The Modern Law of Trade Marks is a comprehensive guide on trade mark law enabling practitioners to provide clients with an in-depth commentary on the complexities of the Trade Marks Act 1994 and the Madrid Protocol and the CTM Regulation. All this book contends that, with regard to the likelihood of confusion standard, European trademark law applies the average consumer perspective, and the horizontal part focuses on similar fictions in areas of law adjacent to European trademark law (and in particular on the effects of Article 9(2) of Directive 2004/48).

The Enforcement of Intellectual Property Rights: A Case Book

Achieve More by Thinking Differently

The Law and Practice of Trademark Transactions

Sterling on World Copyright Law remains the most comprehensive and comparative analysis of world copyright law and offers legal practitioners and students a clear and comprehensive overview of legal and policy-related issues. As with your body, you have to exercise your mind to get the most out of it. Sebastian Bailey and Octavius Black, founders of Mind Gym, help you change your mental default settings, identify specific challenges, and build personal strategies to achieve your goals. This hands-on guide presents a fitness program for the mind that tackles the most common challenges and patterns that lead to self-sabotaging habits and behaviors. As with your body, you have to exercise your mind to get the most out of it. The international bestseller that will help you transform your personal and professional life by changing the way you think.

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