

[1] Kofman, Marina. 2016. "URUGUAY'S VICTORY OVER BIG TOBACCO". *Australian Institute Of International Affairs*.

http://www.internationalaffairs.org.au/australian_outlook/uruguays-victory-against-big-tobacco/.

[2] Davies, Wyre. 2016. "Michael Bloomberg Fights Big Tobacco In Uruguay". *BBC News*. <http://www.bbc.com/news/world-latin-america-32199250>.

[3] Freeman, B. 2011. "Tobacco Plain Packaging Legislation: A Content Analysis Of Commentary Posted On Australian Online News". *Tobacco Control* 20 (5): 361-366. doi:10.1136/tc.2011.042986.

[4] "WHO | WHO Report On The Global Tobacco Epidemic, 2009: Implementing Smoke-Free Environments". 2016. *Who.Int*. <http://www.who.int/tobacco/mpower/2009/en/>.

[5] WORLD HEALTH ORG., WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL 5 (2003), <http://whqlibdoc.who.int/publications/2003/9241591013.pdf> [hereinafter FCTC] (noting that the FCTC became effective on 27 February 2005 and that the treaty, which is now closed for signature, has 168 Signatories, including the European Union, which makes it the most widely embraced treaty in UN history).

[6] <http://www.tobaccolabels.ca/plain-packaging/>

[7] <http://www.conventuslaw.com/report/india---plain-packaging-health-or-ip/>

[8] <http://www.turin-ip.com/course-documents/documents-2007/2013-edition/patents-ii-1/a-mitchell-2013-m-maidana-eletti-plain-packaging-in-australia-implications-for-trademark-rights-under-the-trips-agreement-and-the-paris-convention>

[9] Stephens, Katharine, Toby Bond, Manon Rieger-Jansen, and Graham Maher. 2016. "Plain Packaging: The Lessons So Far | Managing Intellectual Property". *Managingip.Com*. <http://www.managingip.com/Article/3332019/Plain-packaging-the-lessons-so-far.html>.

[10] "Uruguay'S Tobacco Control Policies Reducing Smoking Rates, Encouraging Quitting, Finds Six-Year Survey | ITC Project". 2016. *Itcproject.Org*. <http://www.itcproject.org/node/119>.

[11] *Love care foundation v. Union of India & Anr*

[12] <http://www.tobaccolabels.ca/wp/wp-content/uploads/2014/11/India-2014-Cigarettes-and-other-Tobacco-Products-Amendment-Rules1.pdf>

[13] <http://www.governancenow.com/news/regular-story/picture-worth-thousand-lives>

[15] <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3710988/>

[16] *ibid*

[17] https://s3.amazonaws.com/ATR/case2014_australia.pdf

[18] <http://timesofindia.indiatimes.com/business/india-business/75-per-cent-of-cigarettes-sold-loose-in-India-says-study/articleshow/48614851.cms>

[19] http://global.tobaccofreekids.org/files/pdfs/en/India_tobacco_taxes_report_en.pdf

[20] *ibid*

[21] <http://medicalxpress.com/news/2015-03-india-cigarette-packets.html>

[22] <http://indianexpress.com/article/india/india-news-india/gujarat-tobacco-farmers-stare-at-unsold-crop-worth-rs-3000-cr-after-closure-by-manufacturers-on-pictorial-warning-2755231/>

[23] <http://economictimes.indiatimes.com/industry/cons-products/tobacco/plain-packaging-for-cigarettes-will-kill-industry-tobacco-institute/articleshow/52512361.cms>