

# **Misleading advertising and comparative advertising (amend. Directive 84/450/EEC)**

1991/0343(COD) - 16/09/1997 - Text adopted by Parliament, 3rd reading

In adopting the report by Mrs OOMEN-RUITJEN (PPE, NL), Parliament approved the joint text with the Council on the amendment of the directive on misleading advertising, so as to include comparative advertising. The rapporteur welcomed the outcome of the Conciliation Committee which facilitated the incorporation of almost all of Parliament's proposals. The Council therefore adopted an amendment forbidding the comparative advertising of goods and services which were imitations or replicas of goods and services bearing a registered trade mark or trade name. It also ensured that comparative advertising would not discredit or denigrate the trade marks, trade names, other distinguishing marks, goods, services, activities or circumstances of a competitor.