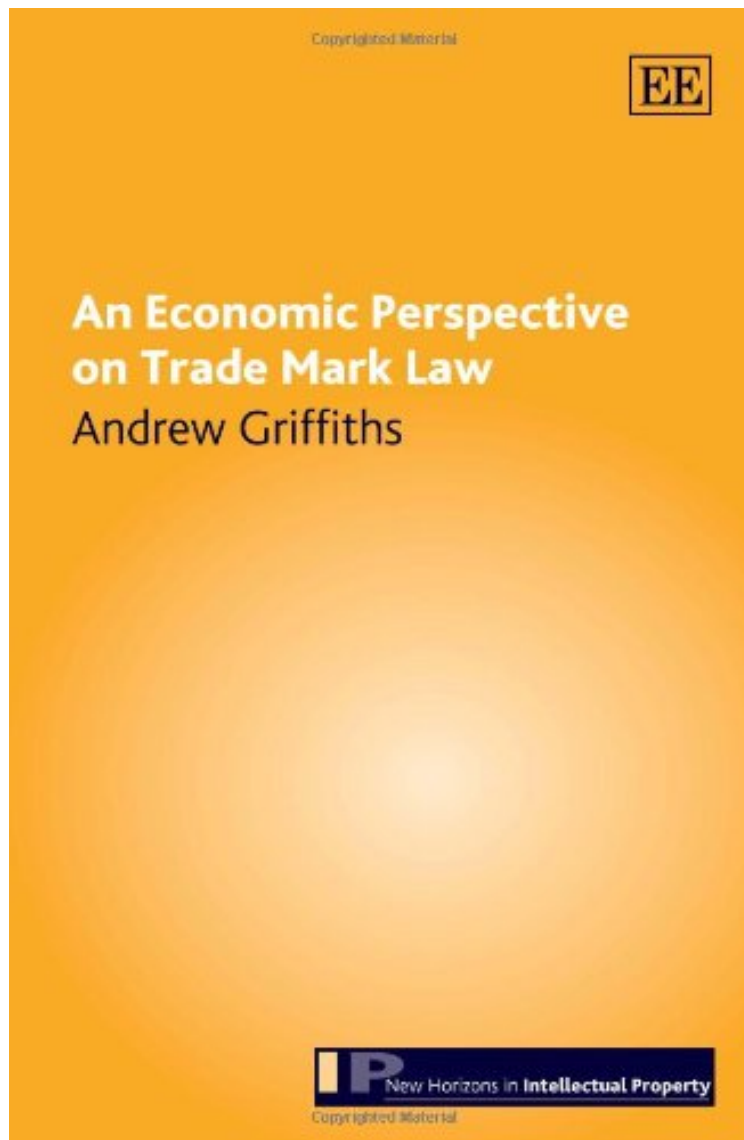


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An Economic Perspective on Trade Mark Law (New Horizons in Intellectual Property Series)

Andrew Griffiths

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Andrew Griffiths : An Economic Perspective on Trade Mark Law (New Horizons in Intellectual Property Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised An Economic Perspective on Trade Mark Law (New Horizons in Intellectual Property Series):

An Economic Perspective on Trade Mark Law uses economic analysis to examine the capacity of a trade mark to stimulate and strengthen demand for marked products and the trade mark's role in marketing and business organization. It uses this perspective to evaluate the exclusive rights that trade mark owners enjoy and other issues in trade mark law. It will argue that the trade mark has enabled marketing to develop as a distinct form of economic activity and that the trade mark's flexibility as a structuring device has had a major impact on the evolution of the firm and on the organization of streams of economic activity. This invaluable book will appeal to academics, postgraduate and undergraduate students in the fields of trade mark law, business organization, intellectual property and law and economics. Solicitors and other professionals specializing in trade mark law and/or marketing will also find much to interest them in this insightful book. Contents: 1. Trade Marks in Modern Commercial Life; 2. The Legal Nature of a Trade Mark as a Marketing Resource and a Structuring Device; 3. The Marketing Power of Trade Marks; 4. Trade Marks and the Organization of Economic Activity; 5. An Economic Perspective on Trade Mark Law; 6. Concluding Thoughts; Index

Law and economics has become a dominant way of thinking about trade mark law in the United States. In this book, Andrew Griffiths applies the methodology of law and economics to European trade mark law in a comprehensive and thoughtful fashion, giving us new insights into the nature of European trade mark legislation and the case law that has developed under it. - Graeme B. Dinwoodie, University of Oxford, UK Griffiths provides a comprehensive, readable, and much-needed account of the European approach to trademarks, with an emphasis on the role of economic theory in informing and shaping the law. The book takes a balanced and practical approach that recognizes both the benefits of trademark protection and the need for third parties to use trademarks in information-facilitating ways. It is a welcome contribution to the literature, and will provide a valuable resource to anyone looking for a window into European trademark law. - Stacey L. Dogan, Boston University School of Law, USA About the Author Andrew Griffiths, School of Law, University of Manchester, UK