S

2.1	Summary of own- and cross-price elasticity estimates in the literature	28
2.2	Summary statistics by brand	36
2.3	Regression results of LA/AIDS demand equations with fixed store effect	39
2.4	Own- and cross-price elasticity estimates	42
2.5	Own- and cross-promotion elasticity estimates	44
2.6	Definitions for variables used in the analysis	46
2.7	Descriptive statistics	46
10.1	Summary of measures of fame and dilution	213



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Frontmatter

[More information](#)

## CONTRIBUTORS

KETAN AHUJA is a Member of Oxford University Centre for Competition Law and Policy and Latham & Watkins LLP.

TONY APPLETON is General Counsel at Procter & Gamble UK.

DANIEL A. CRANE is Associate Dean for faculty and research and the Frederick Paul Furth, Sr Professor of Law at the University of Michigan Law School.

PETER DAVIS is Executive Vice President at Compass Lexecon and a visiting professor at the Faculty of Laws, UCL.

DEVEN R. DESAI is Associate Professor of Law and Ethics at the Georgia Institute of Technology, Scheller College of Business.

KIRSTEN EDWARDS-WARREN is Executive Vice President at Compass Lexecon.

ARIEL EZRACHI is Slaughter and May Professor of Competition Law, University of Oxford and Director of the Oxford University Centre for Competition Law and Policy.

ILANAH FHIMA is Senior Lecturer at the UCL Faculty of Laws and Co-Director of the UCL's Institute of Brand and Innovation Law.

ANDREW GRIFFITHS is Professor at Newcastle University.

WARREN S. GRIMES is Professor at Southwestern Law School.

GREGORY T. GUNDLACH is Coggin Distinguished Professor at Coggin College of Business University of North Florida and Senior Research Fellow at the American Antitrust Institute.

JAMES LANGENFELD is a Managing Director of Navigant Economics and Adjunct Professor of Loyola University Chicago School of Law.

WENQING LI is a Director of Navigant Economics.

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x

LIST OF CONTRIBUTORS

IOANNIS LIANOS is Professor of Global Competition Law and Policy, Director of the Centre for Law, Economics and Society, UCL Faculty of Laws, London; Principal Research Fellow, Skolkovo Laboratory on Law and Development, Higher School of Economics, Moscow; Alexander von Humboldt Fellow, WZB, Berlin.

JOHN D. MITTELSTAEDT is Professor of Marketing, Chair of the Department of Management and Marketing, and Interim Dean, College of Business, University of Wyoming.

JOHN NOBLE is Director at the British Brands Group.

JOAN M. PHILLIPS is Professor of Marketing at the Quinlan School of Business, Loyola University Chicago.

SPENCER WEBER WALLER is Director of the Institute for Consumer Antitrust Studies and Professor at Loyola University Chicago School of Law.

SOPHIE YANG is an Associate Director of Navigant Economics.