# Table of Contents

**Acronyms and Abbreviations** 11

**I. Introduction** 13

**II. General considerations** 15
   **A. Character advertisement** 15
      1. Definition of the notion “character” 15
      2. Reasons for character marketing 17
      3. The need to adapt 19
   **B. Legal considerations on character advertisement** 20
   **C. Economic considerations on character advertisement** 22

**III. Germany and the European Union** 26
   **A. Trade mark protection** 26
      1. Protection in the national German framework 26
      2. Protection in the Community Trade Mark framework 32
   **B. Copyright** 34
      **Germany** 34
   **C. Unfair Competition Law** 37
      **Germany** 37
   **D. Other forms of protection** 39
      Protection via personality rights? 39

**IV. United States of America** 41
   **A. The federal trade mark system** 41
      1. Protection of characters 41
      2. Adaptation of trade marks 52
Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Copyright</td>
<td>53</td>
</tr>
<tr>
<td>D. Other forms of protection</td>
<td>58</td>
</tr>
<tr>
<td>V. Synthesis, conclusion and policy recommendations</td>
<td>60</td>
</tr>
<tr>
<td>List of works cited</td>
<td>63</td>
</tr>
</tbody>
</table>