

1. Record Nr.	UNINA9910795119703321
Autore	Hlavnicka Peter
Titolo	Protecting the Brand : Counterfeiting and Grey Markets
Pubbl/distr/stampa	New York : , : Business Expert Press, , 2021 ©2021
ISBN	1-63742-152-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (394 pages)
Collana	Business law and corporate risk management collection, , 2333-6730
Altri autori (Persone)	KeatsAnthony
Disciplina	658.827
Soggetti	Branding (Marketing) Brand name products - Law and legislation - United States Product counterfeiting - Law and legislation - United States Gray market - Law and legislation - United States Trademark infringement - United States Consumer behavior Imitation Industrial property Marketing - Law and legislation Trademarks
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Introduction of intellectual property -- What is a brand and why protect it? -- Problems caused by counterfeit and grey market goods -- Incidents of counterfeiting and grey marketing in various industries -- Proactive internal procedures to combat counterfeiting and the grey market -- Trademark infringement : diminishing the value of brand equity -- International Trade Commission and U.S. Customs and Border Protection, the Lanham Act and the Tariff Act -- Issues relating to websites -- New technologies and alternative methods to combat counterfeiting and grey market -- International remedies.
Sommario/riassunto	Protecting the Brand, Volume I: Counterfeiting and Grey Markets is a handbook for law practitioners as well as business executives. It is a unique perspective of best practices in addressing issues around counterfeiting and grey markets - from a legal as well as a business

point of view. The authors explore the threats posed by counterfeiting and grey markets to a variety of industries and illuminate what problems these may cause.

---