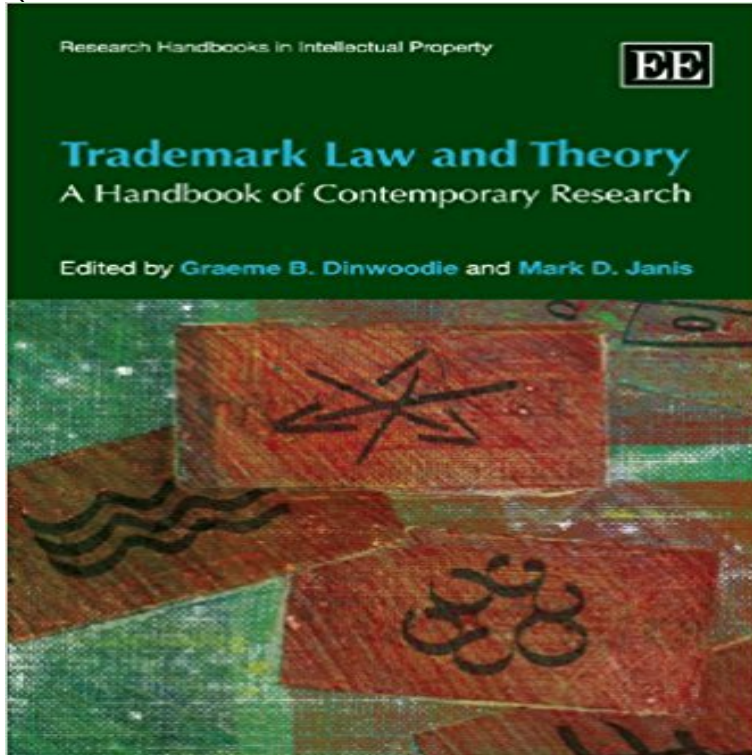


Trademark Law and Theory: A Handbook of Contemporary Research (Research Handbooks in Intellectual Property)



Trademark Law and Theory is a first-rate exploration of the issues that will dominate trademark law in the 21st century. Authors from five continents provide a truly global perspective on the present and future of trademark law. An exceptional collection of contributors and contributions.- Robert Denicola, University of Nebraska, US
This compendium is an excellent source of writing on all aspects of trademark law and practice by experts from Europe, the United States, South Africa, Singapore, New Zealand and Australia. It will be a stimulating read for lawyers, academics, students and policymakers alike on the present and developing trends in law and policy relating to trademarks as marketing tools and cultural artefacts. The editors deserve congratulation on their concept for the book and their judicious selection of material. - David Vaver, University of Oxford, UK
All students, young and older, in the burgeoning field of trade mark law, whether interested in domestic aspects only or those in the broader international arena, will find a lot to catch and hold their interest in this collection of challenging essays by leading international scholars.- David Llewelyn, King s College London, UK
This important new research handbook brings together a set of illuminating works by the field s leading scholars to comprise one of the broadest and most far-reaching overviews of trademark law issues. Organized around three areas of inquiry, the book starts by offering a rich variety of methodological perspectives on trademark law. Reflecting the multifaceted nature of contemporary trademarks, contributors have drawn from law and economics, political science, semiotic theory, and history. The handbook goes on to survey trademark laws international landscape, addressing indigenous cultural property, human rights issues, the free movement of goods, and the role of substantive harmonization. It concludes with a series of

forward-looking perspectives, which focus on trademark laws intersection with the laws of advertising and free speech, copyright law, cyberspace regulation, and design protection. Discussing critical future issues regarding trademark protection and its relationship with other social policies, this handbook will be of great interest to legal scholars, trademark lawyers and law students. It will also be of interest to academics in marketing, business and consumer psychology.

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