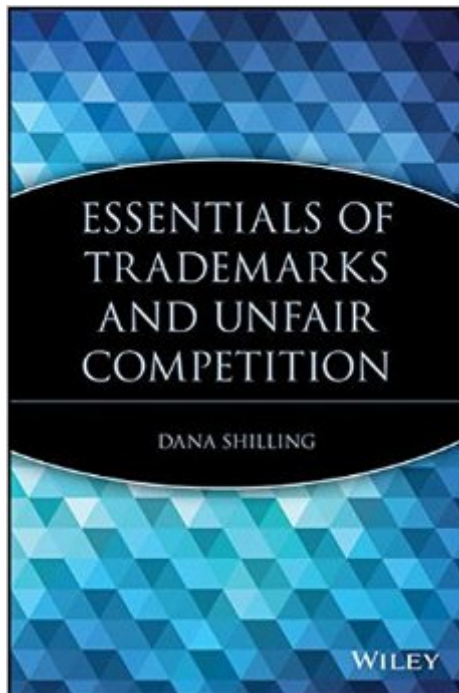


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# Essentials Of Trademarks And Unfair Competition (Essentials Series)



## 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

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## 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

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