

# COML308 Marketing Law

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```
@article{Corbett_Van Roy_2008, title={The Major Events Management Act},
url={ https://advance.lexis.com/document/?pdmfid=1230042&crd=8fa130cf-1f1e-45
96-aa7e-8ee1ebeed514&pddocfullpath=%2Fshared%2Fdocument%2Fanalytical-mate
rials-nz%2Furn%3AcontentItem%3A5D5P-33P1-DXPM-S2P2-00000-00&pdcontentcom
ponentid=112485&pdteaserkey=sr1&pdicsfeatureid=1517128&pditab=all
pods&ecomp=tz4qk&earg=sr1&prid=4804c822-c16e-4e29-9d5a-39a92f76
0cd0}, journal={New Zealand Law Journal}, author={Corbett, Susan and Van Roy,
Yvonne}, year={2008} }
```

```
@book{Frankel_2011, address={Wellington, New Zealand}, edition={2nd ed},
title={Intellectual property in New Zealand}, publisher={LexisNexis}, author={Frankel,
Susy}, year={2011} }
```

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@misc{2008, title={Review of franchising regulation in New Zealand discussion
document},
url={ http://ndhadeliver.natlib.govt.nz/delivery/DeliveryManagerServlet?dps_pid=IE754742
}, author={ Ministry of Economic Development}, year={2008} }
```

```
@book{Varey_2014, address={Wellington, New Zealand}, edition={Second edition},
title={New Zealand law for marketers}, publisher={LexisNexis NZ Limited}, year={2014}
}
```

```
@misc{Commerce Commission - Intro_2017, url={ https://comcom.govt.nz/business},
year={2017} }
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```
@book{Fenty & Ors v Arcadia Group Brands Ltd & Ors,
url={ https://www.judiciary.gov.uk/judgments/robyn-rihanna-fenty-and-others-v-arcadia-gro
up-brands-limited-and-others/} }
```

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@misc{ASA - Advertising Standards Authority, url={ https://www.asa.co.nz/about-us/} }
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```
@misc{About Medsafe, url={ http://www.medsafe.govt.nz/other/about.asp} }
```

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@misc{About the ACVM, url={ http://www.foodsafety.govt.nz/industry/acvm/about/} }
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