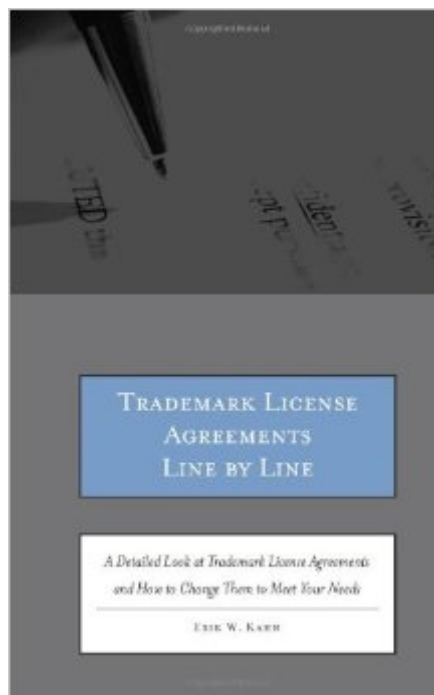


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Trademark License Agreements Line By Line: A Detailed Look At Trademark License Agreements And How To Change Them To Meet Your Needs



Synopsis

Trademark License Agreements Line by Line is a thoughtful and pragmatic guide designed to walk practitioners and those in the licensing business through the legal intricacies of trademark licensing. A recognized expert on trademark law, the author effectively communicates to the reader along a spectrum of topics, from the basic requirements to the more sophisticated aspects of trademark licensing deals. This book covers the economics of trademark licensing, exclusivity, scope of use, quality control, termination and phase out, infringement, franchise and anti-trust, and many other significant aspects of licensing that most lawyers and licensing professionals are likely to encounter. Offering practical advice, identification of critical issues, and best practices this book is a must for anyone interested in gaining insight into the world of trademark licensing.

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