

ДОВІДНИК КНИГ

ДЛЯ ФАХІВЦІВ СФЕРИ ІВ

TRADEMARKS

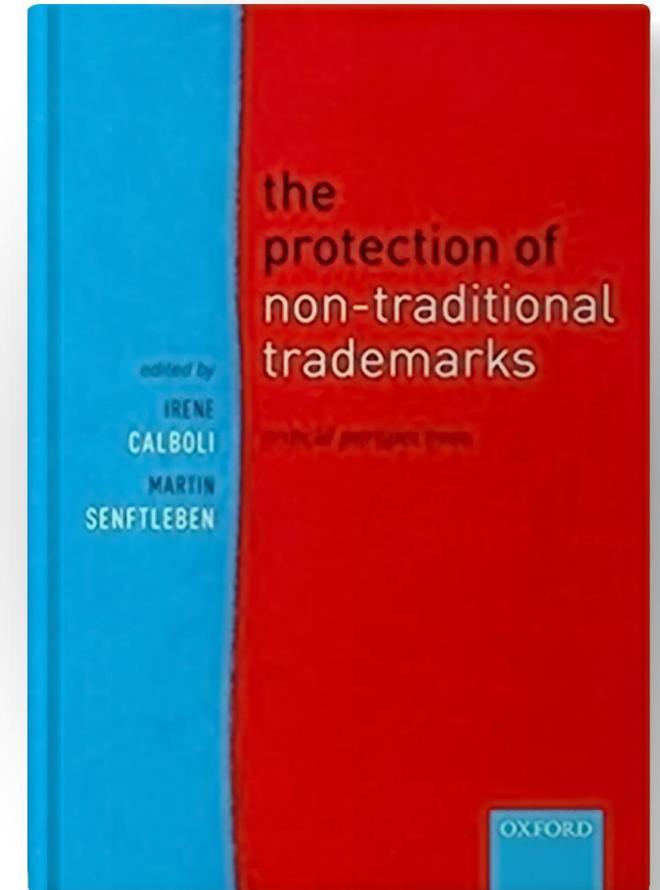


The Protection of Non-Traditional Trademarks: Eds. Irene Calboli, Martin Senftleben, 2019

This volume offers a detailed analysis of the issues related to the protection of non-traditional marks.

In recent years, the domain of trademark law and the scope of trademark protection has grown exponentially. Today, a wide variety of non-traditional marks, including colour, sound, smell, and shape marks, can be registered in many jurisdictions. However, this expansion of trademark protection has led to heated discussions and controversies about the impact of the protection of non-traditional marks on freedom of competition and, more generally, on socially valuable use of these or similar signs in unrelated non-commercial contexts. These tensions have also led to increasing litigation in this area across several jurisdictions.

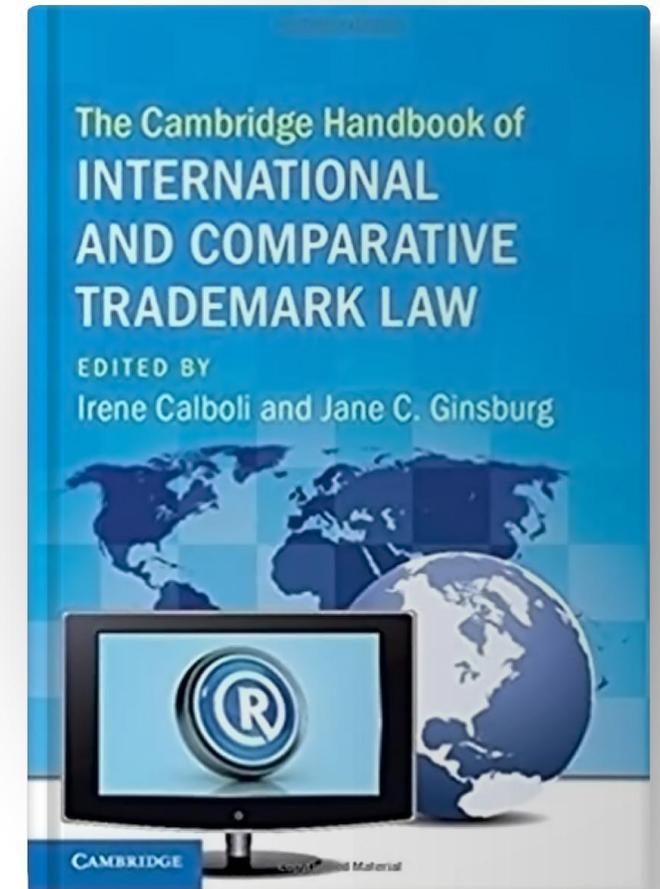
This book provides an overview of the debate and state of the law surrounding non-traditional marks at the international, regional, and national level. In particular, this book addresses relevant international treaties administered by the World Intellectual Property Organization (WIPO) and the Agreement on Trade-Related Aspects to Intellectual Property Rights (TRIPS) as well as several regional and national legislations and leading judicial decisions in order to examine current law and practice culminating in critical reflections and suggestions on the topic.



