

Hlavnicka / Keats

Protecting the Brand

Busting the Bootlegs

Protecting the Brand, Volume II: Busting the Bootlegs follows Volume I which provides a unique combination of legal and business best practices related to intellectual property protection. This second volume showcases U.S. states specific legal statues and examples related to the legal approach to counterfeiting and grey market issues. The primary emphasis is to provide advice to U.S. companies navigating the complex domestic legislation and provide a single source of reference for both law practitioners and those tasked with intellectual property rights enforcement and compliance who need to understand the applicable state legislation. Both volumes of this book are focused on leveraging trademark enforcement while also commenting on copyright and patent enforcement, establishing a framework for successful brand protection in the future.

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