Ambush marketing is a type of unauthorized conduct with which a company deliberately tries to be associated with a sporting event in order to profit from it without having made any contribution to it. The objective is to take advantage of the attention which the sporting event receives and of the reputation of the event as well. Focusing on the protection of industrial property and based on valid German law, Nikolaus Melwitz does a detailed study of whether or not these advertising methods should be banned. In this context, he begins by dealing with the protectability of the names of events as a trademark or a business name and in doing so explores the theory of the event trademark. After taking a good look at trademark law, the author then examines the protection given by the rules of fair trading from taking advantage of a reputation and applies this to the phenomenon of ambush marketing.

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