



ISTANBUL UNIVERSITY FACULTY of LAW
CENTER OF COMPARATIVE LAW

8-9 May
2008
istanbul

international

Reklam Hukuku - Werberecht - Direito da publicidade - Закон рекламы
ADVERTISING LAW
Droit de la publicité - Derecho de la publicidad - Diritto della pubblicità

symposium



DYH
DOĞAN YAYIN HOLDING

PROGRAMME

8 May 2008 THURSDAY

09.00-09.30

Registration

09.30-10.00

OPENING

Prof.Dr. Hasan Erman - Director of the Centre of Comparative Law, Istanbul University, Faculty of Law

Prof.Dr. Tankut Centel - Dean of the Istanbul University, Faculty of Law

Prof. Dr. Mesut Parlak - President of the Istanbul University

KEYNOTE SPEECH

10.00-10.15

Nuri Çolakoğlu (President of Television Broadcasters Association
Vice President of DYH)

10.15-10.30

Coffee Break

I. SESSION

Session chair: Prof. Dr. Hasan Erman (Istanbul University, Faculty of Law)

10.30-11.00

Çetin Ziyilan (President of Turkish Advertising Self-Regulatory Board)
An Overview of Advertising Law in Turkey

11.00-11.30

Claire Forbes (Advertising Standards Authority - UK)
Advertising Regulation- The UK Experience

11.30-11.45

Discussions

11.45-12.00

Coffee Break

II. SESSION

Session chair: Prof. Dr. Esra Ekmekci Çalıcıoğlu (Istanbul University, Faculty of Law)

12.00-12.30

Daniel Kaufman (Federal Trade Commission - Senior Attorney-Advisor- USA)
The U.S. Federal Trade Commission: Challenging Deceptive Advertising Claims and Promoting Truthful Information

12.30-13.00

Özcan Pektaş (President of Turkish Advertising Board)
Practice and Policies of the Turkish Advertising Board

13.00-13.15

Discussions

13.15-14.30

Buffet Lunch

III. SESSION

Session chair: Prof. Dr. Rona Serozan (Istanbul University, Faculty of Law)

14.30-15.00

Prof. Dr. Jürgen Kessler (FHTW - Fachhochschule für Technik und Wirtschaft Berlin)

Workable Competition, Consumer Protection and Advertising Law

15.00-15.30

Prof. Dr. Ömer Teoman (Istanbul University, Faculty of Law)

Unfair Competition Disputes Regarding Advertising

15.30-15.45

Discussions

15.45-16.00

Coffee Break

IV. SESSION

Session chair: Prof. Dr. Hüseyin Hatemi (Istanbul University, Faculty of Law)

16.00-16.30

Prof. Dr. Geraint Howells (Lancaster University, Faculty of Law)

The End on an Era - Implementing the Unfair Commercial Practices Directive in the United Kingdom: Punctual criminal law gives way to a general civil law standard

16.30-17.00

Asst. Prof. Dr. Emrehan İnal (Istanbul University, Faculty of Law)

Control of Deceptive and Surreptitious Advertising in Turkey

17.00-17.15

Discussions

9 May 2008 FRIDAY

V. SESSION

Session chair: Prof. Dr. Şener Akyol (Istanbul University, Faculty of Law)

09.30-10.00

Prof. Dr. Ergun Özsunay (Istanbul University, Faculty of Law)

Comparative Advertising in Turkish Law

10.00-10.30

Dr.iur. Peter Schotthöfer (Founder and Former President of the European Advertising Lawyers' Association)

Revolution in German Advertising Law Caused by the EU

10.30-10.45

Discussions

10.45-11.00

Coffee Break

VI. SESSION

Session chair: Prof. Dr. Ergun Özsunay (Istanbul University, Faculty of Law)

11.00-11.30

Dr. Ombretta Main (AGCM - Italian Antitrust Authority/ Head of the Directorate for Community Affairs)

Experience of the Italian Antitrust Authority in the Field of Deceptive Advertising

11.30-12.00

Prof. Dr. Saibe Oktay Özdemir (Istanbul University, Faculty of Law)

Advertising Industry Contracts

12.00-12.15

Discussions

12.15-13.30

Buffet Lunch

VII. SESSION

Session chair: Prof. Dr. Ünal Tekinalp (Istanbul University, Faculty of Law)

13.30-14.00

Prof. Dr. Pierre Yves Gautier (Paris II-Panthéon-Assas University, Faculty of Law)

French Copyright System and Advertising Law

14.00-14.30

Prof. Dr. Arslan Kaya (Istanbul University, Faculty of Law)

Turkish Copyright and Advertising Law

14.30-14.45

Discussions

14.45-15.00

Coffee Break

VIII. SESSION

Session chair: Prof. Dr. Saibe Oktay Özdemir (Istanbul University, Faculty of Law)

15.00-15.30

Prof. Dr. Philippe Gillieron (Lausanne University, Faculty of Law)

Online Advertising Business Models and Distinctive Signs: Should one Rethink the Concept of Confusion?

15.30-16.00

Assoc. Prof. Dr. Gülçin Elçin Grassinger (Istanbul University, Faculty of Law)

Sponsorship Contracts

16.00-16.15

Discussions

16.15-16.30

Coffee Break

16.30-17.15

PANEL of PRACTITIONERS

17.15-17.30

CLOSING REMARKS- **Prof. Dr. Hasan Erman** (Istanbul University, Faculty of Law)

Registration: **Fax :** +90 212 4400122 **E-mail :** mhaum@istanbul.edu.tr

Venue: Beyazıt Kampüsü Rektörlük Merkez Binası 34452 Beyazıt/Istanbul Turkey

Organising Committee:

Prof. Dr. Hasan Erman- Prof.Dr.Saibe Oktay-Özdemir - Asst. Prof. Dr. Emrehan İnal- Dr. Başak Baysal