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Nota di contenuto	What is the value of a brand to a firm? / Don O'Sullivan, Kwanghui Lim, and Janice Luck -- The social benefits and costs of trade marks and brands / Christine Greenhalgh -- Legal and cultural approaches to the protection of the contemporary celebrity brand in the Asia Pacific region / David Tan -- No personality rights for pop stars in Hong Kong? / Peter K. Yu -- Fashioning personality rights in Australia /

Megan Richardson and Andrew T. Kenyon -- Protection of reputation in the trade mark and copyright laws of Malaysia and Singapore : divergence and a cultural exploration / Khaw Lake Tee, Tay Pek San, and Ng-Loy Wee Loon -- Reproduction rights in US trade mark law / Graeme W. Austin -- From magic charms to symbols of wealth : well-known trade marks in Indonesia / Christoph Antons -- Names as brands : moral rights and the 'unreasonable' pseudonym in Australia / Elizabeth Adeney -- The use of survey evidence in Australian trade mark and passing off cases / Vicki Huang, Kimberlee Weatherall, and Elizabeth Webster -- The place of expert evidence in unfair competition cases : the Australian experience / Sam Ricketson -- Geographical indications : Europe's strange chimera or developing countries' champion? / Melissa de Zwart -- Branding traditional peoples' traditional knowledge / Susy Frankel.

Sommario/riassunto

Efforts to expand the scope of legal protection given to reputation and brands in the Asia Pacific region have led to considerable controversy. Written by a variety of experts, the essays in this book consider the developing law of reputation and brands in a fraught area.
