

(Free download) Protecting Brands Online

Protecting Brands Online

From Thomson Reuters
*audiobook / *ebooks / Download PDF / ePub / DOC*



2012-04-01Original language:EnglishPDF # 1 .0 #File Name: 1908239107174 pages | File size: 59.Mb

From Thomson Reuters : Protecting Brands Online before purchasing it in order to gage whether or not it would be worth my time, and all praised Protecting Brands Online:

Places the multi-faceted arena of the Internet into a comprehensive legal context. Provides an overview of the intellectual property rights and infringement actions available to brand owners in relation to the Internet. Provides comprehensive advice to brand owners on their rights in various online contexts. Alerts brand owners to the risks to their brand being used by them and third parties on the Internet and provides practical advice to manage those risks.