

Index

ABANDONMENT

Trademark infringement, **12:40**

ADMINISTRATIVE LAW JUDGE

Imports, **8:15**

ADVERTISING

Arising out of, **18:2**

Copyright infringement defense,
11:22

Dietary supplements, advertising
guide for the industry, **App 2E**

Enumerated offenses, insurance, **18:5**

False Advertising (this index)

Famous marks, **9:24**

Federal Trade Commission

Advertising Rules (this index)

Insurance, **18:1 to 18:6**

Internet (this index)

State laws, **10:10**

AIDING AND ABETTING

Federal Trade Commission advertis-
ing rules, **2:31**

ALCOHOLIC BEVERAGES

Federal Trade Commission advertis-
ing rules, **2:34**

ALL OR NOTHING APPROACH

Restrictive covenants, **6:44**

AMERICAN STOCK EXCHANGE

Business ethics, **21:6**

ANCILLARY CONTRACTS

Restrictive covenants, **6:7**

ANTICYBERSQUATTING

CONSUMER PROTECTION ACT

General discussion, **14:10 to 14:19**

Action requirement, **14:11**

Bad faith intent, **14:12, 14:18**

Dilution of trademarks, **9:46**

Fair use, **14:19**

ANTICYBERSQUATTING

CONSUMER PROTECTION ACT—Cont'd

Individuals, protection for, **14:13**

In rem actions, **14:15**

Liability, limitations on for domain
name registrars, **14:16**

Remedies, **14:14**

ANTIDUMPING

Import laws, **8:2 to 8:6**

ANTI-KICKBACK

ENFORCEMENT ACT

Bribery, **20:28**

ANTITRUST LAWS

Employee raiding, DOJ-FTC antitrust
guidance for human resources
professionals, **5:19**

Imports, **8:46**

Robinson-Patman Act, **20:18**

ARBITRARY MARKS

Trademark infringement, **12:28**

ARISING OUT OF

Insurance, **18:2**

ATTORNEYS' FEES

False advertising, **3:37**

Trade dress, **13:26**

Trademark infringement, **12:46**

AUTOMOBILES

Federal Trade Commission advertis-
ing rules, **2:33**

Trade dress, **13:16**

BAD FAITH

Anticybersquatting Consumer Protec-
tion Act, **14:12, 14:18**

False advertising, **3:21, 3:35**

Monetary damages for false advertis-
ing, **3:35**

Patent claims, **3:21**

BAD FAITH—Cont'd

Trademark infringement, **12:44**

BLUE-PENCIL RULE

Enforcement, restrictive covenants,
6:42

BLURRING

Cybersquatting, **14:8**
Dilution of trademarks, **9:36 to 9:38**
Model State Trademark Act, **9:10**

BREACH OF CONTRACT

General discussion, **1:13**

BRIBERY

General discussion, **20:1 to 20:37**
Anti-Kickback Enforcement Act,
20:28
Consent of principal or employer,
20:5
Corporate policies, **20:37**
False Claims Amendments Act, **20:29**
Federal government
 general discussion, **20:27 to 20:36**
 antibribery statute, **20:31**
 harm to government, no require-
 ment of, **20:35**
 intent, **20:34**
 public officials, **20:32**
 value, **20:33**
Foreign cases, **20:13**
Foreign Corrupt Practices Act, **20:23**
Harm to government, no requirement
 of, **20:35**
Intent, **20:2, 20:34**
Knowledge of principal or employer,
20:5
Payment not required, **20:3**
Program Fraud Civil Remedies Act,
20:30
Public officials, **20:32**
Public policy concerns, **20:8**
Recipient, **20:7**
Relation to principal's or employer's
 interest, **20:4**
Robinson-Patman Act, **20:13**
Slotting fees, **4:5**
Value, **20:6**

CEASE-AND-DESIST ORDER

Imports, **8:18**

CELEBRITY PERSONAE

Trademark infringement, **12:14**

CHILDREN

Federal Trade Commission rules,
advertising to, **2:11**

**CHILDREN'S ONLINE PRIVACY
ACT OF 1998**

Internet advertising, **2:37**

CLOTHING

Trade dress, **13:17**

COLORS

Trademark infringement, **12:11**

COMMENT DEFENSE

Copyright infringement, **11:19**

COMMON LAW

Imports, **8:48**
Remedies, **8:48**
Trade secrets, state laws, **7:73**
Trademarks, state laws, **10:17 to
10:19**

**COMPUTER FRAUD AND ABUSE
ACT OF 1986**

Criminal offenses, **16:18**

COMPUTERS

Copyright Infringement (this index)
Cybersmearing, **1:9**
Internet (this index)
Software (this index)

CONFIDENTIALITY

Economic Espionage Act, **17:8**
Trade secrets, **7:41, 7:48**

CONFUSION

Likelihood of Confusion (this index)

