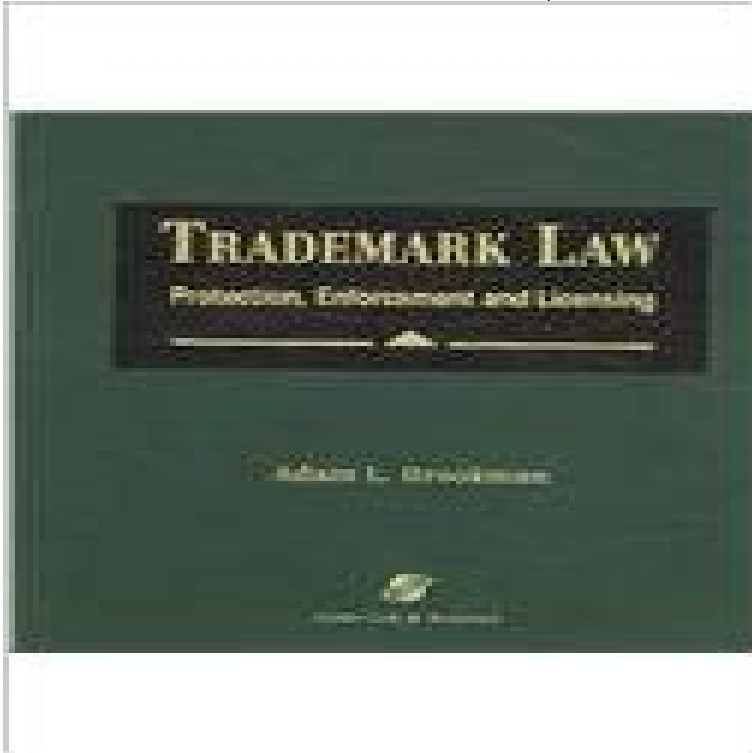


Trademark Law: Protection, Enforcement and Licensing



This is the first practical treatise of its kind to approach trademark law from a fully integrated legal and business perspective. It walks you through the major areas of trademark practice: Selecting and adopting trademarks, Perfecting, exploiting, and maintaining trademark rights, Asserting and defending against trademark claims, Business issues in trademark ownership. You'll find clear, concise explanations and illustrative case examples to help you take a course of action in the full range of business scenarios. This book covers every key area, including: Trademark selection and adoption, Trademark registration, Trade dress, Conducting due diligence, Fair use of the trademarks of others, Enforcement, letters and more.

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