



Cases and Materials on Trademark Law (American Casebook Series)

Glynn Lunney

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Offering a highly accessible account of trademark and unfair competition law, this text contains the key cases that define the scope and limits of trademark law, set against a comprehensive historical background. The theme of the book is that trademark law should enhance consumer welfare. The book provides:

- Extensive notes and questions following the major cases and also at the end of each chapter.
- The most up-to-date material on every aspect of trademark law, including a chapter covering trademarks on the Internet.
- Detailed treatment of both the theory and the reality of trademark law and practice, including a study of the most common survey formats on genericness, secondary meaning, likelihood of confusion, and likelihood of dilution.

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