CONSENT

Bribery, **20:5**

CONSIDERATION

Restrictive Covenants (this index)

CONSPIRACY

Economic Espionage Act, **17:5**

INDEX

CONSTITUTIONAL CHALLENGES

Economic Espionage Act, **17:9**

CONSULTANTS

Trade secrets, **7:47**

CONSUMER ALERTS

Federal Trade Commission, **2:7**

CONSUMER REDRESS

Federal Trade Commission advertising rules, **2:44**

CONSUMER TEST DATA

False advertising, **3:13**

CONTRACTS

Breach of contract, **1:13**

Burden on performance, **1:13**

Copyright infringement, issues in website misuse cases, **11:33**

Gray market goods, **15:10**

Improper conduct, **1:18**

Interference with

general discussion, **1:10 to 1:18**

breach of contract, **1:13**

burden on performance, **1:13**

improper conduct, **1:18**

knowledge, **1:12, 1:17**

Knowledge, **1:12, 1:17**

Prospective contractual or business relationships

general discussion, **1:15 to 1:18**

improper conduct, **1:18**

COPYCAT PRODUCTS

False advertising, **3:24**

COPYRIGHT

Infringement. **Copyright Infringement** (this index)

Portfolio management, **22:1, 22:9 to 22:13**

Works for hire, **11:5, 22:11**

COPYRIGHT INFRINGEMENT

General discussion, **11:1 to 11:38**

Advertisements defense, **11:22**

Collective works, revisions of, **11:7**

Comment defense, **11:19**

COPYRIGHT INFRINGEMENT —Cont'd

Computer software, **11:12, 11:14, 11:37**

Contract issues in website misuse cases, **11:33**

Contributory infringement, **11:29**

Copying

general discussion, **11:9 to 11:13**

abstraction-filtration-comparison test (software), **11:12**

extrinsic test, **11:11**

intrinsic test, **11:11**

public domain works, **11:13**

similarity, substantial, **11:10 to 11:12**

software cases, **11:12**

Copyrightability, **11:3**

Counterfeiting, **19:18**

Criminal penalties, **11:31**

Criticism defense, **11:19**

Damages

general discussion, **11:30 to 11:32**

monetary, **11:30**

recovery of, **11:32**

Derivative works, **11:27**

Digital Millennium Copyright Act, **11:36**

Drug labeling requirements, **11:26**

Elements of, **11:2 to 11:13**

Fair use defense

general discussion, **11:15 to 11:22**

Google Books case, **11:20**

Hathitrust case, **11:20**

“substantial transformation,” **11:20**

First Sale Doctrine, **11:24**

Google Books case, fair use defense, **11:20**

Gray market goods, **15:9**

Hathitrust case, fair use defense, **11:20**

Imports, **8:47**

Independent creation, **11:25**

Internet, **11:33, 11:35**

Joint works, **11:6**

Jurisdictional requirements, **11:34**

Liability, **11:29**

COPYRIGHT INFRINGEMENT
—Cont'd

Misuse of copyright, **11:23**
 Monetary damages, **11:30**
 News reporting defense, **11:18**
 Ownership of valid copyright, **11:4 to 11:8**
 Parody defense, **11:17**
 Preemption, **11:28**
 Public domain works, **11:13**
 Racketeer Influenced and Corrupt Organizations Act, **19:18**
 Registration requirements, **11:8**
 Research defense, **11:19**
 Reverse engineering defense, **11:21**
 Revisions of collective works, **11:7**
 Similarity, substantial, **11:10 to 11:12**
 Software, **11:12, 11:14, 11:37**
 Software cases, **11:12**
 "Substantial transformation," fair use defense, **11:20**
 Visual Artists Rights Act of 1990, **11:38**
 Website misuse, copyright and contract issues in, **11:33**
 Works for hire, **11:5**

CORRECTIVE ADVERTISING

False advertising, **3:39**

COUNTERFEITING

Copyright infringement, **19:18**
Trademark Infringement (this index)

CREDIT SLANDER

Defamation, **1:8**

CRIMINAL OFFENSES

General discussion, **16:1 to 16:24**
 Computer crimes, **16:17 to 16:19**
 Computer Fraud and Abuse Act of 1986, **16:18**
 Conspiracy, **16:23**
 Copyright infringement, **11:31**
 Digital Millennium Copyright Act, **16:8**
 Federal Wiretap Act, **16:19**
 Mail, **16:22**

CRIMINAL OFFENSES—Cont'd

National Stolen Property Act, **16:9, 16:21**
 Patent offenses, **16:11**
 Trade secrets, **7:70**
Trade Secrets (this index)
 Trademark offenses, **16:10**
 Wire fraud, **16:22**

CRITICISM DEFENSE

Copyright infringement, **11:19**

CUSTOMER LISTS

Restrictive covenants, **6:10 to 6:12**
 Trade secrets, **7:23**

CUSTOMER RELATIONS

Restrictive Covenants (this index)

