Abstract

The merchandising contract is a direct consequence of a new commercial phenomenon that has been taking place in daily legal transactions all over the world. This contractual technique offers consumers a range of outstanding and appealing products that are put into trade because of their features and not because of their characteristics or functions. As one of its main traits the merchandising contract transforms and takes advantage of several protected elements such as intellectual property or constitutional rights turning them into valuable assets available for trading.

Keywords

Merchandising, copyright, intellectual property, industrial property, trademarks, atypical contracts, personal rights, image rights, sponsorship, pictorial creation.