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Dedicated to—

My wife of 37 years, Barbara, and our two wonderful daughters, Lindsey and Alison. Thanks also to my colleagues at the Brandeis School of Law for many years of encouragement and support, and my many students from around the globe who inspired my teaching and research.

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My favorite sister, usually-best friend, and often worst critic, Joan, and my favorite niece without any qualifications, Christina.

✧

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SERIES EDITOR'S FOREWORD

The Carolina Academic Press Mastering Series is designed to provide you with a tool that will enable you to easily and efficiently “master” the substance and content of law school courses. Throughout the series, the focus is on quality writing that makes legal concepts understandable. As a result, the series is designed to be easy to read and is not unduly cluttered with footnotes or cites to secondary sources.

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We hope that you will enjoy studying with, and learning from, the Mastering Series.

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PREFACE TO THE SECOND EDITION

Trademark law remains one of the most dynamic areas of legal practice. Modern businesses are increasingly aware of the significant value that a strong trademark can bring to their brand and the importance of ensuring effective trademark protection. Consumers now perceive trademarks not only as indicators of source, origin, or sponsorship but also as essential elements of their social identity. This second edition reflects the ongoing developments in trademark law and our commitment to providing an up-to-date and practical resource for our readers.

In this second edition, we continue to cover the fundamentals of state and federal trademark law and practice, while expanding our discussion of the Madrid System and other key aspects of international trademark law. We also incorporate analysis of major trademark cases between 2012 and 2024, including *Vidal v. Elster*, *Matal v. Tam*, *Iancu v. Brunetti*, *Booking.com B.V. v. United States Patent and Trademark Office*, and *Jack Daniel's Properties, Inc. v. VIP Products LLC*, and which have significantly influenced the landscape of trademark law.

The second edition also attempts to be more useful to new trademark practitioners as well as attorneys who rarely handle trademark matters. Our goal is to provide a comprehensive overview that will be valuable to both law students and practitioners who are new to trademark law as well as practical appendixes.

We are grateful for the continued support of the University of Louisville, Brandeis School of Law, the University of Toledo College of Law, and our colleagues. We extend our special thanks to Barbara Nielsen for her invaluable editorial suggestions, willingness to review draft chapters on very short notice, and close collaboration over many months, editing the text and assisting in the preparation of roadmaps and checklists. We would also like to thank Elizabeth Lai Featherman for her support and comments regarding changes that would make *Mastering Trademark Law* most useful to new practitioners and paralegals.