CYBERSMEARING

Defamation, **1:9**

CYBERSPACE

Internet (this index)

CYBERSQUATTING

General discussion, **14:1 to 14:29**
Anticybersquatting Consumer Protection Act (this index)
 Dilution of trademarks, **9:39**
 Domain names
 definition, **14:2**
 mechanics, **14:3**
 registration, **14:4**
 trademark treatment of, **14:5**
Federal Trademark Dilution Act (this index)
 Hijacking domain names, **14:25**
 ICANN Trademark Clearinghouse, **14:6**
 Name used in connection with goods or services, **14:24**
 Property, domain names as, **14:28**
 Reverse domain name hijacking, **14:25**
 Web sites relating to, **14:29**

DAMAGES AND OTHER REMEDIES

Anticybersquatting Consumer Protection Act, **14:14**
Copyright Infringement (this index)

INDEX

DAMAGES AND OTHER REMEDIES—Cont'd

- Dilution of trademarks, **9:43**
- Economic Espionage Act, **17:6**
- False Advertising** (this index)
- Federal Trade Commission**
 - Advertising Rules** (this index)
- Imports, **8:17, 8:18, 8:48**
- Product disparagement and special damages, **1:6**
- Restrictive Covenants** (this index)
- Trade Dress** (this index)
- Trade Secrets** (this index)

DECEPTIVE ADVERTISING

- Federal Trade Commission**
 - Advertising Rules** (this index)

DECOR

- Trade dress, **13:13**

DECORATIVE FEATURES

- Trademark infringement, **12:5**

DEFAMATION

- Credit slander, **1:8**
- Cybersmearing, **1:9**
- Products, **1:7**

DEFEND TRADE SECRETS ACT

- Trade secrets, misappropriation, **19:19**

DEFINITIONS

- Advertisement, **2:13**
- Domain names, **14:2**
- Insurance, definitions in the comprehensive general liability policy, **18:3**
- Trade secrets, **7:3 to 7:6**
- Unfair advertising, **2:12**

DEMONSTRATIONS

- Federal Trade Commission advertising rules, **2:30**

DERIVATIVE WORKS

- Copyright infringement, **11:27**

DESCRIPTIVE MARKS

- Trademark infringement, **12:26**

DIETARY SUPPLEMENTS

- Advertising guide for the industry, **App 2E**

DIGITAL MILLENNIUM COPYRIGHT ACT

- General discussion, **11:36, 16:3 to 16:8**
- Circumventing technological measures, **16:4**
- Copyright management information, **16:7**
- Criminal actions, **16:8**
- Exemptions, **16:6**
- Portfolio management, **22:13**
- Security testing, **16:5**

DILUTION OF TRADEMARKS

- General discussion, **9:1 to 9:47**
- Administrative actions, **9:44**
- Anticybersquatting Consumer Protection Act, **9:46**
- Blurring, **9:36 to 9:38**
- Commercial use, **9:30 to 9:32**
- Cybersquatting, **9:39**
- E-mail, falsifying bulk, **9:40**
- Exceptions, **9:41 to 9:42**
- Fair use, **9:42**
- Famous Marks** (this index)
- Federal Trademark Dilution Act** (this index)
- Fraud in applying for registration, **12:47**
- Grounds for opposing registration, **9:47**
- In rem actions
- Internet businesses, **9:32**
- Jurisdiction, **9:45 to 9:46**
- Model State Trademark Act** (this index)
- Parody, **9:41**
- Products similarity, **9:37**
- Registration, fraud in application of, **12:47**
- Remedies, **9:43**
- Sophistication of customers, **9:38**
- Tarnishment, **9:35**
- Trade dress and trademarks, similarity, **9:37**

DILUTION OF TRADEMARKS

—Cont'd

Web site registrations, **9:31**

DIRECTORS

Misappropriation of trade secrets, **7:66**

DISCLAIMERS

Trademark infringement, **12:38**

DISCLOSURE

Restrictive covenants, **6:20, 6:47**
Trade secrets, **7:17, 7:61 to 7:64, 7:74**

DISCOVERY

Imports, International Trade Commission, **8:13**
Trade secrets, **7:74**

DISPUTE RESOLUTION

Domain names, **14:27**

DISTINCTIVENESS

Famous marks, **9:21**
Model State Trademark Act, **9:7**

DISTRIBUTORSHIPS

Employee raiding, **5:5**

DOMAIN NAMES

Cybersquatting (this index)
Dispute resolution, uniform policy, **14:27**
False advertising, **3:26**
Hijacking of, **14:25**
Initial interest confusion, **14:22**
Likelihood of confusion, **14:21**
Metatags, **14:23**
Portfolio management, **22:5, 22:6**
Registration, **14:4**
Trademark infringement, **12:19, 14:20 to 14:24**
Typosquatting, **14:26**

DRUG LABELING REQUIREMENTS

Copyright infringement, **11:26**

DUTIES (TAXES)

