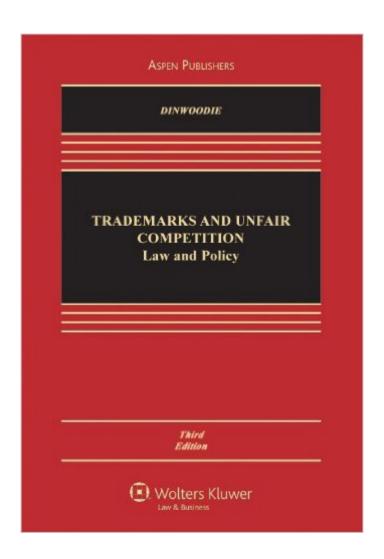
The book was found

Trademarks And Unfair Competition: Law And Policy, Third Edition





Synopsis

Organizing the many strands of trademark and unfair competition doctrine around a helpful conceptual framework, Trademarks and Unfair Competition: Law and Policy, now in its Third Edition, is teachable, balanced, and up to date. Its traditional cases-and-notes pedagogy is enhanced by short problems appearing in each chapter. Thoroughly addressing contemporary issues of globalization and technology, respected authors Graeme B. Dinwoodie and Mark D. Janis present a comprehensive treatment of international and domestic trademark law. Comprehensive and student-friendly, Trademarks and Unfair Competition: Law and Policy, Third Edition, features: a three-part organization that clarifies a complex subject a rich selection of seminal and cutting-edge trademark cases visual aids and lucid notes that support case analysis and elucidate key points problems that help students to better understand the intricacies of key issues in-depth exploration of Internet-related trademark issues, such as cybersquatting, keyword advertising, and domain name disputes trade dress protection viewed alongside word mark protection issues a detailed Teacherâ ™s Manual that includes sample syllabi and the authorsâ ™ analysis of cases and problems Updated throughout, the Third Edition includes: Rescuecom v. Googleâ "the crucial keyword advertising decision Tiffany v. eBayâ "on secondary liability for internet intermediaries E.S.S. Entertainment v. Rock Star Videosâ "applying Rogers in the context of video games ITC Limited v. Punchginiâ "regarding well-known marks North American Medical Corp. v. Axiom Worldwide, Inc.â "on the availability of injunctive relief Louis Vuitton Malletier S.A. v. Haute Diggity Dog, LLCâ "regarding parodic uses of marks C.B.C. Dist. and Marketing, Inc. v. Major League Baseball Advanced Media, L.P.â "regarding speech limitations on the right of publicity Green v. Fornario and K and N Engineering, Inc. v. Bulatâ "on the award of attorneysâ ™ fees in trademark cases Remarkably accessible and up to date over three editions, Trademarks and Unfair Competition: Law and Policy delivers the latest trademark cases and developments in both domestic and international trademark law.

Book Information

Hardcover: 1056 pages

Publisher: Aspen Publishers; 3 edition (August 13, 2010)

Language: English

ISBN-10: 0735594864

ISBN-13: 978-0735594869

Product Dimensions: 7.2 x 2 x 10.2 inches

Shipping Weight: 3.3 pounds

Average Customer Review: 4.0 out of 5 stars Â See all reviews (5 customer reviews)

Best Sellers Rank: #609,250 in Books (See Top 100 in Books) #16 in Books > Law > Intellectual

Property > Patent, Trademark & Copyright > Trademark #187 in Books > Law > Business >

Commercial #476 in Books > Law > Foreign & International Law

Customer Reviews

This text book was one of the least helpful in all my law school studies. Exceptionally dry, given that it is an interesting topic like trademarks (as opposed to torts, in my opinion). The cases are interesting but are not well edited so they can be a little heavy on the dictum.

I didn't think I would find myself enjoying a casebook, but this Trademark book was up to the challenge. The questions posed by the authors were great, the case selection made sense, and the notes and questions were easy to follow. The puns in the Zatarain's case on pg. 56 were pretty entertaining.

Can one trademark something protected by a design-patent? You won't find that in here.

the book is in good condition~and there are some notes on pages~though it came a little bit late than i've expected~

More than a case review, but insight into the background for trademark law.

Download to continue reading...

Trademarks and Unfair Competition: Law and Policy, Third Edition Trademarks and Unfair Competition; Law and Policy, Fourth Edition (Aspen Casebooks) Trademarks & Unfair Competition: Law and Policy 2012-2013 Case and Statutory Supplement Trademarks, Unfair Competition, and Business Torts (Aspen Casebook Series) Trademarks, Unfair Competition, and Business Torts Trademarks and Unfair Competition Trademarks, Unfair Competition, and Business Torts in the Digital Age (Aspen Casebooks) Essentials of Trademarks and Unfair Competition (Essentials Series) Trademark and Unfair Competition Law: Cases and Materials Competition Law, Innovation and Antitrust: An Analysis of Tying and Technological Integration (New Horizons in Competition Law and Economics) Day-to-Day Competition Law: A Pratical Guide for Businesses (Competition Law/Droit de la concurrence) Competition Law in times of Economic Crisis: in Need of Adjustment

?: GCLC Annual Conference Series (Global Competition Law Centre Book 4) Selected Intellectual Property and Unfair Competition Statutes, Regulations, and Treaties (Selected Statutes) Trademark and Unfair Competition in a Nutshell Copyright, Unfair Competition, and Related Topics (University Casebook Series) Third Eye: Awakening Your Third Eye Chakra: Beginner's Guide (Third Eye, Third Eye Chakra, Third Eye Awakening, Chakras) Third Eye: Third Eye Activation Secrets (Third Eye Awakening, Pineal Gland, Third Eye Chakra, Open Third Eye) Antitrust Law in Perspective: Cases, Concepts and Problems in Competition Policy, 2003 (American Casebook Series) Scholarly Writing for Law Students, Seminar Papers, Law Review Notes and Law Review Competition Papers (American Casebook Series) Big Data and Competition Policy

<u>Dmca</u>