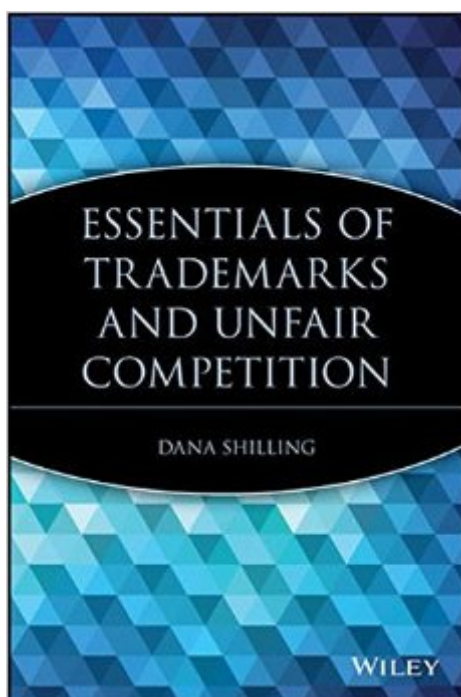


The book was found

Essentials Of Trademarks And Unfair Competition (Essentials Series)



Synopsis

ESSENTIALS OF TRADEMARKS AND UNFAIR COMPETITION Full of valuable tips, techniques, illustrative real-world examples, exhibits, and best practices, this handy and concise paperback will help you stay up to date on the newest thinking, strategies, developments, and technologies in trademarks and unfair competition. "This is an extremely well-conceived, clearly written, and authoritative presentation of several related intellectual property disciplines. It will be valuable both to business executives and nonspecialized lawyers. Serious readers should get up to speed rapidly because Ms. Shilling focuses on the real issues in an effective, user-friendly manner." âRobert Goldscheider, Chairman, The International Licensing Network "Dana Shilling has written a work that should be the new, first stop for junior associates or experienced general practitioners alike delving into 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." â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.

Book Information

Series: Essentials Series (Book 6)

Paperback: 274 pages

Publisher: Wiley; 1 edition (March 22, 2002)

Language: English

ISBN-10: 0471209414

ISBN-13: 978-0471209416

Product Dimensions: 6 x 0.8 x 9.1 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 starsÂÂ See all reviewsÂ (3 customer reviews)

Best Sellers Rank: #3,328,210 in Books (See Top 100 in Books) #102 inÂ Books > Law > Intellectual Property > Patent, Trademark & Copyright > Trademark #1062 inÂ Books > Textbooks > Business & Finance > Business Law #1852 inÂ Books > Law > Business > Franchising

Customer Reviews

A general legal practitioner can look to this book as an introduction to trademark/unfair competition law. It would also be useful for a marketing person or brand manager. It is not likely to be useful to a

specialist looking for commentary or cases on a specific issue of TM or UC law, or as shelf reference. As for the writing, it is dry, more so than it needed to be.

This is a great book. It goes into detail without losing the reader. I referred this book to my 3rd year law student friends. They loved the book and the examples that were given. Law sometimes can only be studied by what is written and how it's interpreted via examples of real cases. These cases are summaries of both sides with why the judge ruled in favor of the winning party. This entire essential series I have read and is designed for managers, entrepreneurs, marketing students and also helpful for law students.

I highly recommend this book. This book provided me with insights on various Intellectual property disciplines. It helped guide me on the best new strategies, developments, and technologies in trademarks and unfair competition

[Download to continue reading...](#)

Essentials of Trademarks and Unfair Competition (Essentials Series) Trademarks, Unfair Competition, and Business Torts (Aspen Casebook Series) Trademarks and Unfair Competition; Law and Policy, Fourth Edition (Aspen Casebooks) Trademarks and Unfair Competition: Law and Policy, Third Edition Trademarks & Unfair Competition: Law and Policy 2012-2013 Case and Statutory Supplement Trademarks, Unfair Competition, and Business Torts Trademarks and Unfair Competition Trademarks, Unfair Competition, and Business Torts in the Digital Age (Aspen Casebooks) Copyright, Unfair Competition, and Related Topics (University Casebook Series) Trademark and Unfair Competition Law: Cases and Materials Selected Intellectual Property and Unfair Competition Statutes, Regulations, and Treaties (Selected Statutes) Trademark and Unfair Competition in a Nutshell Competition Law in times of Economic Crisis : in Need of Adjustment ? : GCLC Annual Conference Series (Global Competition Law Centre Book 4) Competition Law, Innovation and Antitrust: An Analysis of Tying and Technological Integration (New Horizons in Competition Law and Economics) Day-to-Day Competition Law: A Practical Guide for Businesses (Competition Law/Droit de la concurrence) Intellectual Property: Patents, Trademarks, and Copyright (Nutshell Series) The Permission Seeker's Guide Through the Legal Jungle: Clearing Copyrights, Trademarks and Other Rights for Entertainment and Media Productions Patents, Copyrights and Trademarks For Dummies The Pocket Legal Companion to Trademark: A User-Friendly Handbook on Avoiding Lawsuits and Protecting Your Trademarks (Pocket Legal Companions) Guiding Rights: Trademarks, Copyright and the Internet

