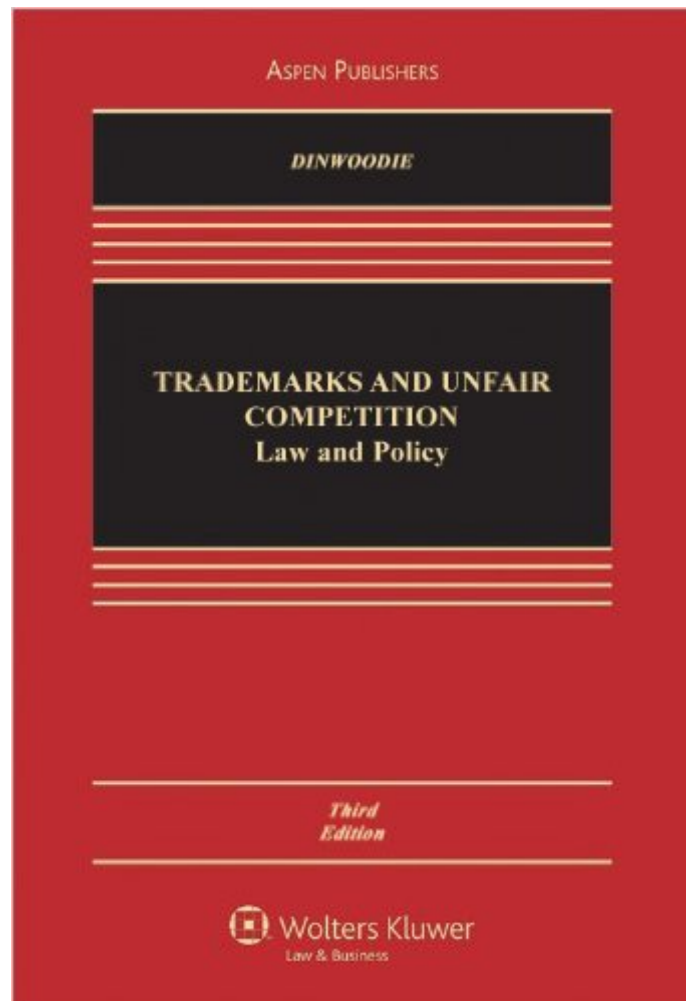


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# Trademarks And Unfair Competition: Law And Policy, Third Edition



## 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 Teacher's Manual that includes sample syllabi and the authors' analysis of cases and problems Updated throughout, the Third Edition includes: *Rescuecom v. Google* "the crucial keyword advertising decision *Tiffany v. eBay* "on secondary liability for internet intermediaries *E.S.S. Entertainment v. Rock Star Videos* "applying *Rogers* in the context of video games *ITC Limited v. Punchgini* "regarding well-known marks *North American Medical Corp. v. Axiom Worldwide, Inc.* "on the availability of injunctive relief *Louis Vuitton Malletier S.A. v. Haute Diggity Dog, LLC* "regarding parodic uses of marks *C.B.C. Dist. and Marketing, Inc. v. Major League Baseball Advanced Media, L.P.* "regarding speech limitations on the right of publicity *Green v. Fornario* and *K and N Engineering, Inc. v. Bulat* "on the award of attorneys' 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

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## 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.

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