Import laws, **8:7**

DUTY OF LOYALTY

Employees, **5:12 to 5:14**

ECONOMIC ESPIONAGE ACT

General discussion, **17:1 to 17:12**
Confidentiality, **17:8**
Conspiracy, **17:5**
Constitutional challenges, **17:9**
Counseling suggestions, **17:11**
Defenses, **17:7**
Offenses, elements of, **17:3**
Remedies, **17:6**
Trade secrets, **17:4**
Trade secrets, misappropriation, **19:19**
Two-pronged statute, **17:2**

E-MAIL

False advertising, **3:27, 9:40**

EMPLOYEE RAIDING

General discussion, **5:1 to 5:20**
Company size, **5:7**
Corporate officers' duty of loyalty, **5:14**
Distributorships, **5:5**
DOJ-FTC antitrust guidance for human resources professionals, **5:19**
Duty of loyalty, **5:12 to 5:14**
Elimination of competitor by hiring away employees, **5:10**
Employment contracts, **5:12, 5:15**
Fierce competitors, **5:6**
Human resources professionals, DOJ-FTC antitrust guidance for, **5:19**
New companies, **5:4**
Non-cold calling agreements, antitrust litigation voiding, **5:18**
Non-key employees, **5:9**
Non-poaching agreements, antitrust litigation voiding, **5:18**
Non-solicitation agreements, antitrust litigation voiding, **5:18**
Protections against, **5:16**
Restrictive agreements, **5:16**
Termination decision, improper influence in, **5:8**
Trade secrets, misappropriation of, **5:11**

INDEX

EMPLOYMENT CONTRACTS

Restrictive Covenants (this index)

ENCROACHMENT

Trademark infringement, 12:39

ENDORSEMENTS

Federal Trade Commission advertising rules, 2:29

ENUMERATED OFFENSES

Advertising, insurance, 18:5

ENVIRONMENTAL PRODUCTS

Federal Trade Commission advertising rules, 2:18

ESPIONAGE

Economic Espionage Act (this index)

ETHICS

General discussion, 21:1 to 21:7
American Stock Exchange, 21:6
Examples of provisions, App 21A
NASDAQ, 21:5
New York Stock Exchange requirements, 21:4
Sarbanes-Oxley Act, 21:2
SEC rules, 21:3

EXEMPTIONS

Digital Millennium Copyright Act of 1998, 16:6

EXPLICIT STATEMENTS

False advertising, 3:7

FAIR PACKAGING AND LABELING ACT

Imports, 8:43

FAIR USE

Anticybersquatting Consumer Protection Act, 14:19
Copyright Infringement (this index)
Dilution of trademarks, 9:42
Google Books case, 11:20
Hathitrust case, 11:20
Trademark infringement defense, 12:36

FALSE ADVERTISING

General discussion, 3:1 to 3:42

FALSE ADVERTISING—Cont'd

Affiliation, implied, 3:23
Attorneys' fees, 3:37
Bad faith, 3:21, 3:35
Commercial advertising, 3:5
Consumer test data, 3:13
Copycat products, 3:24
Corrective advertising, 3:39
Damages, monetary
 general discussion, 3:33 to 3:38
 attorneys' fees, 3:37
 bad faith, 3:35
 joint liability, 3:38
 punitive, 3:36
 several liability, 3:38
 standard of proof, 3:34
Deceptive statements, 3:11 to 3:20
Defenses
 fair use, 3:40
 good faith, 3:42
 laches, 3:41
 statute of limitations, 3:41
Domain names, 3:26
Elements of, 3:4 to 3:21
E-mail, 3:27, 9:40
Evidence from survey, 3:16 to 3:18
Explicit statements, 3:7
Federal guidelines, 3:20
Framing (Internet), 3:30
Geographic origin, 3:25
Good faith, 3:42
"Goods, services, or commercial activities," relating to, 3:6
Injunctive relief, 3:32
Internet, 3:10, 3:26 to 3:30
Joint liability, 3:38
Laches, 3:41
Linking (Internet), 3:29
Literally false statements, 3:7
Materiality, 3:19
Misleading statements, 3:11 to 3:20
Oral representations, 3:15
Origin, designation of, 3:22 to 3:31
Passing off, 3:31
Patent infringement claims, 3:21
Patents, 3:21
Puffing, 3:9
Punitive damages, 3:36

FALSE ADVERTISING—Cont'd

- Remedies
 - general discussion, **3:32 to 3:39**
 - damages, monetary, above
- Retroactive application of trademark act amendments, **3:2**
- Reverse passing off, **3:31**
- Scientific tests, implying evidence of, **3:17**
- Social media, misrepresentations by competitor over, **3:10**
- Sponsorship, implied, **3:23**
- Standing, **3:3**
- Statute of limitations, **3:41**
- Subjective determinations, **3:8**
- Substantiation of claims, **3:12 to 3:14**
- Surveys, implying evidence of, **3:16 to 3:18**

