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# European Intellectual Property Review

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#### **Big Data and the Ownership in Data: Recent Developments in Europe** 751

Big data is a catch word which is used now as a denominator for a variety of new data processing services. But one "simple" question behind big data is unsolved: Who owns data? Can data be "owned"? And who is the owner if data are stored for instance in the data recorder of a car—the car producer, the car owner, the driver? Property in data seems to contradict the traditional concepts of civil law which have attributed property to tangible goods since Roman times. These concepts seem to have become undermined in the information society. But the first courts in the United Kingdom and Germany have dealt with the matter and seem to have developed a new intellectual property right to data.

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Many international and domestic companies are keen to obtain the status of a well-known trade mark recognition in China, so as to take advantage of the broad protections then available under the Chinese Trademark Law. On August 3, 2014, the Provisions on Recognition and Protection of Well-Known Trademarks 2014 (2014 Provisions) superseded some earlier 2003 regulations and brought the rules into line with the recently revised PRC Trademark Law and the PRC Implementing Regulations for the Trademark Law. Below is a summary of the key changes that may be of significance to both Chinese and foreign rights owners.

ISABEL TEARE

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AGATA SOBOL

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