

## SUMMARIES

### ECONOMIC ROLE AND PURPOSE OF INDUSTRIAL PROPERTY PROTECTION – PART I

*Dr Péter Osman*

In modern economies intangible assets became the most important production factor, the most decisive ones in the competitiveness and profit earning capabilities of the enterprises. The economic value of intangible assets – and within them the intellectual ones – stems from two sources. One of them is the utility value of the knowledge and experiences constituting the intangible assets, further the profitable opportunities created through their exploitation. The other one is the proprietary position that excludes that other market players could freely put to use, or exploit otherwise, the elements of these assets. With the vast majority of these elements, this proprietary position is created by the institutions of the protection of industrial property.

### PLANT VARIETY PROTECTION (2008) – TAKING INTO ACCOUNT THE AMENDMENTS TO HUNGARIAN AND COMMUNITY LEGISLATION – PART I

*Dr Maria Gorka-Horvai*

The Hungarian rules of plant variety rights are in conformity with the policies of UPOV-conventions (1991), and with regulations COUNCIL (EC) NO 2100/94 on Community plant variety rights. The essay reviews general provisions of governing procedures concerning plant variety protection and general steps of granting plant variety protection up to the publication of application.

### BOOK PUBLISHING AND BOOK TRADE IN THE FOCUS OF INTELLECTUAL PROPERTY PROTECTION

*Dr Zoltán Kiss*

The session of the Hungarian Council for the Protection of Intellectual Property discussed the presentation entitled „Book publishing and book trade in the focus of intellectual property protection” on 28th September 2007. As a result of this the Copyright Section of Hungarian Patent Office prepared a questionnaire with the aim of revealing the interrelations of copyright and other forms of intellectual property protection with book publishing and trade.

The article summarizes the most significant answers, and outlines the conclusions and the proposals of the experts.

## PROTECTION OF THE OLYMPIC SYMBOL

*Dr Sándor Vida*

In the XX century both the sports and TV broadcasting acquired great popularity and cooperate more and more. The most spectacular examples are the Olympic Games. As a result in 1981 the Nairobi Treaty on the Protection of the Olympic Symbol was signed and entered in force in 46 countries. Moreover the International Olympic Committee requires from candidate countries to provide adequate legislative protection. Based on trademark law there were also some suits in respect with the Winter Olympic Games at Salt Lake City and those of Torino. The Court of Venice issued a judgement on December 16, 2005 rejecting the claim for declaration of nullity of the Italian part of the mark Oilimpic, that was held by the claimant as becoming a word of common use in the current language. The article discusses the amendments of Chinese legislation and measures already taken by Chinese administration in respect of the Beijing Olympic Games 2008. This report is based on an article and information materials published in World Trademark Review.