

# Contents

<i>Dedication</i>	v
<i>Preface</i>	vii
<i>How to Use this Book</i>	ix
<i>Table of Cases</i>	xix
<i>Table of Legislation</i>	xxxiii

## 1 Introduction 1

Introduction	1
Dual application of Community and national competition law	1
<i>Wilhelm v. Bundeskartellamt</i>	1
Judgment of the European Court of Justice	1
Notes and questions on the Judgment	3
<i>Bayerische Motorenwerke AG v. ALD Auto-Leasing D GmbH</i>	4
Opinion	4
Notes and questions on the Opinion	5
Article 5(2) in combination with the rules for free movement and competition	6
Notes and questions	6
Article 90 in combination with the rules for free movement or competition	6
<i>Höfner and Elser v. Macrotron GmbH</i>	7
Opinion	7
Notes and questions on the Opinion	9
Judgment of the European Court of Justice	10
Notes and questions on the Judgment	11
<i>Merci Convenzionali Porto di Genova v. Gabrielli</i>	12
Opinion	12
Judgment of the European Court of Justice	13
Notes and questions on the Opinion and the Judgment	15
<i>Paul Corbeau</i>	16
Judgment of the European Court of Justice	16
Notes and questions on the Judgment	18

## 2 Analysis of Article 85(1) 20

Introduction	20
“Undertaking”	20
<i>Viho Europe BV v. Commission</i>	21
Judgment of the Court of First Instance	21
Notes and questions on the Judgment	23
<i>Consten &amp; Grundig</i>	23
Notes and questions—general	24
Decision of the Commission	25
Notes and questions on the Decision	37



<i>Consten &amp; Grundig v. Commission</i>	38
Opinion	38
Notes and questions on the Opinion	49
Judgment of the European Court of Justice	50
Notes and questions on the Judgment	61
Not all restrictions of conduct restrict competition—ancillary restraint doctrine	63
<i>La Technique Minière v. Maschinenbau Ulm GmbH</i>	63
Judgment of the European Court of Justice	63
Notes and questions on the Judgment	64
<i>Nutricia</i>	64
Decision	64
Notes and questions on the Decision	66
<i>Remia BV and Verenigde Bedrijven Nutricia v. Commission</i>	66
Judgment	66
Notes and questions on the Judgment	68
Object of restricting competition	70
<i>Polistil/Arbois</i>	70
Decision of the Commission	70
Notes and questions on the Decision	71

### 3 Exemptions and Nullity 72

## X 4 Abuse of a Dominant Position 73

Introduction	73
<i>Europemballage Corp. and Continental Can Co. Inc. v. Commission</i>	74
Decision of the Commission	74
Opinion on merger control	75
Opinion on Schmalbach's dominant position	78
Judgment of the European Court of Justice	83
Notes and questions on the Opinion and Judgment	89
<i>United Brands Co. and United Brands Continental BV v. Commission</i>	92
Notes and questions on the Judgment	92
<i>Hoffmann-La Roche v. Commission (Vitamins)</i>	93
Judgment of the European Court of Justice	93
Notes and questions on the Judgment	112
<i>Nederlandsche Banden-Industrie Michelin NV v. Commission</i>	115
Notes and questions on the Judgment	115
<i>CBEM v. CLT IPB (Télémarketing)</i>	118
Judgment of the European Court of Justice	118
Notes and questions on the Judgment	120
<i>AKZO Chemie BV v. Commission</i>	120
Judgment of the European Court of Justice	120
Notes and questions on the Judgment	124
<i>Tetra Pak International SA v. Commission (Tetra Pak II)</i>	125
Judgment of the Court of First Instance	126
Notes and questions on the Judgment	132
<i>Società Italiana Vetro SpA v. Commission (Italian Flat Glass)</i>	136
Judgment of the Court of First Instance	136
Notes and questions on the Judgment	137
<i>Ministère Public v. Jean Louis Tournier and Jean Verney (SACEM)</i>	138
Notes and questions on the Judgment	139



