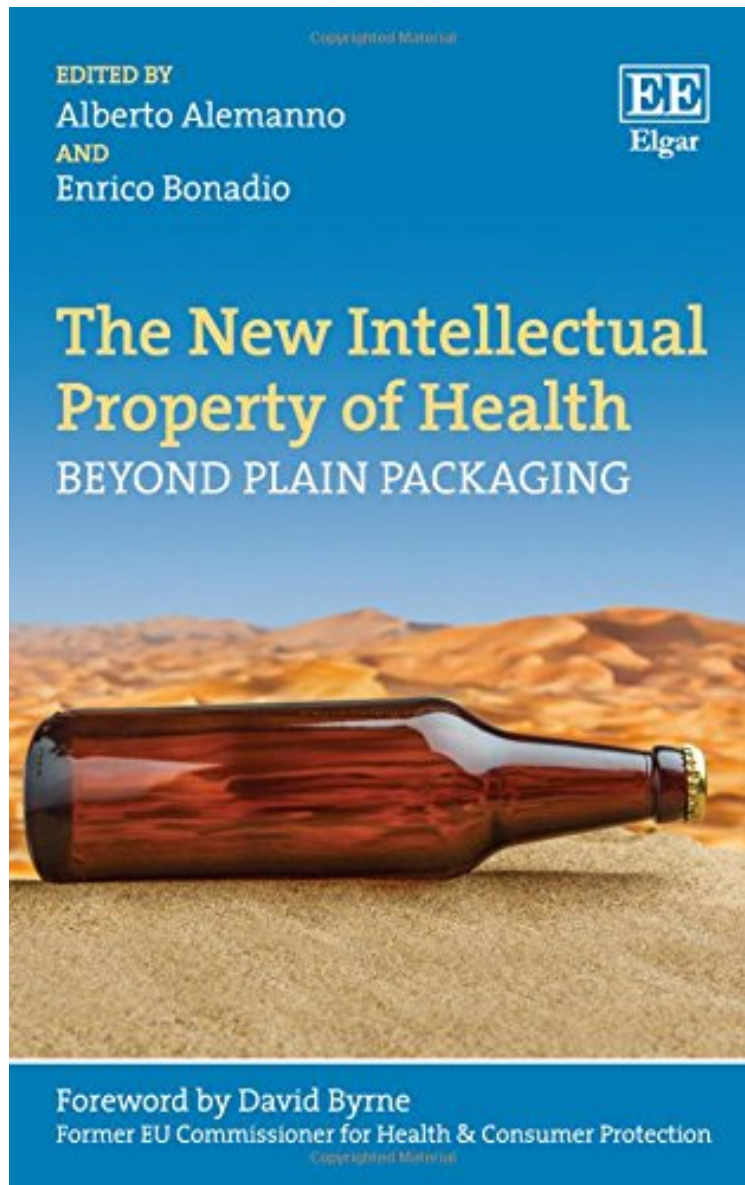


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The New Intellectual Property of Health: Beyond Plain Packaging

Alberto Alemanno, Enrico Bonadio

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Alberto Alemanno, Enrico Bonadio : The New Intellectual Property of Health: Beyond Plain Packaging before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Intellectual Property of Health: Beyond Plain Packaging:

This timely book provides the first legal and policy analysis of the intellectual property (IP) aspects of a rapidly-growing category of regulatory measures affecting the presentation and advertising of certain health-related goods. The key goods examined are tobacco, alcohol, food, and pharmaceuticals. Chapters focusing on both distinct policy areas and specific country examples serve to unearth the inherent tension emerging between these new measures as well as other categories of public health measures and IP regimes. This book discusses how to balance the legitimate interests of governments to promote human health and the protection and enforcement of IP rights. It also further explores how to amend IP regimes with a view to encouraging companies to produce and market healthier products. Comprehensive and engaging, this book will provide innovative research angles to academics and students in the areas of both health and IP law. Its wealth of examples and analytic style will also prove insightful to legal professionals who advise on issues related to IP and public health as well as policy makers, governments and NGOs. Contributors include: A. Alemanno, J. Blum, E. Bonadio, I. Calboli, I. Carreno, M. Chon, M. Davison, M. Elsmore, M.T. Fujiye, E. Laurenza, A. Marsoof, A. Mitchell, V. Vadi

'A welcome and timely contribution to the increasingly heated debate in the crucial area at the intersection between intellectual property and public health. A must read for practitioners as well as for scholars.' --Marco Ricolfi, University of Turin, Italy
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About the Author
Edited by Alberto Alemanno, Jean Monnet Professor of EU Law and Risk Regulation, HEC Paris, France and New York University, School of Law, US and Enrico Bonadio, Senior Lecturer in Intellectual Property Law, City University, London, UK