

CHIEF EXPERT'S COLUMN

A record will be kept of online advertising on the Internet.....4

ADVERTISING: RISKS AND RESPONSIBILITY

Advertising on the so-called „sovereign Internet“.
 Overview of developments in legislation.....6
 Violations of rights to trademarks in contextual advertising..... 12
 „Unfair competition in contextual advertising is not limited to the confusion
 of goods and services“..... 19
 Promoting Rx medicines on the Internet.
 What legislation on advertising keeps silent about.....21
 Information on payment documents.
 When will it be recognised as an improper advertisement.....30
 Consent to receive an advertisement: the most disputed issues.....33

FACTS AND FIGURES..... 44

BUSINESS MEETINGS

A dialogue between the Russian Corporate Counsel Association
 and the Russian Federal Antimonopoly Service about antimonopoly regulation.....46

OPINION

The new status of a claimant in cases on unfair competition..... 52

PRACTICE OF THE FEDERAL ANTIMONOPOLY SERVICE'S DEPARTMENTS

10 questions for the Head of the Penza Department of the FAS of Russia.....60
 A precedent: unlawful income has been recovered to the state budget
 through the court without a decision on an antimonopoly violation..... 67

JUDICIAL NAVIGATOR..... 72