The Cambridge Handbook of International and Comparative Trademark Law: Eds. Irene Calboli, Jane C. Ginsburg, 2020

Trade in goods and services has historically resisted territorial confinement, but trademark protection remains territorial, albeit within an increasingly important framework of multilateral treaties. Trademark law therefore demands that practitioners, policy-makers and academics understand principles of international and comparative law.

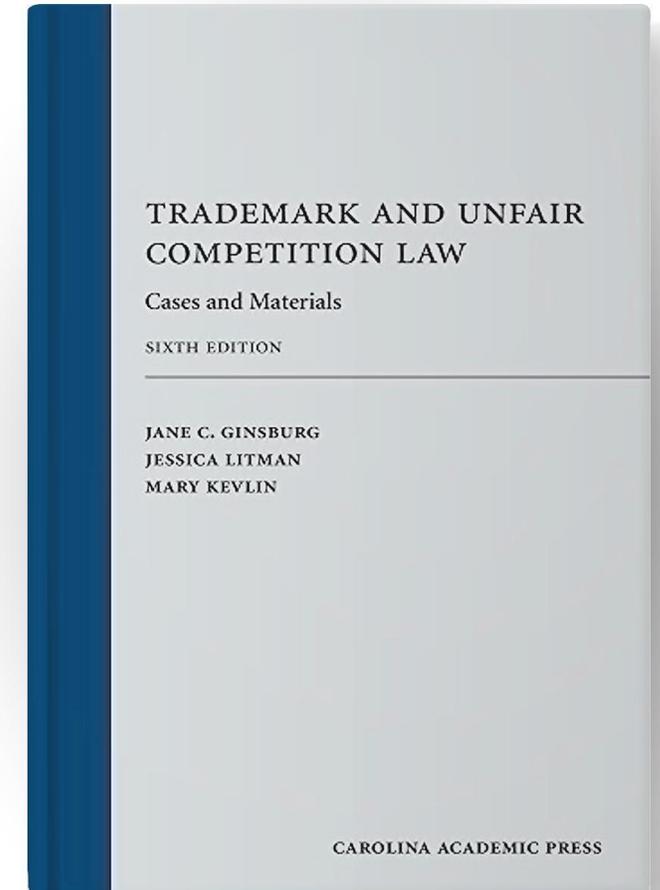
This handbook assists in that endeavour, with chapters describing and critically analyzing international and regional frameworks, and providing comparative perspectives on the substantive issues in trademark law and related fields, such as geographic indications, advertising law, and domain names. Chapters contrast common law and civil law approaches while focusing on the US and EU trademark systems in light of the role these systems have played in the development of trademark laws. Additionally, this handbook covers other jurisdictions, both common law and civil law, on the Asia-Pacific, African, and South American continents. This work should be read by anyone seeking a better understanding of trademark law around the world.



