

# Issues Regarding Exclusivity & Encroachment

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- Reasons for granting territorial exclusivity
- What does exclusivity mean?



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- What are the boundaries set by competition law?



- Exclusivity Exclusions:
  - Geographic
  - Brand
  - Ability to change





- What if the agreement is silent on territorial rights?
- Are there implied rights?
- What are the limits on implied rights?



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# Discussion