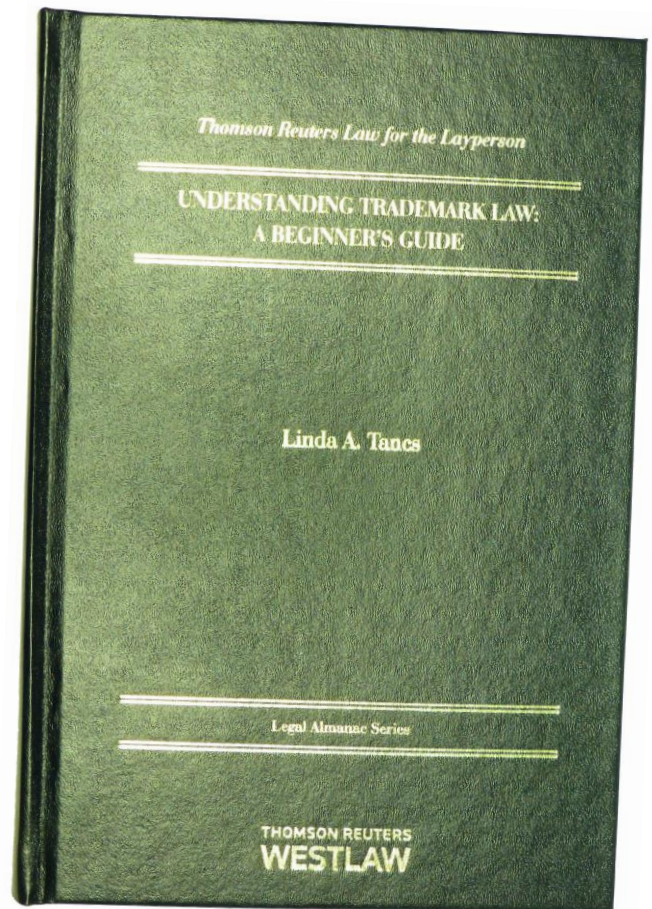


Understanding Trademark Law: A Beginner's Guide

LINDA TANCS

Understanding Trademark Law: A Beginner's Guide explains how to register, maintain and enforce trademark rights and offers step-by-step guidance on how to register a trademark with the United States Patent and Trademark Office. Readers will gain an understanding of: the types of trademarks and how to use them; the process for filing an application; pre- and post-issuance procedures; monetization; international concerns; infringement issues such as likelihood of confusion, dilution and counterfeiting; and the intersection of trademarks and e-commerce. This user-friendly resource for the general public provides access to applicable law for further research, a glossary of key terms and other useful information in the appendices.



Genres: Nonfiction; Law; Business
Original Publication Date: April 15, 2009
316 pages, \$45.00
Publisher: Thomson Reuters
ISBN: 978-0314605177

ABOUT THE AUTHOR: **Linda Tancs** is a freelance writer in areas including law, business, travel, health and science. In addition to numerous nonfiction books on intellectual property and branding, she has authored children's stories with an international flair. Linda is a longtime member of the Society of Children's Book Writers and Illustrators, the Authors Guild and the American Society of Journalists and Authors. Visit her website at ltancs.com and find out five things you probably didn't know about her in the Media Kit section.

LINDA TANCS
908-428-4475
lindatancs@gmail.com
www.ltancs.com