FALSE CLAIMS AMENDMENTS ACT

- Bribery, **20:29**

FAMOUS MARKS

- General discussion, **9:20 to 9:29**
- Advertising, **9:24**
- Balancing fame factors, **9:28**
- Distinctiveness, **9:21**
- Duration of use, **9:23**
- Extent of use, **9:26**
- Federal registration, **9:27**
- Geographic extent, **9:25**
- Niche-markets, **9:29**
- Proof of fame, **9:21**
- Recognition, **9:26**
- Standards for finding of fame, **9:22**

FANCIFUL MARKS

- Trademark infringement, **12:28**

FEDERAL DEFEND TRADE SECRETS ACT

- General discussion, **7:6**

FEDERAL TRADE COMMISSION ACT

- General discussion, **2:2**
- Antitrust aspects. **Antitrust Laws** (this index)
- Labeling requirements for imports, **8:39 to 8:42**

FEDERAL TRADE COMMISSION ACT—Cont'd

- Section 5 **Antitrust Laws** (this index)
- Violation of FTC act based on violation of other laws, **2:45**

FEDERAL TRADE COMMISSION ADVERTISING RULES

- General discussion, **2:1 to 2:46**
- Administrative enforcement, **2:4**
- Advertising guides, **2:7, 2:8**
- Aiding and abetting, **2:31**
- Alcoholic beverages, **2:34**
- Automobiles, **2:33**
- Banning products, **2:41**
- Business status, **2:19**
- Children, **2:11**
- Comparative advertising, **2:32**
- Comparative advertising, policy statement, **App 2C**
- Consumer alerts, **2:7**
- Consumer intelligence standard, **2:10**
- Consumer redress, remedial powers of FTC, **2:44**
- Corrective advertising, **2:39**
- Damages and other remedies
 - general discussion, **2:39 to 2:44**
 - affirmative disclosure, **2:40**
 - banning products, **2:41**
 - consumer redress, **2:44**
 - corrective advertising, **2:39**
 - limiting business, **2:41**
 - restitution, **2:43**
 - trademarks, **2:42**
 - violation of FTC Act, **2:45**
- Deception, policy statement, **App 2A**
- Deceptive advertising
 - general discussion, **2:9 to 2:16**
 - definition, **2:12**
- Definitions
 - advertisement, **2:13**
 - unfair advertising, **2:12**
- Demonstrations, **2:30**
- Endorsements, **2:29**
- Enforcement, **2:3 to 2:5**
- Environmental claims, **2:18**
- Gambling schemes, **2:25**

INDEX

FEDERAL TRADE COMMISSION ADVERTISING RULES

—Cont'd

Guarantees, **2:22**
Guides on advertising, **App 2D**
Health claims, **2:17**
Interference, unfair, **2:24**
Internet advertising
 general discussion, **2:35 to 2:38**
 privacy, **2:36, 2:37**
Judicial enforcement, **2:5**
Limiting business, **2:41**
Lotteries, **2:25**
“Made in the U.S.A.,” advertising
 guides, **2:8**
Meaning, determination of advertis-
 ing, **2:13**
Mortgage Assistance Relief Services
 (MARS) Rule, **2:46**
Nutrition claims, **2:17**
Origin of product, **2:23**
Other laws, violation of, **2:45**
Policy statements, **2:7**
Price claims, **2:21**
Product claims, **2:20**
Public interest, issues of, **2:28**
Push money, **2:26**
Reasonable consumer standard, **2:10**
Remedies. Damages and other reme-
 dies, above.
Restitution, **2:43**
Substantiation, **2:15**
Substantiation of advertising, policy
 statement, **App 2B**
Surveys, **2:30**
Testimonials, **2:29**
Tests, **2:30**
Trade regulation rules, **2:6**
Trade status, **2:19**
Trademarks, damages and other reme-
 dies, **2:42**
Truth of a claim, **2:14**
Unfair advertising. Deceptive
 advertising, above
Unsolicited merchandise, **2:27**
Violation of FTC act based on viola-
 tion of other laws, **2:45**
Warranties, **2:22**

FEDERAL TRADEMARK DILUTION ACT

General discussion, **9:13 to 9:38**
Blurring, **14:8**
Competing products, **9:17**
Cybersquatting
 general discussion, **14:7**
 blurring, **14:8**
 per se dilution, **14:9**
 tarnishment, **14:8**
Noncompeting products, **9:18**
Own products, **9:16**
Per se dilution, **14:9**
Preemption, **9:19**
Retroactive application, **9:14**
State actions, effect on, **9:19**
Tarnishment, **14:8**
Trade dress, **9:15**

