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~~Introduction | Types | Registration~~
~~When Should I Get a Trademark? |~~
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Unfair Competition; Contents; 1 Trademark Basics --Overview; 2 Trademark Types; 3 Establishing, Registering, and Defending a Trademark; 4 Handling Trademark Disputes; 5 Trade Dress; 6 Threats to the Trademark; 7 Other Issues in Trademark Law; 8 Unfair Competition; Appendices; Forms; Bibliography; Index.

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their first serious engagement with the law of trademark and unfair competition. In a terse but accessible style she has touched on most of the major issues in these developing areas and has done so with a minimum of jargon, 'inside baseball,' and bias in an area rife with vested litigation and economic interests. No other book presently available fits quite this niche." —Ronald D. Coleman, Partner, Intellectual Property Department, Gibney, Anthony & Flaherty LLP The Wiley Essentials Series—because the business world is always changing...and so should you.

This comprehensive two-volume collection of leading articles in trademark and unfair competition

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Law spans almost a century and three continents, bringing together the most influential and significant scholarly work in this exciting field. These essential volumes, with a new and original introduction by two leading contemporary writers, are organised in a way that highlights essential concepts and will be invaluable both for those taking their first steps in the area and for those seeking to re-acquaint themselves with the classics.

Building on their well-received casebook, *Trademarks and Unfair Competition: Law and Policy*, the authors present *Trade Dress and Design Law*, the first student text to offer an integrated treatment of the forms of intellectual

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examples will cement your understanding. Essentials of Venture Capital is the first comprehensive book to explain venture capital, how it is changing and what it will look like in the future.

The definitive primer on intellectual property for business professionals, non-IP attorneys, entrepreneurs, and inventors Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, the Second Edition of this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and case law in

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Intellectual property. Presents fundamentals of patents, trademarks, copyrights, trade secrets and other less-known forms of IP, such as registered design and mask works Covers important concepts such as IP strategy, protection, audits, valuation, management, and competitive intelligence Offers an introduction to IP licensing and enforcement Now features discussion of critical precedent-setting recent IP cases and proposed patent reform Providing business professionals and IP owners with in-depth knowledge of this extremely important subject, this book helps those new to this field gain a better understanding and appreciation for the results of their creative

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exchange Analyzes the efficient utilization of current assets and liabilities of a business through each phase of the operating cycle Examines the planning, monitoring, and management of the company's collections, disbursements and concentration banking Explores the gathering and management of information and forecast data to effectively use funds and identify risk Focused on how businesses can continue to be successful in these difficult times, specifically in relation to the limited credit available to businesses, this book puts practical guidance at your fingertips so you can put them to work right away. A comprehensive case introduces each major section of the book,

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