5 Enforcement under Regulation 17	141
6 Civil Law Sanctions	142
The direct effect of Articles 85 and 86	142
<i>Belgische Radio en Televisie v. SABAM</i>	142
Judgment of the European Court of Justice	143
Notes and questions on the Judgment	144
Right to damages from a Member State that fails to implement a directive that does not have direct effect	144
<i>Francovich v. Italy</i>	144
Judgment of the European Court of Justice	144
Notes and questions on the Judgment	146
<i>Amministrazione delle Finanze dello Stato v. Simmenthal SpA</i>	147
Judgment of the European Court of Justice	147
Notes and questions on the Judgment	149
<i>Amministrazione delle Finanze dello Stato v. San Giorgio</i>	149
Judgment of the European Court of Justice	149
Notes and questions on the Judgment	150
The enforcement of contracts that may infringe Article 85	151
<i>Brasserie de Haecht SA v. Wilkin (Brasserie de Haecht II)</i>	151
Judgment of the European Court of Justice	151
Notes and questions on the Judgment	152
Comfort letters	153
<i>SA Lancôme and Cosparfrance Nederland BV v. Etos BV and Albert Heijn Supermart BV</i>	153
Judgment of the European Court of Justice	153
Notes and questions on the Judgment	158
<i>Stergios Delimitis v. Henninger Bräu AG</i>	159
Opinion	159
Judgment (part) of the European Court of Justice	159
Notes and questions on the Judgment	161
<i>Re Film Purchases by German TV Stations</i>	162
Rothnie's note	162
Notes and questions	169
<i>Automec Srl v. Commission II</i>	169
Judgment of the Court of First Instance	170
Notes and questions on the Judgment	174
7 Classes of Agreements Clearly Prohibited	175
Horizontal cartels	175
<i>Dyestuffs (Re Cartel in Aniline Dyes)</i>	176
Decision of the Commission	176
Notes and questions on the Decision	184
<i>ICI v. Commission (Dyestuffs)</i>	186
Judgment of the European Court of Justice	186
Notes and questions on the Judgment	194
<i>Re the European Sugar Cartel: Cooperatieve Vereniging "Suiker Unie"</i>	
<i>UA v. Commission</i>	195
Judgment of the European Court of Justice	195
Question on the Judgment	196



<i>Marc van der Woude</i>	196
Notes and questions on the article	201
<i>Soda Ash, Solvay/ICI</i>	202
Decision of the Commission	202
Notes and questions on the Decision	203
<i>Re Wood Pulp Cartel: A Ahlström Oy and Others v. Commission (Woodpulp II)</i>	203
Judgment of the European Court of Justice	203
Notes and questions on the Judgment	223
Collusion will not be inferred from parallel conduct unless it does not make commercial sense otherwise	225
<i>Ministère Public v. Jean Louis Tournier and Jean Verney (SACEM)</i>	225
Judgment of the European Court of Justice	226
Notes and questions on the Judgment	229
Agreements to exchange detailed information about parallel imports and amounts sold	230
Seventh Report on Competition Policy	230
Notes and questions on the Report	232
<i>U.K. Agricultural Tractor Registration Exchange</i>	233
Decision of the Commission	233
Notes and questions on the Decision	242
<i>Fiatragri U.K. Ltd and New Holland Ford Ltd v. Commission</i>	243
Judgment of the Court of First Instance	243
Notes and questions on the Judgment	245
<i>Cartonboard</i>	245
Decision of the Commission	245
Notes and questions on the Decision	247
Export bans and deterrents	247
<i>Miller International Schallplatten GmbH v. Commission</i>	248
Judgment of the European Court of Justice	248
Notes and questions on the Judgment	249
Distillers	250
<i>Distillers v. Commission</i>	251
Opinion	251
Notes and questions on the Opinion	257
Notice of the Commission	258
Question on the Notice	260
 8 Distribution Agreements	 261
Introduction	261
Block exemptions for exclusive distribution and purchasing	262
Regulation 1983/83	262
Notes and questions on the Regulation	268
Regulation 1984/83	270
Notes and questions on the Regulation	277
Seventeenth Report on Competition Policy	278
Notes and questions on the Report	279
<i>Hydrotherm Gerätebau GmbH v. Compact de Dott. Ing. Mario Andreoli &amp; C.Sas</i>	279
Notes and questions on the Judgment	282
Selective distribution	282
SABA	282
Decision of the Commission	283
Notes and questions on the Decision	288