Trademark and Unfair Competition Law: Cases and Materials: Jane C. Ginsburg, Jessica Litman, Mary Kevlin, 2013 (6th Edition)

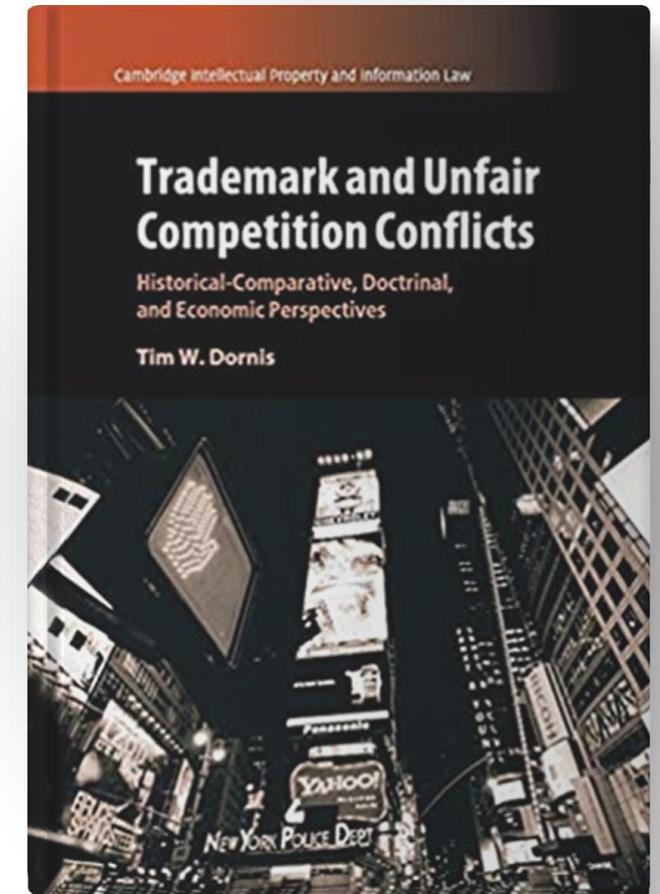
The new edition of this leading casebook covers recent developments, such as the controversy over registration of disparaging marks (the “Slants” and “Redskins” litigations), expressive uses of trademarks, protection of famous foreign trademarks, and trademarks on the internet.

The Dilution chapter has been substantially reorganized. Throughout the chapters, the editors have written provocative Questions and Problems to stimulate classroom discussion. The current edition also contains more visual material. As with the 5th edition, the 6th edition will be available in a looseleaf version for \$75. An updated Teachers Manual is also available for professors teaching Trademark Law.



Trademark and Unfair Competition Conflicts: Historical-Comparative, Doctrinal, and Economic Perspectives: Tim W. Dornis, 2019

With the rise of internet marketing and e-commerce around the world, international and cross-border conflicts in trademark and unfair competition law have become increasingly important. In this groundbreaking work, Tim Dornis - who, in addition to his scholarly pursuits, has worked as an attorney, a public prosecutor, and a judge, giving him experience in both civil and common-law jurisdictions - presents the historical-comparative, doctrinal, and economic aspects of trademark and unfair competition conflicts law. The book should be read by any scholar or practitioner interested in the international aspects of intellectual property generally, and trademark and unfair competition law specifically. This title is available as Open Access.

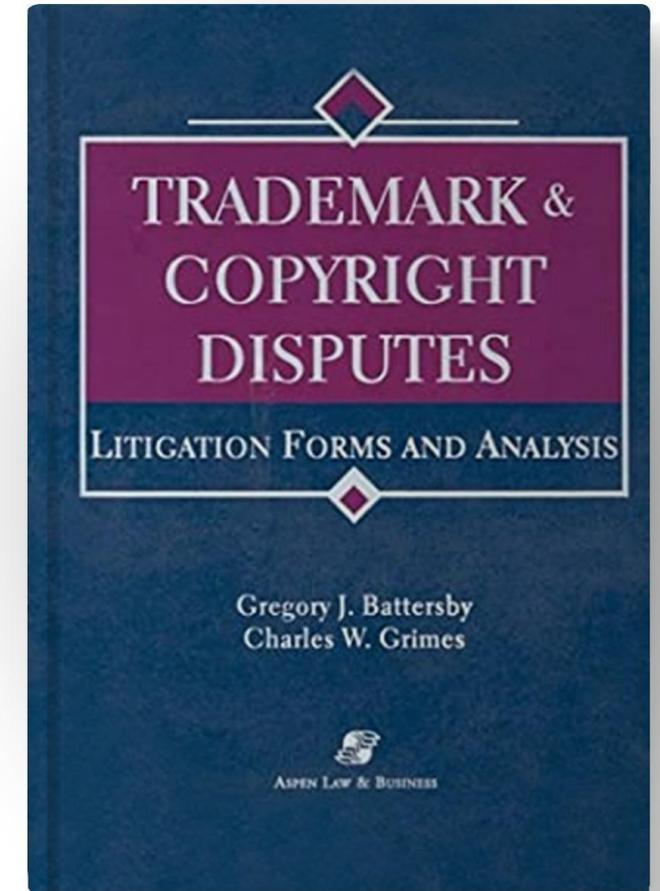


Trademark & Copyright Disputes: Litigation Forms & Analysis: Gregory J. Battersby, Charles W. Grimes, 2020

