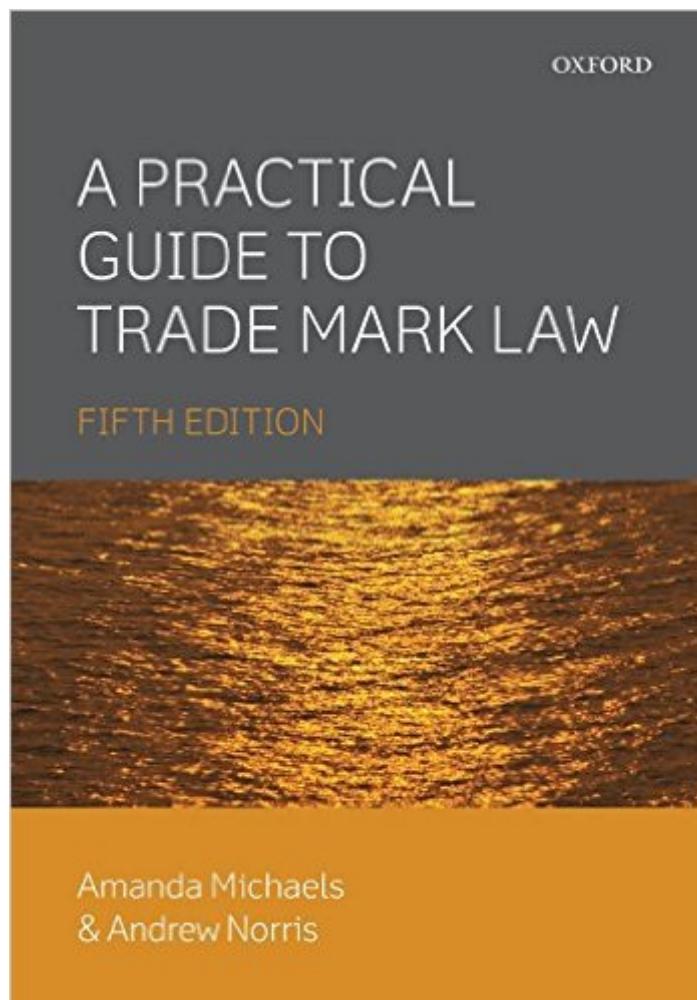


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A Practical Guide To Trade Mark Law 5E



Synopsis

The new edition of a well-established text, *A Practical Guide to Trade Mark Law* provides a comprehensive, digestible and approachable introduction to trade mark law, explaining the technicalities of the law in plain, accessible language. While the focus of the book is primarily on UK law, it also deals with the acquisition and protection of EU Trade Marks, and procedure at OHIM, drawing comparisons between trade marks in the UK, and EU Trade Marks where appropriate. The book remains highly practical throughout, comprising discussion on topics such as the absolute and relative tests for registrability, registration practice and procedure, revocation, assignment and licensing, as well as complete coverage of the law on infringement, passing off and remedies.

Book Information

Paperback: 496 pages

Publisher: Oxford University Press; 5 edition (May 20, 2014)

Language: English

ISBN-10: 0198702035

ISBN-13: 978-0198702030

Product Dimensions: 9.6 x 1 x 6.7 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

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