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Nota di contenuto	Cover -- Halftitle -- Title -- Copyright -- Description -- Contents -- Foreword -- Preface -- Acknowledgments -- Chapter 1: State Civil and Criminal Anti-Counterfeiting Statutes -- Chapter 2: Federal Criminal Law -- Chapter 3: Using the Lanham Act to Combat Grey and Counterfeit Goods -- Chapter 4: The Material Difference: Sections 32, 43(A), and 42 of the Lanham Act and Section 526 of the Tariff Act -- About the Authors -- Index -- Adpage -- Backcover.
Sommario/riassunto	Protecting the Brand, Volume II: Busting the Bootlegs follows Volume I which provides a unique combination of legal and business best practices related to intellectual property protection. This second volume showcases U.S. states specific legal statues and examples related to the legal approach to counterfeiting and grey market issues. The primary emphasis is to provide advice to U.S. companies navigating

the complex domestic legislation and provide a single source of reference for both law practitioners and those tasked with intellectual property rights enforcement and compliance who need to understand the applicable state legislation. Both volumes of this book are focused on leveraging trademark enforcement while also commenting on copyright and patent enforcement, establishing a framework for successful brand protection in the future.
