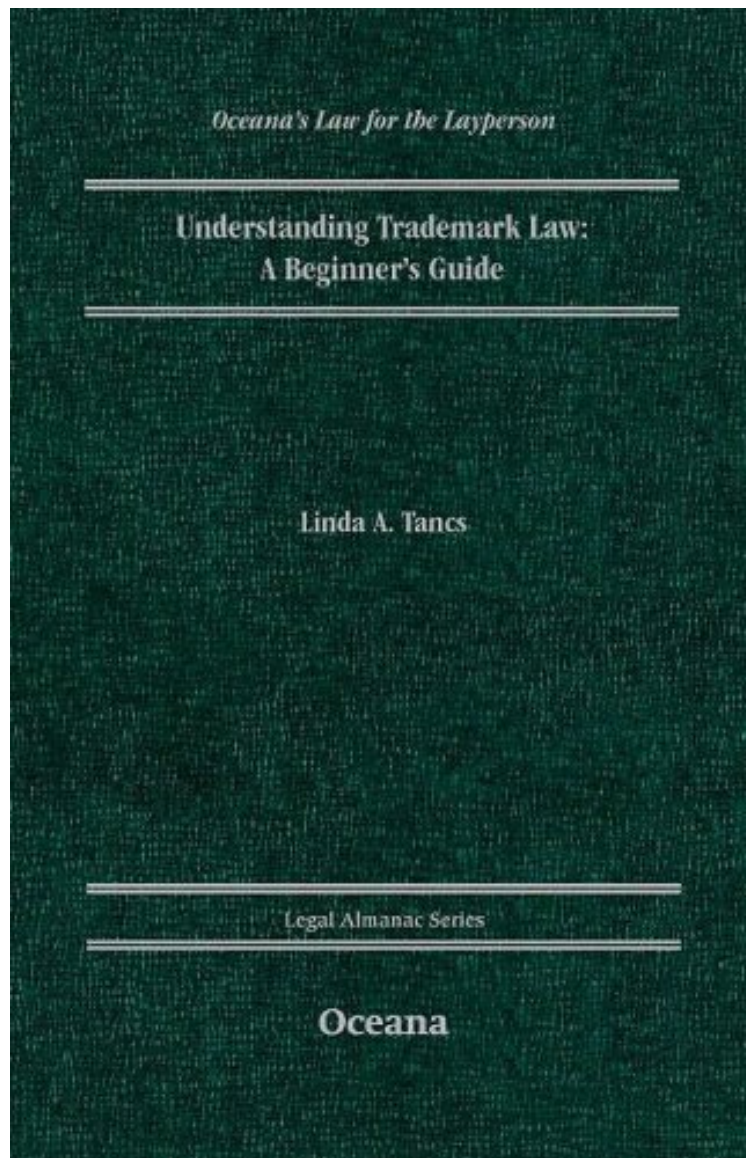


[E-BOOK] Understanding Trademark Law A Beginner's Guide (Legal Almanac Series)

Understanding Trademark Law A Beginner's Guide (Legal Almanac Series)

Linda A Tancs

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Linda A Tancs : Understanding Trademark Law A Beginner's Guide (Legal Almanac Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Understanding Trademark Law A Beginner's Guide (Legal Almanac Series):

As of 2008, over 400,000 trademark applications were filed with the U.S. Patent and Trademark office. In this Legal Almanac, Linda A. Tancs provides an overview of intellectual property as it relates to trademarks. Understanding Trademark Law: A Beginner's Guide offers readers an introduction on how to register, maintain, and enforce trademark rights and step-by-step guidance on how to register a mark with the PTO. In addition, this publication explores important topics such as: how to protect and use a trademark, how to complete a trademark application, pre- and post-registration procedures of the PTO, how to monetize trademark assets, infringement issues such as likelihood of confusion, dilution, and counterfeiting as well as the intersection of trademarks and e-commerce. The appendices, together with the bibliography and recommended reading section, provide relevant statutes and other information to expand research. The glossary contains a summary of key terms defined throughout the book. This user-friendly resource is essential for anyone seeking an introduction to trademark law.

About the Author Linda A. Tancs has extensive experience as a transactional attorney in both corporate and private practice, concentrating in intellectual property, entertainment, information technology, e-commerce and general business matters. She managed the worldwide trademark portfolio of leading industrial and consumer products companies and regularly counseled in-house attorneys, executives and small business owners on trademark, trade dress, advertising, domain name issues and product packaging. Ms. Tancs has held leadership positions in bar associations, taught legal courses at two colleges and has authored several articles for legal periodicals and general interest magazines. She received her J.D., with honors, from Seton Hall University School of Law in Newark, New Jersey. She is admitted to practice in several jurisdictions in the U.S. as well as internationally. Ms. Tancs operates her own consulting practice in the field of brand identification and management. She is also certified as a coach in the fields of personal, executive and organizational coaching by New York University and works with both lawyers and non-lawyers to meet their personal and professional goals.