

1. Record Nr.	UNINA9910154315803321
Titolo	The luxury economy and intellectual property : critical reflections
Pubbl/distr/stampa	New York : , : Oxford University Press, , 2015
ISBN	0-19-933572-9 0-19-935042-6
Descrizione fisica	1 online resource : illustrations (black and white)
Disciplina	346.04/8
Soggetti	Luxury goods industry - Law and legislation Intellectual property Law, General & Comparative Law, Politics & Government
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Luxury and its opposites : a critical fashion studies perspective / Susan B. Kaiser, Joseph H. Hancock II, and Sara T. Bernstein -- The story of luxury products and the (broken) promise of superior quality in a world of prestige for the masses / Irene Calboli -- The economics of demand for counterfeiting / Yi Qian -- Brands r us / Mario Biagioli, Anupam Chander, and Madhavi Sunder -- Parody as brand / Stacey L. Dogan and Mark A. Lemley -- Stolen valor and stolen luxury : free speech and exclusivity / Rebecca Tushnet -- The gender of trademarks and luxury branding / Ann Bartow -- Upstairs/downstairs, fashionwise : a view of design protection from lower down the food chain / Diane Leenheer Zimmerman -- Shanzhai, sumptuary law, and intellectual property law in contemporary China / Barton Beebe -- The ethical responsibilities of luxury companies and consumers / Haochen Sun -- The scholarship of envy : how the framing of fashion leaves a legal lacuna / Susan Scafidi -- Let them eat fake cake : the rational weakness of China's anti-counterfeiting policy / Kal Raustiala and Christopher Sprigman -- A perspective from Asia : special protection for luxury brands, legal sense or nonsense? / David Llewelyn -- Cosmopolitanism and the transnational trademark / Sonia K. Katyal.
Sommario/riassunto	This title explores the rise of the luxury goods economy and the

growing role of intellectual property in creating, sustaining, and regulating this economy. Leading scholars across various disciplines critically consider the industry, its foundational intellectual property laws, and the public interest and social concerns arising from the intersection of economics and law.

---