



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 **Teacher's 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. Punchgini*—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.

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