



International Trademark Treaties with Commentary

Ellen P. Winner, Aaron W. Denberg

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Busy practitioners will benefit from this first practical guide to international trademark treaties with specific instructions for how to use treaties to obtain and enforce trademark rights throughout the world.

International Trademark Treaties with Commentary organizes and clarifies the confusing multiplicity of international trademark treaties, with up-to-date information on the purpose of each treaty, substantive rights and procedures covered, enforcement provisions, member countries, and how you can use it in designing your trademark strategies.

A few international trademark agreements, such as the Madrid Protocol and the regulations governing the European Community Trademark, provide fully-developed filing and registration systems; others are mere statements of intent to form integrated economic communities with harmonized trademark laws. Most of the agreements provide substantive and/or procedural guidelines for protecting trademarks in member countries, and although only a few have enforcement provisions, which may or may not have been enacted into law in the member countries, even those which provide for no direct enforcement can be used for guidance and a general understanding of what type of protection to expect in each country. You'll benefit from knowing the standards set by these international agreements used by negotiators, arbitrators, and mediators as a source of general principles to apply in deciding specific trademark disputes.

- An overview of international trademark treaties places them in context within the global community's ongoing efforts to harmonize the world's standards for protecting trademarks

- The current membership list for all treaties, allowing the practitioner to find treaties relevant to specific situations in particular jurisdictions

- Full discussion of enforcement provisions

DBL How international trademark law has evolved over the last century, and how it is likely to develop in the future

- Practice-tested forms

- Reference table listing the treaties for which each country is a member.



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