FEDERAL WIRETAP ACT

Criminal offenses, **16:19**

FIRST AMENDMENT

Trade secrets, **7:55**

FIRST SALE DOCTRINE

Copyright infringement, **11:24**

FIRST SALE DOCTRINE DEFENSE

Trademark infringement, **12:37**

FORCED DISCLOSURE

Trade secrets, **7:74**

FOREIGN CORRUPT PRACTICES ACT

General discussion, **20:22 to 20:26**
Bribery, **20:23**
Enforcement, **20:26**
Jurisdiction, **20:25**
Penalties, **20:24**

FRAGRANCES

Trademark infringement, **12:12**

FRAMING

False advertising, **3:30**

FUNCTIONALITY DOCTRINE

Trade Dress (this index)

GAMBLING SCHEMES

Federal Trade Commission advertising rules, **2:25**

GENERIC TERMS

Trademark infringement, **12:8, 12:9, 12:25, 22:4**

GEOGRAPHIC ORIGIN

False advertising, **3:25**

GEOGRAPHY

Famous marks, **9:25**

Lanham Act, trademark infringement under, **12:10**

Restrictive Covenants (this index)

GOOD FAITH

False advertising, defenses, **3:42**

Trademark infringement, **12:32**

GOOGLE BOOKS CASE

Fair use defense, **11:20**

GRAY MARKET GOODS

General discussion, **8:37**

Contracts, **15:10**

Copyright, **15:9**

Lanham Act (this index)

Tariff Acts (this index)

Torts, **15:10**

Trademarks, **15:3 to 15:8**

GUARANTEES

Federal Trade Commission advertising rules, **2:22**

HARM

Bribery, federal government, **20:35**

HATHITRUST CASE

Fair use defense, **11:20**

HEALTH PRODUCTS

Federal Trade Commission advertising rules, **2:17**

HEARINGS

Imports, **8:14**

HIJACKING

Domain names, **14:25**

ICANN TRADEMARK

CLEARINGHOUSE

Generally, **14:6**

IMMORAL MATTERS

Trademark infringement, **12:15**

IMPORTS

General discussion, **8:1 to 8:49**

Administrative law judge determinations, **8:15**

Antidumping laws, **8:2 to 8:6**

Antitrust laws, **8:46**

Cease-and-desist order, **8:18**

Copyright infringement, **8:47**

Countervailing duty laws, **8:7**

Discovery, **8:13**

Escape clause (Section 201), **8:29 to 8:36**

Federal Trade Commission Act.

Labeling requirements, below

Gray market goods, **8:37**

Hearings, **8:14**

International Trade Commission

general discussion, **8:10 to 8:19**

administrative law judge

determinations, **8:15**

cease-and-desist order, **8:18**

discovery, **8:13**

exclusion from entry, **8:17**

hearings, **8:14**

investigations, **8:12**

pretrial termination, **8:16**

remedies, **8:17 to 8:18**

settlement, **8:16**

Investigations, **8:12, 8:31 to 8:32**

Labeling requirements

general discussion, **8:38 to 8:44**

Federal Trade Commission Act

general discussion, **8:39**

methods of labeling, **8:40**

parties liable, **8:41**

penalties, **8:42**

Tariff Act of 1930, **8:44**

Market disruptions, **8:45**

National security threats, **8:49**

President's decision, **8:35**

Remedies, **8:17 to 8:18, 8:48**

Sunset reviews, **8:9**

INDEX

IMPORTS—Cont'd

- Tariff Act of 1930, labeling requirements, **8:44**
- Trademark infringement, **8:47**
- Unfair trade practices
 - general discussion, **8:20 to 8:28**
 - investigations, **8:23 to 8:25**
 - monitoring, **8:25**
 - Section 301, generally, **8:21**
 - Section 201 actions, **8:29 to 8:36**
 - Special 301 (Section 301), **8:27**
 - Super 301 (section 301), **8:26**
- United States trade representative actions, **8:22**

IN REM ACTIONS

- Anticybersquatting Consumer Protection Act, **9:46, 14:15**
- Dilution of trademarks, **9:45 to 9:46**

INJUNCTIVE RELIEF

- False advertising, **3:32**
- Trade dress, **13:23**
- Trademark infringement, **12:42**

INSURANCE

- Advertising, generally, **18:1 to 18:6**
- Arising out of advertising activities, **18:2**
- Definitions in the comprehensive general liability policy, **18:3**
- Enumerated offenses, advertising, **18:5**

INTENT

- Bribery, **20:2, 20:34**

INTERNATIONAL TRADE COMMISSION

- Imports** (this index)

INTERNET

- Advertising
 - generally, **2:35 to 2:38**
 - false advertising, **3:10, 3:26 to 3:30**
- Children's Online Privacy Act of 1998, **2:37**
- Copyright infringement, **11:33, 11:35**
- Cybersmearing, **1:9**
- Cybersquatting** (this index)

