

Brand Protection Online A Practical Guide To Protection From Online Infringement

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Brand Protection Online is a go-to guide for any user or adviser in need of strategies to combat IP infringement in the digital world or to get up to speed with the latest developments affecting brand holders online. Online channels offer unprecedented growth opportunities for businesses.

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by Practical Law Intellectual Property & Technology. A Practice Note discussing the protection of trademark and other brand rights on the internet. The Note focuses on cybersquatting claims and remedies under ICANN's dispute resolution services and the federal Anticybersquatting Consumer Protection Act. The Note also addresses other online trademark issues including the new gTLD system, pop-up advertisements, keyword advertising, trademark use in social media, and screenscraping.

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Last week, WTR hosted two major events focused on protecting brands in the online environment and the cost-effective management of international trademark portfolios. We present some of the practical takeaways and discussions points from both days, including the need to audit registered domains, how to avoid wasting enforcement dollars, using infographics to teach trademark basics, collaborative cease and desist efforts, and much more.

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Overall, Brand Protection Online provides a fantastic insight into, and overview of, the many aspects of trade mark protection online at the international level and could be used as a manual for practitioners willing to refresh or systemize their knowledge, as well as for brand owners interested in understanding the issues that may affect their brands online. It is no doubt an excellent desk reference which would be a valuable contribution to any intellectual property library.

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