

## Cira Dispute Resolution Policy

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As those involved in commerce are aware, preventing competitors and others from imitating successful brands is a difficult and costly task. This book serves to inform the reader concerning complexities of the

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issues of brand imitation, integrating the disciplines of psychology, business, and law to the area of trademark infringement and counterfeiting. Principles and theories from psychology and how they are relevant to consumers' perceptions in the marketplace are used to explain why competitors steal the intellectual property of another company or entity. The possibility of brand imitation or counterfeiting should be contemplated in designing new products or brand packaging, just as it is in the printing of currency. It is the intent of *The Psychology Behind Trademark Infringement and Counterfeiting* to provide those involved in commerce with some understanding, some ideas, and perhaps some strategy for building differentiated brands that are easy to protect. Brand managers, expert witnesses to trademark cases, intellectual property lawyers, and academics of consumer behavior and marketing will find this book useful to understanding consumer motives and processes of trademark infringement and counterfeiting. It could be used as a textbook in courses on marketing.

'Protecting Brands Online' places the multi-faceted arena of the Internet into a comprehensive legal context. Providing an overview of the intellectual property rights and infringement actions available to brand owners, this text also includes advice to brand owners on their rights in various online contexts.

This guide explains the law and regulation in the UK as it applies to the Internet. The text is designed to help practitioners not only to identify the practical legal questions likely to arise, but also how to deal with them effectively.

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A practical approach to corporate IP operations and implementation Intellectual Property Operations and Implementation help executives, attorneys, accountants, managers, and owners, understand the legal, technological, economic, and cultural changes that have affected corporate IP ownership and management. Page by page, it provides practical examples and advice from seasoned and enduring professionals who have adopted new and streamlined methods and practices whether as in-house or outside counsel, or service providers. Timely and relevant in view of the substantially global economic recession amidst rampant technological development and the resulting changes in law, practice, and culture Examines the decision making processes, activities, and changes of significant corporate intellectual property owners in today's new economy Important and timely, this book provides a global approach to corporate IP management.

Intellectual property strategies to power your bottom line In the innovation economy, intellectual property is among the most valuable assets a business can have. IP strategy isn't just incidental to success, it's a key driver—research shows that IP-intensive small- and medium-sized enterprises are 60% more likely to achieve high growth. Myra Tawfik and Karima Bawa, two noted experts in the field of IP law and strategy, want to help you achieve greater success through the strategic deployment of your business's IP. More than just patents, IP encompasses confidential information and trade secrets, industrial design, copyright, and trademarks. Understanding the unique IP portfolio of your business and how to leverage it for maximum benefit can pay huge dividends. A strong IP strategy can allow you to command higher prices for your goods and services, increase your market share, generate new revenue streams, improve brand recognition, attract new investment, and lower your costs. You can also avert threats from your competitors by using your IP both offensively and defensively to protect your market

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and drive up your competitors' costs. Perfect for entrepreneurs, innovators, inventors, expert advisors and investors, this primer will sharpen your knowledge and help you make informed decisions about IP strategy to drive your business forward.

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