INTERNET—Cont'd

- Dilution of trademarks, **9:32**
- Domain Names** (this index)
- E-mail advertising, **3:27, 9:40**
- False advertising, **3:10, 3:26 to 3:30**
- Framing, **3:30**
- Linking, **3:29**
- State laws, **10:14**
- Trade dress, websites, **13:18**
- Trade secrets, **7:53 to 7:55**
- Trademark infringement, **12:34**
- Violation of FTC Act, **2:45**
- Web sites
 - copyright infringement, **11:33**
 - registrations, **9:31**
 - trade dress, **13:18**

INTERVIEWS

- Trade secrets, **7:36 to 7:37**

INVESTIGATIONS

- Imports, **8:12, 8:31 to 8:32**

JOINT LIABILITY

- False advertising, **3:38**

JOINT WORKS

- Copyright infringement, **11:6**

JURISDICTION

- Copyright infringement, **11:34**
- Dilution of trademarks, **9:45 to 9:46**
- Foreign Corrupt Practices Act, **20:25**
- Trade secrets, **7:56**

LABELING REQUIREMENTS

- Imports** (this index)

LACHES

- False advertising, **3:41**
- Trademark infringement defense, **12:39**

LANHAM ACT

- False Advertising** (this index)
- Gray market goods
 - genuineness, **15:5**
 - Lever rule, **15:4**
- Section 32(1), **15:6**
- Section 42, **15:3**
- Section 43(a), **15:6**

LANHAM ACT—Cont'd
Trademark Infringement (this index)

LEASE
 Trade secrets, **7:33**

LEGITIMATE INTEREST
 General discussion, **6:8 to 6:19**

LETTERS (ALPHABET)
 Trademark infringement, **12:18**

LEVER RULE
 Lanham Act, gray market goods, **15:4**

LIKELIHOOD OF CONFUSION
 Domain names, **14:21**
 Model State Trademark Act, **9:6**
 Trade dress, **13:21**
 Trademark infringement, **10:9, 12:22 to 12:35**

LINKING
 False advertising, **3:29**

LITERALLY FALSE STATEMENTS
 False advertising, **3:7**

LOTTERIES
 Federal Trade Commission advertising rules, **2:25**

LOYALTY, DUTY OF
 Employees, **5:12 to 5:14**

MAIL FRAUD
 Racketeer Influenced and Corrupt Organizations Act, **19:16**

MARKETING TECHNIQUES
 Trade dress, **13:14**

METATAGS
 Cybersquatting, **14:23**

MISAPPROPRIATION
 Trade Secrets (this index)

MISLEADING STATEMENTS
 False advertising, **3:11 to 3:20**

MODEL STATE TRADEMARK ACT
 General discussion, **9:4 to 9:12**
 Blurring, **9:10**

MODEL STATE TRADEMARK ACT—Cont'd
 Competition, proof not required, **9:6**
 Confusion, proof not required, **9:6**
 Distinctiveness, **9:7**
 Likelihood of dilution, **9:8 to 9:12**
 Similarity of marks, **9:9**
 Subliminal connection, **9:12**
 Tarnishment, **9:11**

MONOPOLIES
 Slotting fees, **4:7**

MORTGAGE ASSISTANCE RELIEF SERVICES (MARS) RULE
 Federal Trade Commission advertising rules, **2:46**