<i>Metro-SB-Großmärkte GmbH &amp; Co. KG v. Commission (Metro I)</i>	289
Judgment of the European Court of Justice	289
Notes and questions on the Judgment	292
<i>Metro-SB-Großmärkte GmbH &amp; Co. KG v. Commission (Metro II)</i>	293
Judgment of the European Court of Justice	293
Notes and questions on the Judgment	298
Franchising	299
<i>Pronuptia de Paris GmbH v. Pronuptia de Paris Irmgard Schillgalis</i>	299
Opinion	300
Notes and questions on the Opinion	302
Judgment of the European Court of Justice	303
Notes and questions on the Judgment	307
Regulation 4087/88	309
Notes and questions on the Regulation	320
Market analysis—exclusive purchasing	321
<i>Stergios Delimitis v. Henninger Bräu AG</i>	321
Judgment (part) of the European Court of Justice	322
Notes and questions on the Judgment	324
Opinion	326
<i>Schöller Lebensmittel GmbH &amp; Co. KG and Langnese-Iglo</i>	327
Decisions of the Commission	327
Notes and questions on the Decisions	330
<i>BP Kemi/DDSF</i>	330
Decision of the Commission	331
Notes and questions on the Decision	334
Agency	335
Commission Notice	335
Notes and questions on the Notice	337
<i>Cooperatieve Vereniging "Suiker Unie" and Others v. Commission</i>	337
Judgment of the European Court of Justice	337
Notes and questions on the Judgment	338
<i>Vereniging van Vlaamse Reisbureaus v. VZW Sociale Dienst van de Plaatselijke en Gewestelijke Overheidsdiensten</i>	339
Judgment of the European Court of Justice	339
Notes and questions on the Judgment	342

## 9 Intellectual Property Rights and the Principle of Free Movement of Goods 343

Introduction	344
General notes and questions	344
Exhaustion of patent rights	345
<i>Parke Davis &amp; Co. v. Probel</i>	345
Opinion	345
Notes and questions on the Opinion	349
Judgment of the European Court of Justice	349
Notes and questions on the Judgment	350
<i>Centrafarm BV and de Peijper v. Sterling Drug Inc.</i>	351
Judgment of the European Court of Justice on exhaustion of patents	351
Notes and questions on the Judgment on exhaustion of patents	353
Judgment of the European Court of Justice on intra-corporate conspiracies	354
Notes and questions on the Judgment on intra-corporate conspiracies	354
<i>Merck &amp; Co. Inc. v. Stephar BV</i>	355
Judgment of the European Court of Justice	356
Notes and questions on the Judgment	356



The early cases on trade marks	357
<i>Sirena Srl v. Eda Srl</i>	357
Opinion	357
Judgment of the European Court of Justice	358
Notes and questions on the Judgment	361
<i>Van Zuylen Frères v. HAG AG (HAG I)</i>	362
Judgment of the European Court of Justice	362
Notes and questions on the Judgment	364
<i>Centrafarm BV and de Peijper v. Winthrop</i>	364
Judgment of the European Court of Justice	364
Question on the Judgment	364
<i>Centrafarm BV and de Peijper v. American Home Products Corp.</i>	365
Judgment of the European Court of Justice	365
Notes and questions on the Judgment	366
<i>SA CNL-Sucal NV v. HAG AG (HAG II)</i>	367
Opinion	367
Notes and questions on the Opinion	380
Judgment of the European Court of Justice	381
Notes and questions on the Judgment	383
<i>IHT Internazionale Heiztechnik GmbH v. Ideal Standard GmbH</i>	384
Judgment of the European Court of Justice	384
Notes and questions on the Judgment	390
Rights other than in reputation	391
<i>Keurkoop BV v. Nancy Kean Gifts BV</i>	391
Judgment of the European Court of Justice	391
Notes and questions on the Judgment	394
<i>Warner Bros. Inc. and Metronome Video Aps v. Christiansen</i>	394
Opinion	394
Note on the Opinion	395
Judgment of the European Court of Justice	395
Notes and questions on the Judgment	397
<i>Thetford Corp. v. Fiamma SpA</i>	398
Judgment of the European Court of Justice	399
Notes and questions on the Judgment	401

