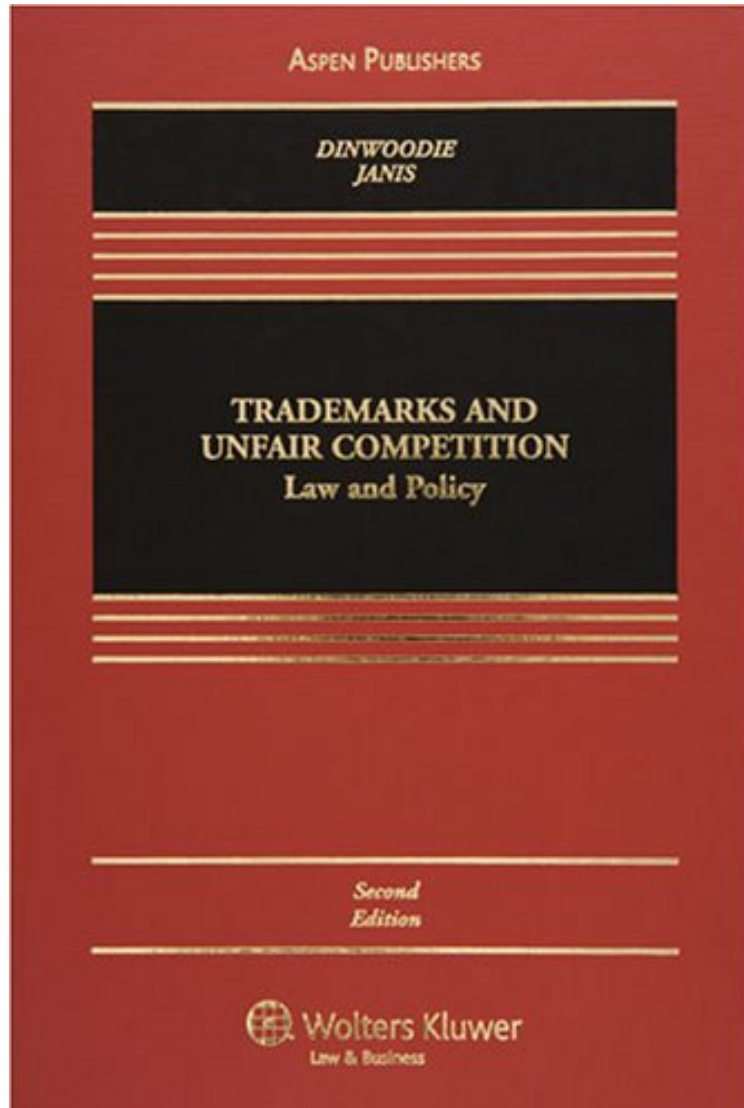


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Trademarks and Unfair Competition: Law and Policy (Casebook)

Graeme B. Dinwoodie, Mark D. Janis
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before purchasing it in order to gage whether or not it would be worth my time, and all praised Trademarks and Unfair Competition: Law and Policy (Casebook):

3 of 4 people found the following review helpful. Great Legal TextbookBy Bryan BirdI had the opportunity to use this textbook in my trademark class during the spring semester, with one of the authors, Professor Janis, teaching it. As legal books go, this is one of the better books I have read. It is clear, articulate, and offers some well placed humor from time to time. Specifically, the cases are well edited, mistakes are almost non existant, and the flow of the book is

well placed making for a good reading experience in a sometimes dense subject matter.

Students and instructors alike will welcome the new edition of this highly accessible and engaging casebook. Thoroughly updated to reflect recent developments, **Trademarks and Unfair Competition: Law and Policy, Second Edition**, continues to feature a complete, balanced, and teachable approach to the trademarks and unfair competition course. **This comprehensive casebook is well written and clearly organized. Among the features that make it a success:**

- The many strands of trademark and unfair competition doctrine are clearly presented using a coherent conceptual framework that is divided into three parts: foundation and purposes, creation, and scope and enforcement.
- The authors enhance the traditional case and note format by summarizing problems to help students better understand the intricacies of key topics.
- Visual aids are used throughout the book to help illustrate more complicated issues.
- Numerous Internet-related trademark issues are featured, such as cybersquatting and domain name disputes; the relationship between trademarks and domain names is addressed.
- International trademark issues are skillfully integrated with domestic issues.
- Trade dress protection is given thorough treatment and is integrated with issues of word mark protection.
- A helpful Teacher's Manual that analyzes the cases and problems.

New to the Second Edition:

- Comprehensive and systematic organization of developing case law on the nature of the defendant's use that is required for infringement, including keyword advertising cases and litigation involving other internet advertising practices
- Up-to-date coverage of the recent legislative revision of trademark dilution law
- New developments regarding the fair use defenses and other defenses to trademark infringement