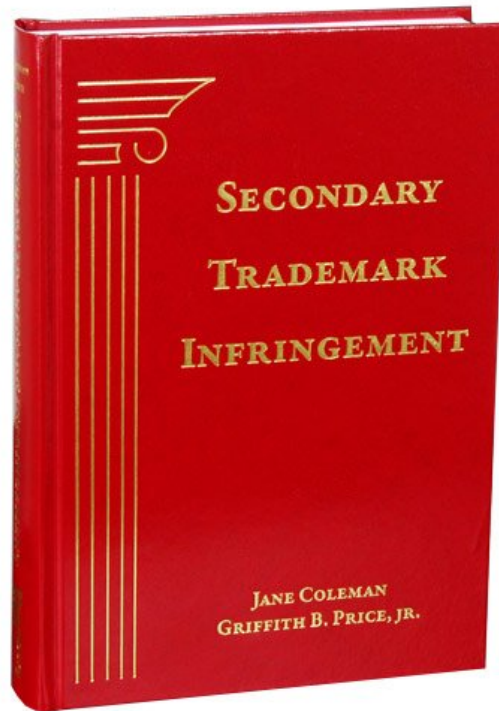


(Download free pdf) Secondary Trademark Infringement

Secondary Trademark Infringement

Jane Coleman, Griffith B., Jr. Price
*ebooks | Download PDF | *ePub | DOC | audiobook*



#5954594 in Books 2013-11-30Original language:English 10.00 x 7.25 x 1.50l, 2.80 #File Name:
1617462713632 pages | File size: 32.Mb

Jane Coleman, Griffith B., Jr. Price : Secondary Trademark Infringement before purchasing it in order to gage whether or not it would be worth my time, and all praised Secondary Trademark Infringement:

Thorough analysis and guidance on this rapidly growing area of intellectual property law. Secondary Trademark Infringement is the first and only work that provides a comprehensive treatment of the law of contributory and vicarious trademark infringement, combining in-depth examination of the case law with expert practical insights into litigating secondary liability cases. Beginning with the early passing off cases, this treatise covers the development of the law that has become one of the most rapidly expanding areas involving the Internet. Meticulously organized and accessible, Secondary Trademark Infringement covers key topics in the field, such as: Infringement liability of businesses that offer Internet facilities to third parties using trademarks or trademark-protected goods in commerce, including retailers, auctioneers, and distributors Company exposure to liability for the online activities of their hosting customers or advertisers Legal issues arising from Web-hosting and other Internet infrastructure or connectivity Exposure reduction measures for companies and institutions that do not use or facilitate trademark use directly but are part of a commercial chain of activity This reference features extensive and detailed case law, analysis, commentary, and practice notes on a wide variety of subjects of practical interest and importance to attorneys and business executives alike. These practice notes provide commentary and guidance, based on real-world litigation experience,

about the substantive and procedural issues in secondary trademark infringement cases (from both the trademark owner's and the accused infringer's point of view), recovery of damages and injunctive relief, and guidelines for trademark protection and enforcement, as well as risk management for Internet service providers and other service providers. Secondary Trademark Infringement addresses developing areas of law, including: Corporate officers liability for the trademark infringement of their companies Whether each subspecies of trademark infringement should be governed by the same secondary liability standard The relationship between secondary trademark and secondary copyright infringement Secondary liability for trademark infringement on the Internet, including keyword advertising cases Damages for contributory trademark infringement Contributory trademark dilution and contributory cybersquatting