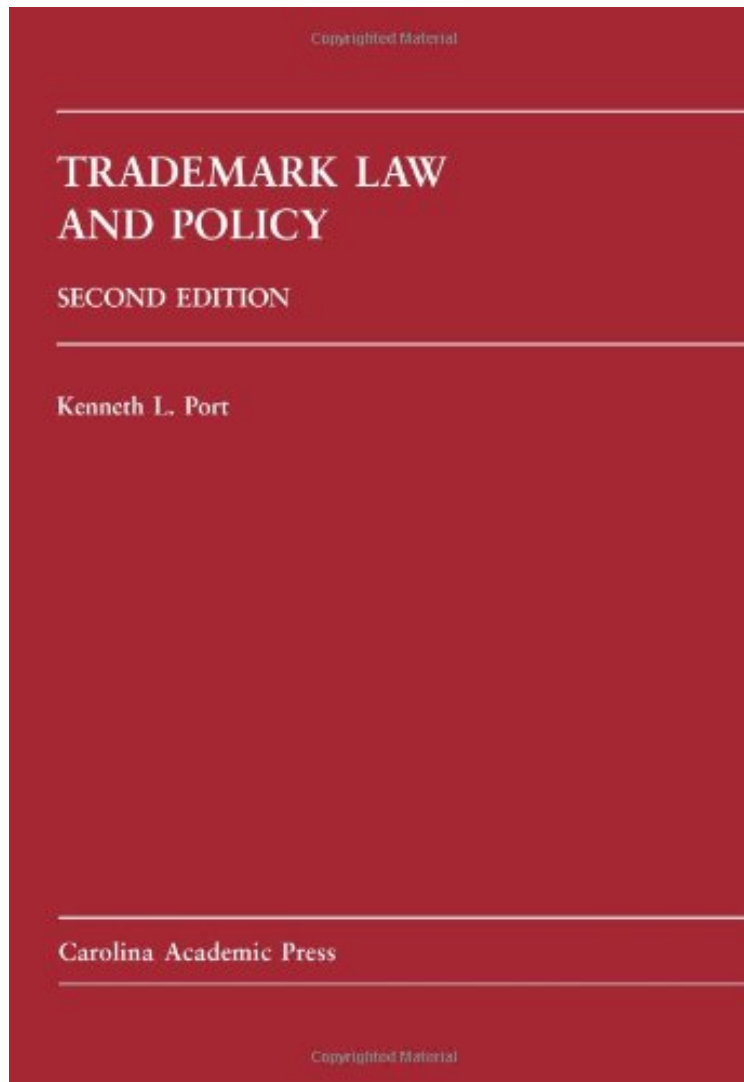


Trademark Law and Policy

Kenneth L. Port

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Trademark law in the United States has expanded exponentially in the last decade. Trademark owners are finding many new and creative ways to use their trademarks on the Internet, in domain names, and in new product configurations. Trademarks have become one of the most significant assets corporations hold. This book provides not only a balanced introduction to the law of trademarks and the policies underlying this area of law, it also challenges

students to consider new and developing forms and uses of trademarks that we will likely see in the near future.