

EDITORIAL NOTE ON THE VOLUME 7, ISSUE 2, 2019

Editorial Note

Dr. Chih-Yuan Chen

Assistant Professor,

Graduate Institute of Intellectual Property, National Taipei University of

Technology (Taiwan).

This journal has been included in the SCOPUS and WESTLAW citation databases since 2015. This record shows our continuous efforts in maintaining the standards and quality of our academic publications and increases the visibility of the articles published in it. We would like to express our appreciation to all the authors, reviewers, editors, and advisors of this journal. The editorial board welcomes submissions from legal, managerial, or interdisciplinary areas related to IP issues from all over the world. In order to cover all aspects of IP issues, we do not limit the scope of this journal to any single jurisdiction.

In this issue, the selected articles are derived from different jurisdictions and areas of intellectual property rights. In Prof. ChinLung Lin's research, he takes Taiwan, the US, EU, and China as examples to explore and analyze the national legal provisions with regard to experts' participation in trial proceedings, the jurisdiction of courts and the consistency of verdicts, the recognition of equitable arbitration, and judge-made law. Furthermore, that article indicates that the judge-made law of case law shall comply with the principles of equitable law and the fundamental human rights of the constitution, and also that the judge-made law of common law shall not violate civil law, public order or good morals. In the article by Dr. Giuseppe Emanuele Adamo and Dr. Eduardo Carlos Dittmar, they present a detailed analysis based on the ABC model on the antecedents of participation. Their results show that the consumer's brand responses are driven, in the attitudinal and behavioral aspects, more by participation than by identification. From a managerial point of view, the paper suggests the importance of distinguishing clearly between participation and identification: by leveraging identification, companies could manage brand community membership and access, modeling brand community size and structure; and by leveraging

participation, they might increase the quality of the relationship with the brand, the socialization among customers, and the customer's loyalty to both the brand and the company. On the other hand, focusing on the EU trade mark system, Prof. Maria Markova identifies and clarifies the EU trade mark as an effective legal instrument for obtaining exclusive rights for a wide territory, the 28 EU countries. Moreover, she also provides a complete introduction to various types of EU trade marks, the most critical registration requirements and the corresponding legal effects of registration. Finally, Dr. Debora Gottardello explores the correlation between possible interrelation and conflicts between intellectual property law and human rights, with particular attention to the right of health, as well as their impacts on social acceptability and the effectiveness of legal norms.

In addition to expressing our gratitude to all the contributors, who made this issue possible, we hope you continue to support us and maintain efforts to achieve the goals and desired quality of this journal.

Dr. Chih-Yuan Chen

Assistant Professor

Graduate Institute of Intellectual Property

National Taipei University of Technology (Taiwan)