Trademark & Copyright Disputes: Litigation Forms and Analysis provides timesaving, practice-proven forms, checklists, and analysis that help you handle your next intellectual property dispute with ease. Organized in the sequence of a litigation process, starting with the complaint and ending with appeals, you'll find commentaries covering virtually every area of copyright and trademark litigation in federal court and before other administrative bodies, such as ICANN arbitration, and International Trademark Commission actions.

Trademark and Copyright Disputes: Litigation Forms and Analysis includes a CD-ROM that contains:

- Sample complaints for trademark, copyright, cybersquatting, and International Trade Commission (ITC) actions
- Sample answers, counterclaims and affirmative defenses for trademark, copyright, trade secrets, cybersquatting litigation, and ITC actions
- Sample motion ranging from Motions to Dismiss to Motions for Sanctions/Attorney's Fees
- Discovery sample forms, such as interrogatories and protective orders
- Trial forms such as jury instructions
- Forms for appeal such as Notice of Appeal and Petition for Certiorari



Trademarks and Unfair Competition: Law and Policy: Graeme B. Dinwoodie, Mark D. Janis, 2018 (5th Edition)

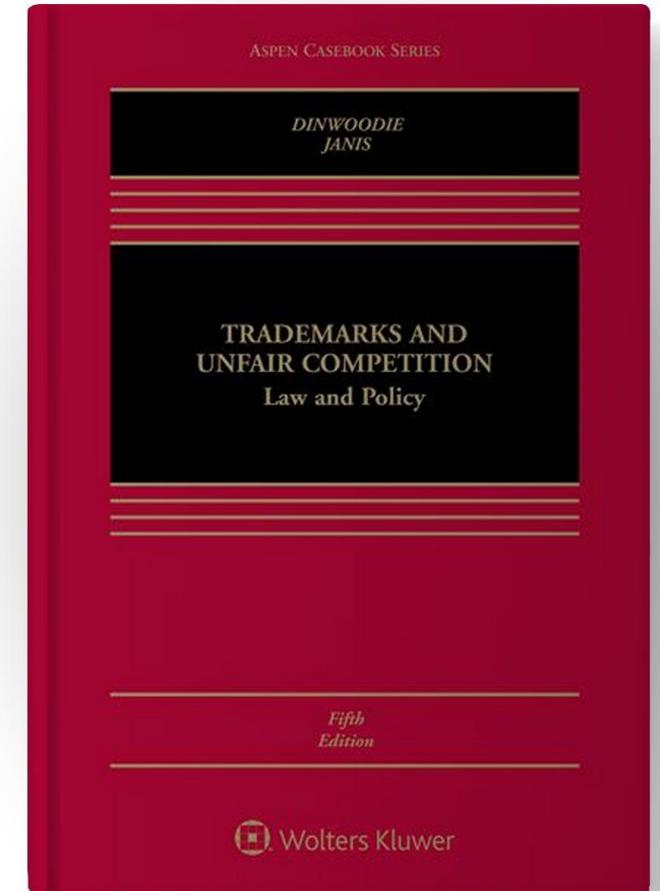
The many strands of trademark and unfair competition doctrine are organized into a coherent conceptual framework consisting of a brief examination of foundational concepts, followed by thorough treatments of the law on (1) the creation of trademark rights; and (2) the scope & enforcement of trademark rights and some related causes of action. The traditional case-and-note format is enhanced by problems that help students understand intricate key topics. *Trademarks and Unfair Competition* features many issues related to online commerce, such as cybersquatting, keyword advertising, the relationship between trademarks and domain names, and the potential secondary liability of online auction websites such as eBay. International as well as domestic issues are thoroughly explored. Comprehensive coverage of trade dress protection is integrated with issues of word mark protection.

