Contents

TABLES OF CASES	ix
TABLES OF LEGISLATION AND RELATED INSTRUMENTS	xxiii
LIST OF ABBREVIATIONS	xxix
PART I: INTRODUCTION	
1. General Introduction	3
1.1 EU Competition Law as a System of Regulation of Intellectual	
Property Rights	3
1.2 Competition Policy and Intellectual Property Rights:	
The Innovation Policy Context	11
2. The Relationship Between Intellectual Property Rights and	
Competition Law under the Treaty	17
2.1 Introduction	17
2.2 Grant and 'Existence'	20
2.3 Permitted and Prohibited Exercise of Intellectual Property Rights	21
2.4 The Objectives of the Rules on Competition in the Treaty	25
2.5 Effective Competition	25
2.6 The Goal of Fair Competition	27
2.7 The Goal of Integration	29
PART II: ARTICLE 102 AND INTELLECTUAL PROPERTY RIGHTS	
3. Article 102 and Intellectual Property Rights	33
4. The Relevant Market and Intellectual Property Rights	37
4.1 Introduction	37
4.2 The Relevant Product Market	38
4.3 The Relevant Geographic Market	53
5. The Concept of Dominance and Intellectual Property Rights	57
5.1 Introduction	57
5.2 Dominance and Intellectual Property Rights	58
5.3 The Methods of Assessing Dominance	59
5.4 Dominance, Intellectual Property Rights, and Barriers to Entry	63
5.5 A Note on Ordinary and Special Dominance	64

6. The Concept of Abuse and Intellectual Property Rights	73
6.1 The Expansion of the Concept of Abuse under Article 102 from	
Exploitative to Exclusionary Conduct	75
6.2 The Expanded Concept of Abuse and Restrictions on	
Intellectual Property Rights	85
7. Refusals to Supply and License and Intellectual	
PROPERTY RIGHTS	93
7.1 Refusals to Supply: The Court of Justice and Commission	93
7.2 From Refusal to Supply to Refusal to License: The Commission	
Decisions	98
7.3 Magill and the 'Exceptional Circumstances' Test	102
7.4 Refusals to Continue to License or Supply Interface Information	
on an 'Aftermarket'	109
7.5 The <i>Microsoft</i> Case in Europe and 'Exceptional Circumstances'	111
7.6 Competition and IP Remedies7.7 The Pricing of Compulsory Licensing	119 120
8. Tying	127
8.1 Introduction	127
8.2 The EU Courts' Approach to Tying in Case Law	130
8.3 Tying and Intellectual Property Rights	142
9. Excessive Pricing and Intellectual Property Rights	143
9.1 Introduction	143
9.2 Article 102(a) Generally	145
9.3 Article 102(a) and Intellectual Property Rights	150
9.4 Dual Markets, Intellectual Property Rights, and Unfair Pricing	154
9.5 Collecting Societies and Excessive Pricing9.6 Conclusion	155
	159
10. Exclusionary Pricing Policies: Discriminatory	1 / 1
Pricing, Rebates, and Discounts	161
10.1 Discriminatory Pricing	161
10.2 Conditional Rebates in a Single Market	174
11. Exclusionary Pricing: Predatory Pricing and	
Margin Squeeze	189
11.1 Predatory Pricing	189
11.2 Margin Squeeze	194

	T III: ARTICLE 101 AND INTELLECTUAL PROPERTY LICENSING IN A DERNIZED SETTING
10	TARRODUCTION: INTELLECTIMI PROPERTY RIGHTS LICENSING AND

12. Introduction: Intellectual Property Rights Licensing and Competition Policy Generally		201
12.1 Introduction		201
12.1 Introduction 12.2 The Modernization of EU Law Applicable to IP		201
Licensing Agreements		203
12.3 The New Analytical Tools Provided by the New <i>More</i>		200
Economic Approach		207
13. THE STRUCTURE OF ARTICLE 101 TFEU AND IP LICENSING AGREEMENTS	,	213
13.1 Introduction		213
13.2 The Process of Exemption under Article 101(3) IFEU		215
13.3 Article 101(2) TFEU And Unenforceability		217
13.4 The Clearance of IP Licensing Agreements under		010
Article 101(1) TFEU		218
14. The Judicial Concept of Restriction of Competition and		
IPR LICENSING		233
14.1 Introduction		233
14.2 Judicial Authority before Modernization		234
14.3 The Scope of the Patent Doctrine and Restriction on Competition		235
14.4 The Consten and Grundig Judgment		236
14.5 The Commission's Change of Policy		238
14.6 The Court of Justice's Application of the Appreciability Test to		
Intellectual Property Rights		242
15. The Technology Transfer Block Exemption Regulation and		
TECHNOLOGY TRANSFER AGREEMENT GUIDELINES	4	251
15.1 Introduction: The Evolution of EU Competition Policy towards		
IP Licensing Agreements		251
15.2 The Current Phase		255
15.3 The Main Features of the New Technology Transfer Regulation		
and Guidelines		257
15.4 The New Methods of Assessing Individual Restraints in		
Licensing Agreements outside the Safe Harbour of the TTBER		266
16. The Regulation of Territorial Restraints in Intellectual		
PROPERTY RIGHT LICENSING AGREEMENTS UNDER		
ARTICLE 101 TFEU		273
16.1 Introduction		273
16.2 Exemptible Exclusive Territoriality		273 274
16.2 Exemptible Exerusive Territorianty 16.3 Field of Use Restrictions		278
		410

- Cald distri-

viii Contents

17. The Regulation of Non-Territorial Restraints in	
LICENSING AGREEMENTS	279
17.1 Introduction	279
17.2 Non-Territorial Restraints which are Non-Restrictive of Competition	280
18. Technology Pools, Industrial Standards, and TTBER	291
18.1 Introduction	291
18.2 Stage 1: The Product Formulation Stage	293
18.3 Stage 2: The Creation of the Standard and the Selection of	
Essential Patents	294
18.4 Stage 3: Licensing Out	296
18.5 The FRAND Commitments	297
18.6 The Legal Framework for Technology Pools and	
Standardization Agreements	298
18.7 Technology Pools, TTBER, and Guidelines	300
18.8 The Competition Concerns and the Creation of the Pool	300
18.9 The Assessment of Individual Restraints	302
18.10 The Institutional Framework Governing the Pool	303
18.11 Conclusions	304
19. Remedies	307
19.1 Introduction	307
19.2 Remedies Applied to Article 102 Cases	309
19.3 Article 101 Remedies	312
19.4 Commitment Decisions	315
19.5 Fines and Penalties	315
19.6 Conclusion	317
20. Conclusions	319
20.1 Introduction	319
20.2 Article 102 TFEU and IPRs	320
20.3 Article 101 TFEU and IPRs	324
20.4 Conclusion	326
APPENDIX 1: Excerpts from the Treaty on the Functioning of the	
European Union	329
APPENDIX 2: Commission Regulation (EC) No 772/2004	333
BIBLIOGRAPHY	343
INDEX	351