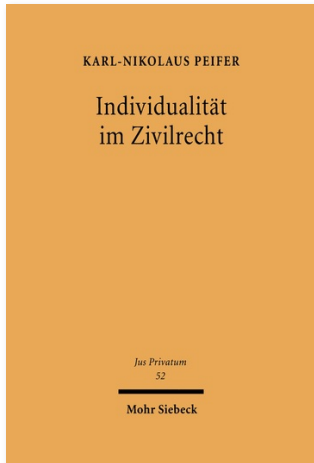


Karl-Nikolaus Peifer

Individualität im Zivilrecht

Der Schutz persönlicher, gegenständlicher und wettbewerblicher Individualität im Persönlichkeitsrecht, Immaterialgüterrecht und Recht der Unternehmen

[Individuality and Private Law. The Protection of Personal, Physical and Competitive Individuality in the Rights to Privacy and Publicity, Intangible Property Rights and Corporate Law. By Karl-Nikolaus Peifer.]



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What is the future of the private individual in the context of a society which has become increasingly interested in commercializing personal features, works and expressions? To what extent is there a conflict between the Western belief in individuality as a value and the current attempts to marginalize individuality within the context of intellectual property laws? Do companies have a commercial personality? These questions are answered by a concept of individuality that can be traced back to the cultural roots of a fundamental value of Western societies. Using these roots, the author develops a frame for the protection of individuality within the existing legal provisions.

Karl-Nikolaus Peifer ist Inhaber des Lehrstuhls für Bürgerliches Recht mit Urheberrecht, Gewerblichen Rechtsschutz, Neue Medien und Wirtschaftsrecht der Universität zu Köln.

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