## 10 Licences of Intellectual Property Rights 403

Introduction	403
<i>Re the Agreement of the Davidson Rubber Company</i>	404
Decision of the Commission	404
Notes and questions on the Decision	409
<i>Maize Seed</i>	410
<i>L.C. Nungesser KG and Kurt Eisele v. Commission</i>	410
Judgment of the European Court of Justice	410
Notes and questions on the Judgment	417
<i>Coditel v. SA Ciné Vog Films (Coditel I)</i>	419
Judgment of the European Court of Justice	419
Notes and questions on the Judgment	421
<i>Coditel v. Ciné Vog Films SA (Coditel II)</i>	421
Judgment of the European Court of Justice	421
Notes and questions on the Judgment	423
<i>Louis Erauw-Jacquéry Sprl v. La Hesbignonne SC</i>	423
Opinion	424
Notes and questions on the Opinion	426
Judgment of the European Court of Justice	427
Notes and questions on the Judgment	429



Group exemption for technology licensing	429
Technology Transfer Agreement Draft Regulation	430
Notes and questions on the Draft Regulation	449
<i>Moosehead/Whitbread</i>	452
Decision of the Commission	452
Notes and questions on the Decision	456
Article 86 and Refusals to License	456
<i>Volvo AB v. Erik Veng (U.K.) Ltd</i>	457
Opinion	457
Judgment of the European Court of Justice	458
Notes and questions on the Opinion and the Judgment	459
<i>Radio Telefis Éireann v. Commission</i>	460
Judgment of the European Court of Justice	460
Notes and questions on the Judgment	464
Stop Press, November 10, 1995	467

## 11 Specialisation Agreements 469

## 12 Mergers 471

Introduction	471
The Merger Regulation, Regulation 4064/89	472
Notes and questions on the Regulation	493
Commission's notices	494
Notice on the distinction between concentrative and co-operative joint ventures	494
Notes and questions on the Notice	501
<i>Alcatel/Telettra</i>	502
Decision of the Commission	502
Opinion of the Advisory Committee	509
Notes and questions on the Decision	510
<i>Tetra Pak/Alfa-Laval</i>	512
Decision of the Commission	512
Opinion of the Advisory Committee	521
Notes and questions on the Decision	522
<i>Mannesmann/Vallourec/Ilva</i>	523
Decision of the Commission	523
Notes and questions on the Decision	535
<i>MSG Media Service</i>	536
Decision of the Commission	536
Notes and questions on the Decision	551
<i>Procter &amp; Gamble</i>	553
Decision of the Commission	553
Opinion of the Advisory Committee	559
Notes and questions on the Decision	561

## 13 Joint Ventures and Other Forms of Collaboration 562

Introduction	562
Regulation 418/85 as amended	563
Notes and questions on the Regulation	575



<i>BP/Kellogg</i>	576
Decision of the Commission	576
Notes and questions on the Decision	580
<i>Optical Fibres</i>	581
Decision of the Commission	581
Notes and questions on the Decision	583
<i>Elopak/Metal Box-Odin</i>	584
Decision of the Commission	584
Notes and questions on the Decision	593
<i>Ford/Volkswagen</i>	594
Decision of the Commission	595
Notes and questions on the Decision	598
Commission's XXIII Report on Competition Policy	599
Notes and questions on the Report	602
Regulation 3385/94	602
Notes and questions on the Regulation	604
Notice on co-operative joint ventures	604
Notes and questions on the Notice	615
<i>Olivetti-Digital</i>	616
Decision of the Commission	616
Notes and questions on the Decision	620
<i>Fujitsu AMD Semiconductor</i>	621
Decision of the Commission	622
Notes and questions on the Decision	627
 14 Conclusion	 628