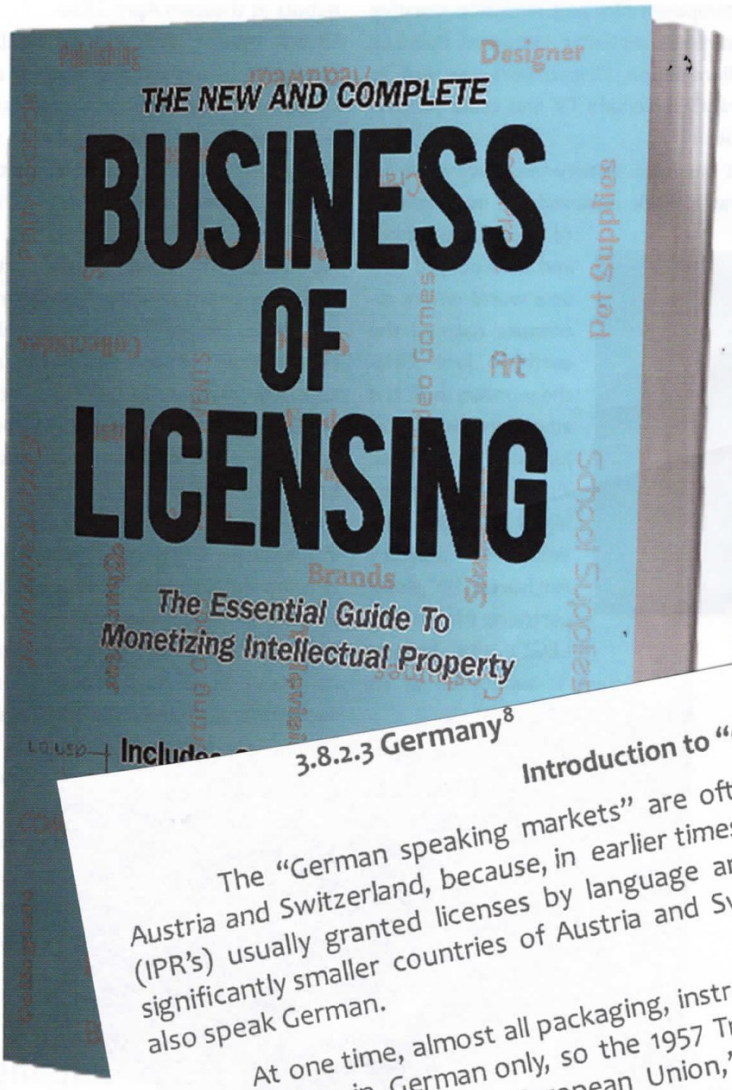
NEW BOOK OUT SOON



Coauthored by two industry pioneers with more than 60 years of combined experience, this breakthrough book offers both the novice and veteran alike proven, practical insights on how to maximize their position in the world of licensing.

3.8.2.3 Germany[8]

Introduction to "GSA"

The "German speaking markets" are often referred to as "GSA" for Germany, Austria and Switzerland, because, in earlier times, owners of intellectual property rights (IPR's) usually granted licenses by language areas. As a result, they included the two significantly smaller countries of Austria and Switzerland, the latter because most Swiss also speak German.

At one time, almost all packaging, instruction booklets and care labels in these markets were in German only, so the 1957 Treaty of Rome, which facilitated the "free flow of goods within the European Union," had almost no impact. The purpose of the treaty was that once you licensed a company in/for one EU-member country, you could freely sell to buyers from other EU countries, provided there is no "active soliciting", e.g., do not display/market the products outside the licensed territory). Nowadays, almost all packaging and instructions for products in Europe (or at least the 28-member countries of the EU) are in at least the ten most common EU-languages, because most of them aim for an EU-wide distribution.

Background

Since its re-unification with the German Democratic Republic ("East Germany"), Germany has some 81.8 million people in about 24 million households (of which about 40% are single households). Austria has roughly 8.5 million citizens in 3.65 million households and Switzerland counts for almost another 9 million of which some 5.67 million have

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