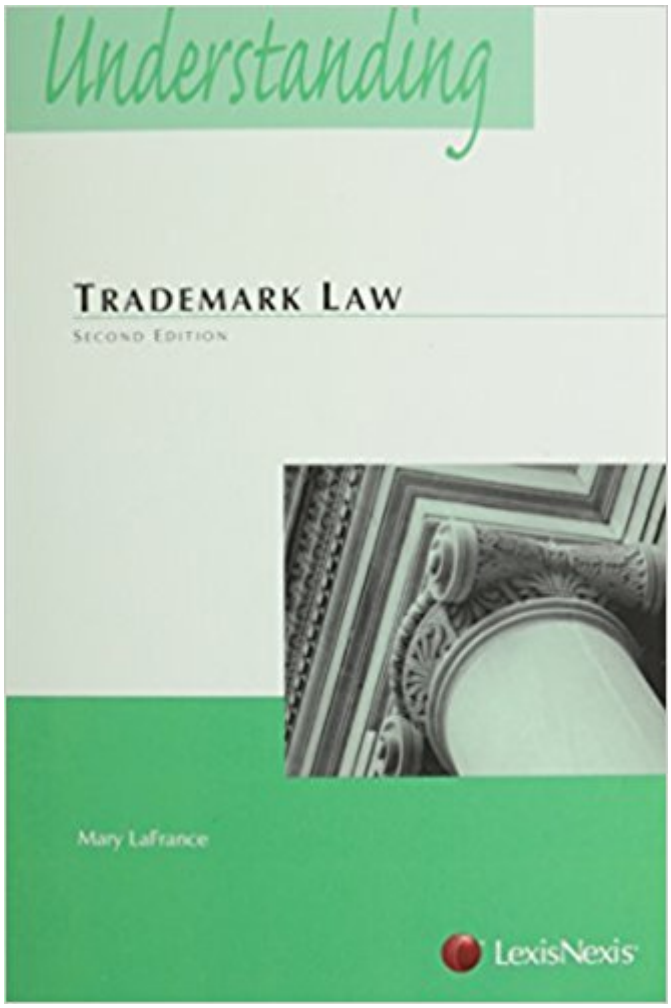
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Understanding Trademark Law



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Synopsis

Understanding Trademark Law is a comprehensive and up-to-date guide to the law of trademarks and unfair competition. It provides a thorough introduction to the federal laws protecting registered trademarks and trade dress, as well as the broad array of federal and state unfair competition doctrines which protect unregistered trademarks and trade dress. Coverage includes the standards and procedures for obtaining federal registration, the rights and remedies available to owners of both registered and common law marks under federal and state law, and the full array of applicable defenses. The text examines both the substantive and procedural rules governing traditional claims for infringement of trademarks and trade dress, as well as claims of dilution, false advertising, and cybersquatting.This is a detailed and sophisticated, yet concise, treatment of the rapidly expanding area of trademark and unfair competition law. All assertions in the text are supported by precise citations to the relevant authorities. In addition to providing a thorough explanation of the fundamentals of each topic, the text identifies those areas in which the law remains unsettled due to conflicting or sparse authorities, makes note of circuit splits and emerging trends in the law, and points the reader toward additional authorities that will enhance his or her understanding of each topic. This text is suitable as an introduction to the field, as a practitioners desk book, or as a study aid to accompany any of the standard casebooks on the subject.

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Customer Reviews

This book was really helpful for my Trademarks course. There are many examples and it lays out each concept in a comprehensible manner. I would definitely recommend this book to anyone who is taking a Trademarks course.

This is a very solid guide that will help you get a firm footing in trademark law.

Good book,...just what I was looking for.

Really clear. Spelled out the relevant law and tests. Very happy with it.

Everything you need to know about designing a trademark, filing a trademark, advising clients, protecting trademarks and tackling trademark infringement is in this book. It’s exceptionally easy to read; unlike almost all other lawbooks.

I didn’t find this helpful - it’s too basic to be of any real use.

Excellent.

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