

Trademark and Unfair Competition Law

Trademark and Unfair Competition Law

Cases and Materials

SIXTH EDITION

Jane C. Ginsburg

MORTON L. JANKLOW PROFESSOR OF
LITERARY AND ARTISTIC PROPERTY LAW
COLUMBIA LAW SCHOOL

Jessica Litman

JOHN F. NICKOLL PROFESSOR OF LAW
UNIVERSITY OF MICHIGAN LAW SCHOOL

Mary Kevlin

COWAN, LIEBOWITZ & LATMAN
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*We dedicate the Sixth Edition to Arthur J. Greenbaum and Paul Alan Levy,
two outstanding trademark lawyers who have taught and inspired us.*

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Preface

In the four years since we published the fifth edition of *Trademark and Unfair Competition Law*, the First Amendment has joined the Internet in shaping the law of trademarks, raising issues from registration to the scope of trademark and related rights and defenses to infringement. As trademarks (or the claims of their owners) have encroached on the subject matter of patents and copyrights, and have been brought to bear on a variety of expressive uses of marks, so have defenses to infringement expanded. The Sixth Edition gives these developments particular attention.

We have retained many of the successful features of earlier editions. The Casebook begins with a Prelude case that captures many of the issues that will recur throughout the course. We then provide introductory case law and secondary material on the concepts and policies underlying trademark law, and incorporate trademark policy concerns throughout the book. We have substantially reorganized the Dilution chapter not only to take account of recent developments, but to make it more teachable. We have continued to include in-depth coverage of important advanced topics in the second half of the Casebook. Thus, along with Domain Names, False Advertising and Remedies receive their own chapters.

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