



Trademarks and Unfair Competition: Law and Policy, Case and Statutory Supplement, 2009-2010

Graeme B. Dinwoodie, Mark D. Janis

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Trademark law changes rapidly. To keep your course on trademark law up to date, the authors of the casebook **Trademarks and Unfair Competition: Law and Policy, Second Edition**, have compiled excerpts from significant new case decisions, combined with the current version of the Lanham Act, excerpts from other Federal and state statutory and administrative materials, and selections from critical international materials.

New cases in this Supplement include:

- The Second Circuit's crucial keyword advertising decision in *Rescuecom v. Google*
- The *Tiffany v. eBay* decision on secondary liability for internet intermediaries
- The latest iteration of *ITC Limited v. Punchgini*, on well-known marks
- The Ninth Circuit's application of Rogers in the video game context in *E.S.S. Entertainment v. Rock Star Videos*

Legislative, administrative, and international materials include:

- **The Lanham Act**
- Excerpts from the **Rules of Practice in Trademark Cases** and the **Revised Trademark Manual of Examining Procedure (TMEP, 5th ed. Sept. 30, 2007)**
- **Updated rights of publicity statutes (from selected states)**
- **International Materials**
 - Excerpts from the **TRIPS Agreement** and the **Paris Convention**
 - Excerpts from **The Madrid Protocol**
 - **The Uniform Domain Name Dispute Resolution Policy**
 - Excerpts from the **North American Free Trade Agreement (NAFTA)** and the **EC Trademark Directive**

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