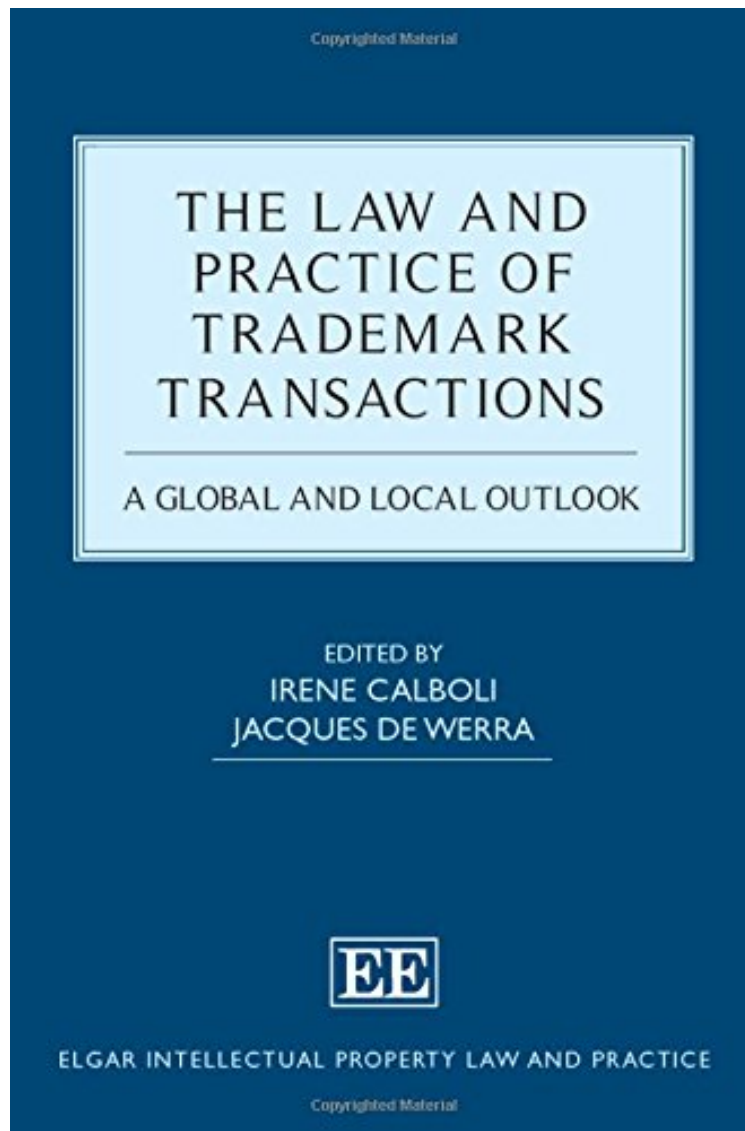


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The Law and Practice of Trademark Transactions: A Global and Local Outlook (Elgar Intellectual Property Law and Practice series)

Irene Calboli, Jacques De Werra

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'Commercial transactions involving trademarks, especially across borders, have received scant in-depth attention in law literature. With insights from the emerging markets of Brazil, China and India to the EU and USA via Australia and Japan, this book deals with the multifarious aspects. The reader will finish it not only with their knowledge greatly enhanced but convinced that, at least in this field, the world most certainly is not flat.' - David Llewelyn, Singapore Management University and King's College London, UK
'An incisive, must-have book for every practitioner or scholar who is serious about trademark transactions. The key areas of this crucial subject are compellingly unpacked by famous authors from around the globe in a user-friendly format. Outstanding scholarship and presentation.' - Frederick Mostert, University of Oxford, UK and Past President of the International Trademark Association
The Law and Practice of Trademark Transactions is a comprehensive analysis of the law governing trademark transactions in a variety of legal and business contexts, and from a range of jurisdictional and cross-border perspectives. After mapping out the international legal framework applicable to trademark transactions, the book provides an analysis of important strategic considerations, including: tax strategies; valuation; portfolio splitting; registration of security interests; choice-of-law clauses; trademark coexistence agreements, and dispute resolution mechanisms.
Key features include:- A comprehensive overview of legal and policy-related issues- A blend of approaches underpinning strategic considerations with analytical rigour- Regional coverage of the key characteristics of trademark transactions in a range of jurisdictions- Authorship from renowned trademark experts
Practitioners advising trademark owners, including trademark attorneys, will find this book to be an invaluable resource for their practice, particularly where cross-border issues arise. It will also be a key reference point for scholars working in the field.
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'In addition, and to be expected, there's excellent regional coverage of the key characteristics of trademark transactions in a range of jurisdictions. The contributors offer scholastic authorship from renowned trademark experts - giving us just what Edward Elgar publications always give us which is very high quality legal discussion throughout.' -- The Barrister Magazine
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