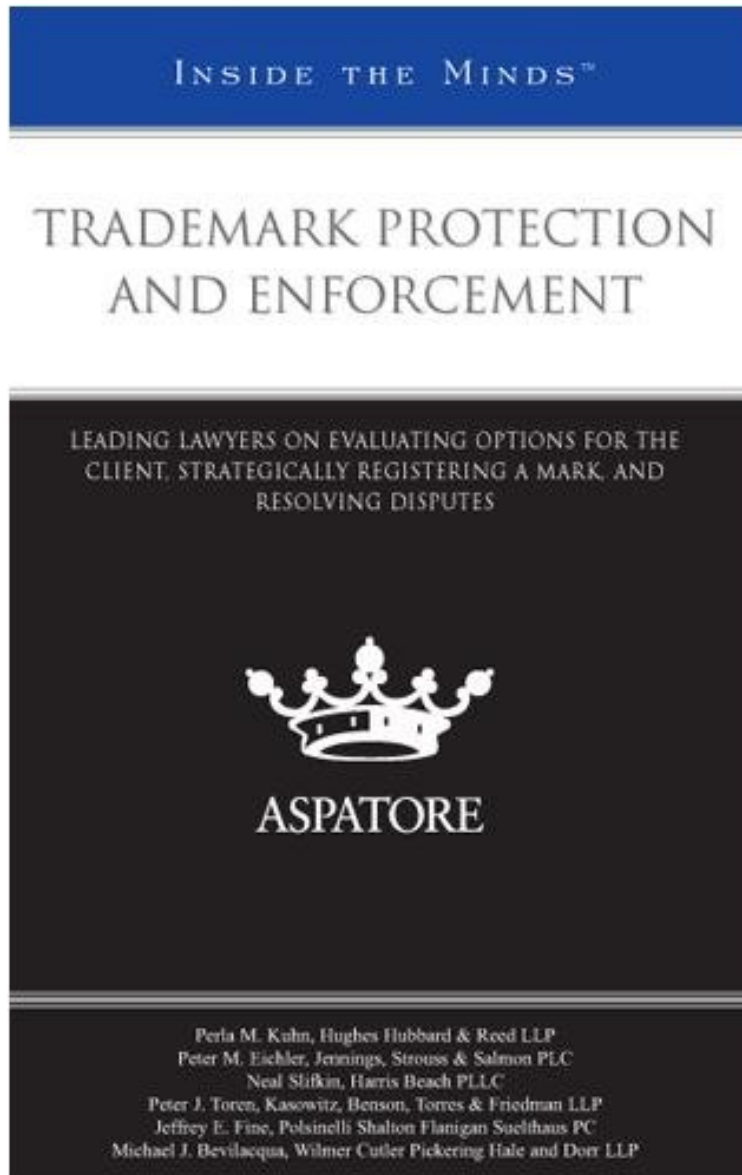


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4 of 4 people found the following review helpful. Not very informative for \$85!!By Teri G. AndrewsI have just started working with trademarks and had hoped for a little guidance. I found much better information is far less expensive books. A couple of the attorneys in the book wrote the same thing -- same wording! Had to wonder whose opinion it actually was.

Trademark Protection and Enforcement is an authoritative, insider's perspective on best practices for obtaining and protecting trademarks. Featuring partners and chairs from some of the nation's leading law firms, these experts guide the reader through the key considerations both in registering a trademark and in dealing with potential infringement. These top lawyers give tips on understanding registration requirements, managing costs for the client, and using trademarks effectively as competitive tools. From negotiating with the infringing party and seeking assistance from government agencies to best practices for litigation and alternative dispute resolution, these authors outline the key steps in responding to potential infringement and discuss strategies for dealing with counterfeiting, domain name disputes, and international enforcement. Additionally, these leaders discuss common client misconceptions as well as recent technological developments that have changed some elements of trademark registration and enforcement. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to success within this ever-evolving field. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book. Chapters Include: 1. Perla M. Kuhn, Partner, Hughes Hubbard Reed LLP Trademarks as Competitive Tools Obtaining and Protecting Them 2. Peter M. Eichler, Partner, Jennings, Strouss Salmon PLC Filing and Protecting Trademarks Worldwide 3. Neal Slifkin, Partner and Leader of Intellectual Property Practice Group, Harris Beach PLLC Trademark Protection 4. Peter J. Toren, Partner, Kasowitz, Benson, Torres Friedman LLP Responding to Companies Trademark Concerns in an Evolving Technological Landscape 5. Jeffrey E. Fine, Co-Chair, Science Technology Practice Group, Polsinelli Shalton Flanigan Suelthaus PC Meeting New Challenges to Trademark Enforcement in a Digital Marketplace 6. Michael J. Bevilacqua, Partner, Wilmer Cutler Pickering Hale and Dorr LLP Strategies for Filing Trademarks Effectively