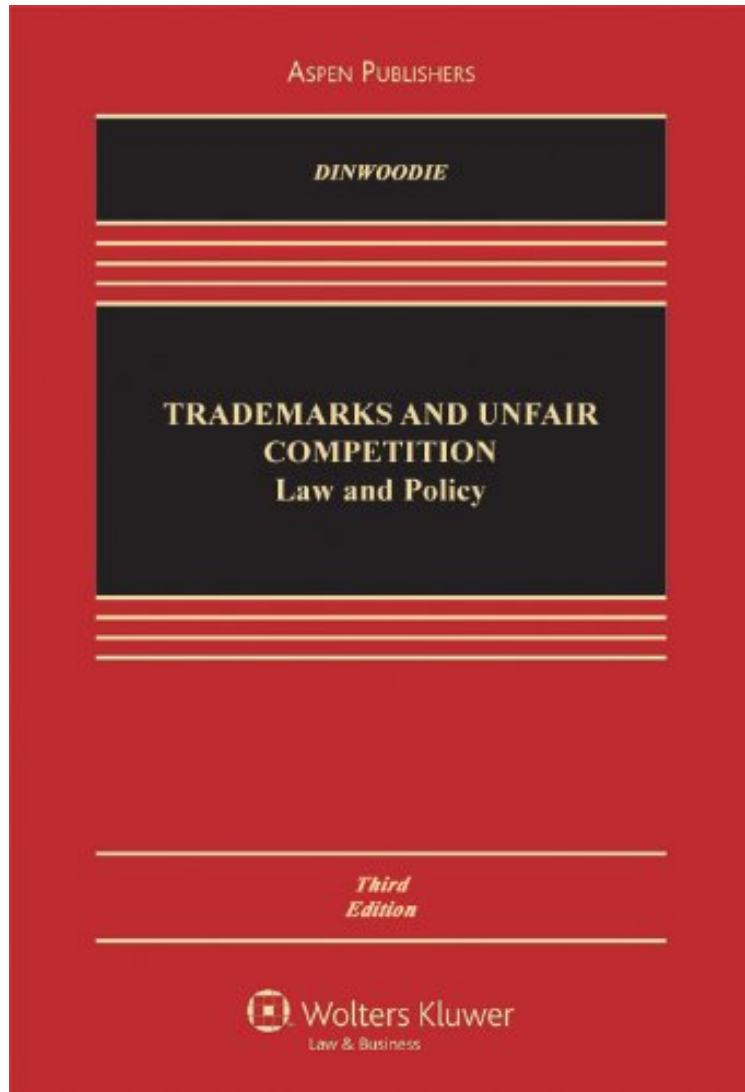


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Trademarks and Unfair Competition: Law and Policy, Third Edition

Graeme B. Dinwoodie, Mark D. Janis

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Organizing the many strands of trademark and unfair competition doctrine around a helpful conceptual framework, Trademarks and Unfair Competition: Law and Policy, now in its Third Edition, is teachable, balanced, and up to date. Its traditional cases-and-notes pedagogy is enhanced by short problems appearing in each chapter. Thoroughly addressing contemporary issues of globalization and technology, respected authors Graeme B. Dinwoodie and Mark D. Janis present a comprehensive treatment of international and domestic trademark law. Comprehensive and student-friendly, Trademarks and Unfair Competition: Law and Policy, Third Edition, features: a three-part organization that clarifies a complex subject a rich selection of seminal and cutting-edge trademark cases visual aids and lucid notes that support case analysis and elucidate key points problems that help students to better understand the intricacies of key issues in-depth exploration of Internet-related trademark issues, such as cybersquatting, keyword advertising, and domain name disputes trade dress protection viewed alongside word mark protection issues a detailed Teachers Manual that includes sample syllabi and the authors analysis of cases and problems Updated throughout, the Third Edition includes: *Rescuecom v. Google* the crucial keyword advertising decision *Tiffany v. eBay* on secondary liability for internet intermediaries *E.S.S. Entertainment v. Rock Star Videos* applying *Rogers* in the context of video games *ITC Limited v. Punchline* regarding well-known marks *North American Medical Corp. v. Axiom Worldwide, Inc.* on the availability of injunctive relief *Louis Vuitton Malletier S.A. v. Haute Diggity Dog, LLC* regarding parodic uses of marks *C.B.C. Dist. and Marketing, Inc. v. Major League Baseball Advanced Media, L.P.* regarding speech limitations on the right of publicity *Green v. Fornario* and *K and N Engineering, Inc. v. Bulat* on the award of attorneys fees in trademark cases Remarkably accessible and up to date over three editions, Trademarks and Unfair Competition: Law and Policy delivers the latest trademark cases and developments in both domestic and international trademark law.