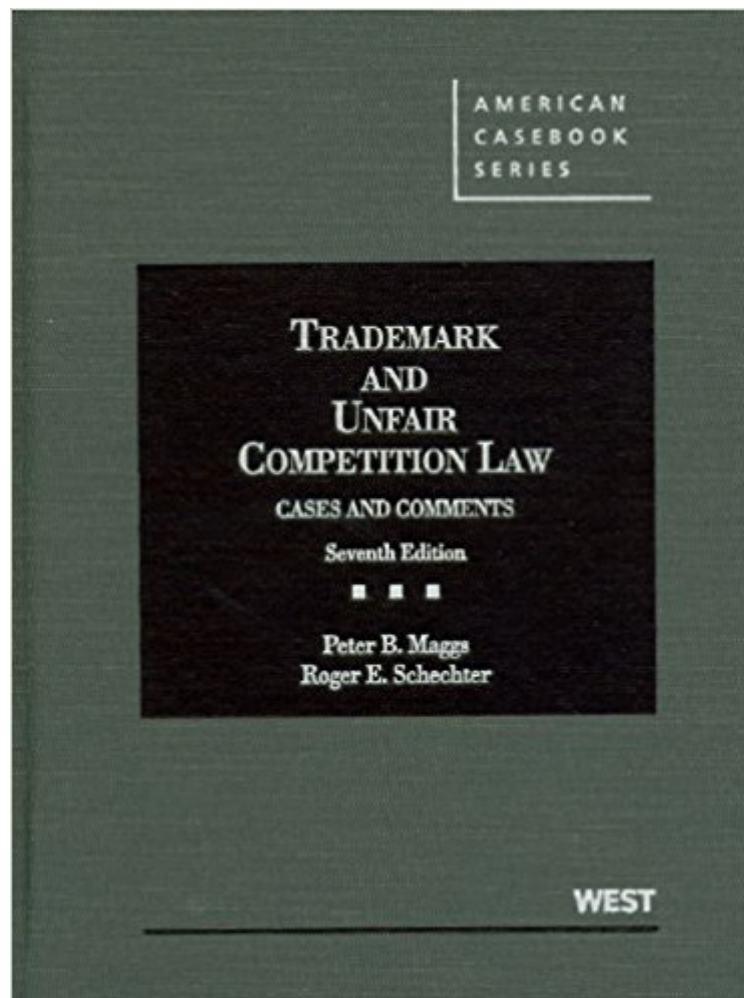




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The latest edition of this popular casebook includes full coverage of the principles surrounding trademark acquisition and registration under federal law, as well as infringement and dilution issues. Novel issues involving trademark usage in the online context are treated in depth. The book also deals with competitor false advertising remedies under the Lanham Act and public enforcement of prohibitions against unfair and deceptive practices by the Federal Trade Commission. Case selection is made with an eye toward holding student interest; provocative notes and questions make the book highly teachable.

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