New to the 5th Edition:

- the Tam and Brunetti decisions striking down the scandalousness and disparagement bars to registration
- extensive coverage of recent case developments on expressive uses of marks in political and artistic contexts
- the Belmora decision on well-known marks and developments on extraterritorial application of the Lanham Act

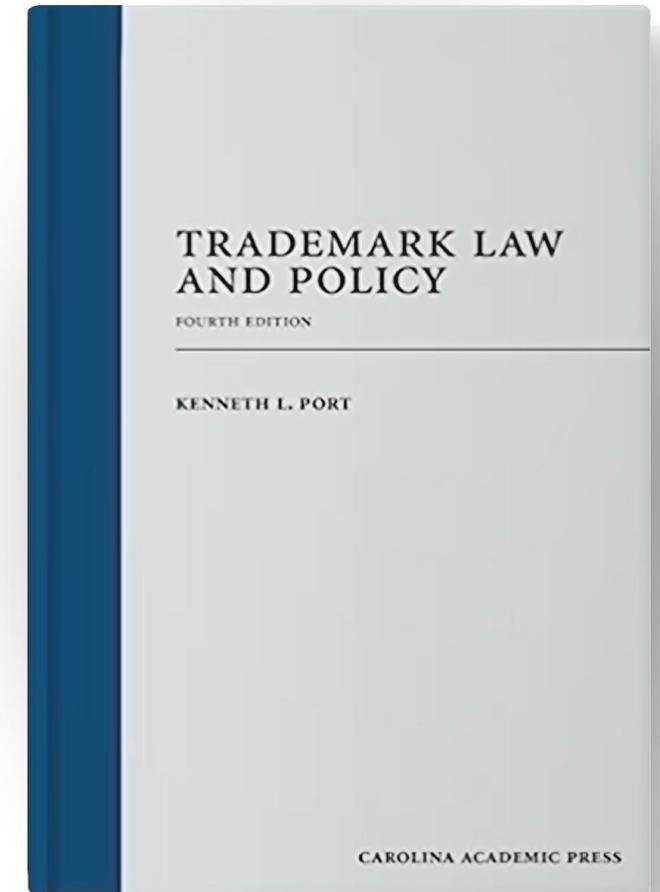
Key Features:

- coherent conceptual framework clearly delineating creation of rights and enforcement of rights issues
- traditional case-and-note format, enhanced by problems
- thorough coverage of trademark issues arising in online commerce
- integrated coverage of international and domestic doctrine
- thorough treatment of trade dress protection, integrated with issues of word mark protection



Trademark Law and Policy: Kenneth L. Port, 2018 (4th Edition)

The Fourth Edition of Trademark Law and Policy is a complete explication of United States trademark law. Fully updated with treatment of the controversial Supreme Court decision in *Tam* and the Federal Circuit's decision in *In re Brunetti*, the intersection between the First Amendment and trademark law is well-developed in this edition. This casebook is the only trademark textbook on the market with complete treatment of domain name issues and controversies as well as international trademark issues and concerns.



Каталог книг про інтелектуальну власність для фахівців у сфері ІВ: довідкове видання. К.: УКРНОІВІ, 2023.

Каталог містить інформацію про найкращі наукові фахові видання, які розкривають актуальні проблеми інтелектуальної власності в різних країнах та регіонах світу. Представлені у цьому виданні книги розраховані на фахівців у сфері інтелектуальної власності, що добре знаються на загальних принципах та положеннях з відповідної теми, володіють англійською та французькою мовою на високому рівні та мають метою поглибити знання з інтелектуальної власності.

Представлена інформація про наукові фахові видання не має рекламного характеру та наводиться лише з інформаційною метою. Відповідальність за зміст, актуальність, повноту та достовірність викладених даних у представлених виданнях несуть їх автори.

Інформація про проєкт:

Серія: IP Academy Library

Про що: каталог книг з актуальних питань у сфері інтелектуальної власності.

Для кого: для фахівців у сфері інтелектуальної власності.

Мета: ознайомлення усіх бажаючих з каталогом наукової літератури про інтелектуальну власність.

Каталог книг підготовлений командою Департаменту “Академія інтелектуальної власності” УКРНОІВІ:

Ольга Кулініч, Галина Андрущенко, Дар'я Коваль.