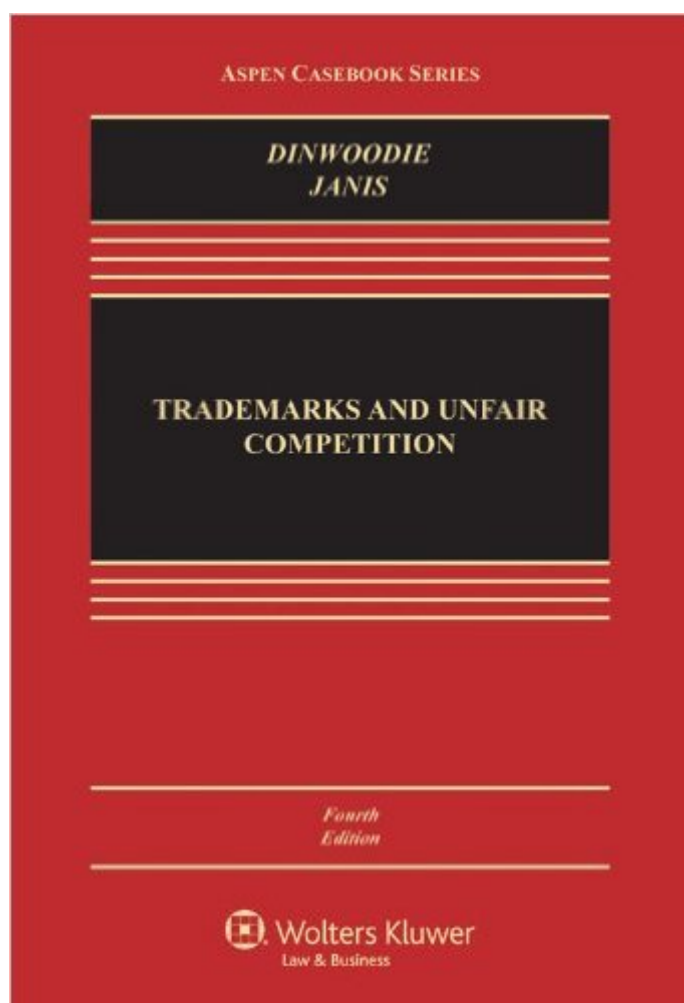


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# Trademarks And Unfair Competition; Law And Policy, Fourth Edition (Aspen Casebooks)



## Synopsis

Features: Organizes the many strands of trademark and unfair competition doctrine around a coherent conceptual framework. The clear structure is divided into three parts: foundation and purposes, creation, and scope & enforcement Traditional case-and-note format, enhanced by summarizing problems that help students better understand the intricacies of key topics. Features numerous Internet-related trademark issues, such as cybersquatting, keyword advertising, and domain name disputes. Also addresses the relationship between trademarks and domain name, and the potential secondary liability of online auction websites such as eBay Integrates international trademark issues with domestic issues Thoroughly treats trade dress protection, integrated with issues of word mark protection New to the Fourth Edition: The Second Circuit's important decision in *Louboutin v. YSL* Important new appellate decisions on functionality, including the Federal Circuit's *Becton Dickinson* opinion and the decision of the Seventh Circuit in *Franco & Sons* The Fourth Circuit's decision in *Rosetta Stone* on trademark liability for keyword advertising The Eleventh Circuit's *University of Alabama* opinion on First Amendment limitations on the scope of trademark rights Cases exploring trademark fair use, including the *DELICIOUS shoes* case and the *Tabari* case on nominative fair use in connection with domain names New applications of the trademark dilution and anti-cybersquatting provisions New cases on remedies

## Book Information

Series: Aspen Casebooks

Hardcover: 1080 pages

Publisher: Aspen Publishers; 4 edition (January 2, 2014)

Language: English

ISBN-10: 1454827823

ISBN-13: 978-1454827825

Product Dimensions: 7.7 x 2.1 x 10 inches

Shipping Weight: 4.4 pounds (View shipping rates and policies)

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## Customer Reviews

The "Notes & Questions" are not very helpful. The author should have thought about his audience

more (law students). The author poses questions about topics in early chapters of the book, when those topics haven't even been taught yet (hide the ball). To make it worse, the author doesn't answer the questions posed in the relevant note. The author, instead, provides a link to a case (so be prepared to have your laptop/internet/westlaw handy when reading). Free information available on the Internet provides more value than this scam of a "textbook."

Book was over used and didn't match description.

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