NAMES
 Trade secrets, **7:21**

NASDAQ
 Business ethics, **21:5**

NATIONAL ASSOCIATION OF SECURITIES DEALERS AUTOMATED QUOTATIONS SYSTEM
 Business ethics, **21:5**

NATIONAL SECURITY THREATS
 Imports, **8:49**

NATIONAL STOLEN PROPERTY ACT
 General discussion, **16:9, 16:21**

NEW YORK STOCK EXCHANGE
 Business ethics, **21:4**

NEWS REPORTING
 Copyright infringement, **11:18**

NICHE FAME
 Balancing fame factors, **9:28**
 Dilution of trademarks, **9:29**

NO-HIRE AGREEMENTS
 Restrictive covenants, **6:48**

NONCOMPETITION AGREEMENTS
 Restrictive covenants, **6:3**

INDEX

NONCOMPETITION

AGREEMENTS—Cont'd

Trade secrets, **7:40**

NONDISCLOSURE AGREEMENTS

Restrictive covenants, **6:2**

Trade secrets, **7:18 to 7:20, 7:39**

NOVEL OR ORIGINAL

Trade secrets, **7:12 to 7:14**

NUMBERS

Trademark infringement, **12:18**

NUTRITION PRODUCTS

Dietary supplements, advertising
guide for the industry, **App 2E**

Federal Trade Commission advertising
rules, **2:17**

OFFICERS

Misappropriation of trade secrets,
7:66

ORAL AGREEMENTS

Trade secrets, **7:42**

ORAL REPRESENTATIONS

False advertising, **3:15**

ORNAMENTAL FEATURES

Trademark infringement, **12:5**

PACKAGING

Trade dress, **13:11**

PALMING OFF

General discussion, **1:2**

PARODY

Copyright infringement, **11:17**

Dilution of trademarks, **9:41**

Trademark infringement, **12:35**

PATENTS

Bad faith requirement, **3:21**

False advertising, **3:21**

Laws, **8:47**

Portfolio management, **22:1, 22:14,**
22:16 to 22:19

Trade dress, relationship between,
13:8 to 13:10

PENALTIES

Copyright infringement, **11:31**

PENALTIES—Cont'd

Foreign Corrupt Practices Act, **20:24**

Imports, labeling requirements, **8:42**

Racketeer Influenced and Corrupt
Organizations Act, **19:21**

PER SE DILUTION

Federal Trademark Dilution Act, **14:9**

PHOTOGRAPHIC LIKENESS

Trademark infringement, **12:13**

PREEMPTION

Contracts, **1:20**

Copyright infringement, **11:28**

Criminal trade secret offenses, **16:16**

Federal Trademark Dilution Act, **9:19**

Racketeer Influenced and Corrupt
Organizations Act, **19:22**

State laws, **1:20, 7:72, 7:73, 10:2,**
19:22

Trade secrets, **7:72, 7:73**

PRICE DISCRIMINATION

Robinson-Patman Act, **20:11**

Slotting fees, **4:8**

PRICES

Discrimination. **Price Discrimina-**
tion (this index)

Federal Trade Commission advertising
rules, **2:21**

PRIVACY

Internet advertising, **2:36, 2:37**

PRODUCT DISPARAGEMENT

General discussion, **1:4 to 1:6**

Product comparison, **1:5**

Special damages, **1:6**

PROGRAM FRAUD CIVIL REMEDIES ACT

Bribery, **20:30**

PUBLIC AVAILABILITY OF INFORMATION

Trade secrets, **7:32**

PUBLIC DOMAIN

Trade secrets, **7:27**

PUBLIC INTEREST, ISSUES OF
Federal Trade Commission advertising rules, **2:28**

PUBLIC POLICY CONCERNS
Bribery, **20:8**

PUBLICATION
Trade secrets, **7:46**

PUFFING
False advertising, **3:9**

PUNITIVE DAMAGES
False advertising, **3:36**
Trade secrets, **7:69**
Trademark infringement, **12:45**

PUSH MONEY
Federal Trade Commission advertising rules, **2:26**

RACKETEER INFLUENCED AND CORRUPT ORGANIZATIONS ACT
General discussion, **19:1 to 19:23**
Addition of RICO counts to unfair competition case, **19:20**
Continuity plus relationship test, **19:8**
Copyright counterfeiting, **19:18**
Defend Trade Secrets Act, **19:19**
Economic Espionage Act, **19:19**
Elements of claim, **19:3 to 19:14**
Enterprise, **19:5, 19:10**
Injury requirement, **19:14**
Lack of proof of pattern, **19:12**
Mail fraud, **19:16**
Pattern, **19:7 to 19:13**
Penalties, **19:21**
Person, **19:4**
Predicate acts, **19:10, 19:15**
Preemption, **19:22**
Proof of pattern, lack of, **19:12**
Racketeering activities, **19:6**
Sample complaint, **App 19A**
Single versus multiple schemes, **19:9**
State law versions of federal RICO Act, **19:23**
Trade secrets, misappropriation, **7:71, 19:19**
Trademark counterfeiting, **19:18**

RACKETEER INFLUENCED AND CORRUPT ORGANIZATIONS ACT—Cont'd
Transportation of stolen goods, **19:17**
Wire fraud, **19:16**

REGISTRATION
Copyright infringement, **11:8**
Cybersquatting, **14:4**
Domain names, **14:4**
Federal registration, **9:27**
Fraudulent application for trademark, **12:47**
Grounds for opposing a trademark registration, **9:47**
Trademark infringement, **12:47**
Website registration, **9:31**

REMEDIES
Damages and Other Remedies (this index)

RESEARCH DEFENSE
Copyright infringement, **11:19**

RESTATEMENT (FIRST) OF TORTS
Trade secrets, **7:4**

RESTATEMENT (THIRD) OF UNFAIR COMPETITION
Trade secrets, **7:4**

RESTITUTION
Federal Trade Commission advertising rules, **2:43**

RESTRICTIVE COVENANTS
General discussion, **6:1 to 6:52**
Activities, **6:36 to 6:38**
All or nothing approach, **6:44**
Ancillary contracts, **6:7**
Assignment of, **6:46**
Breach by employer, **6:40**
Consideration
 general discussion, **6:21 to 6:23**
 continued employment, **6:22**
 payment of salary, **6:23**
Continued employment, **6:22**
Contract formation, meeting of the minds, **6:6**
Customer lists, **6:10 to 6:12**

INDEX

RESTRICTIVE COVENANTS

—Cont'd

- Customer relations
 - general discussion, **6:13 to 6:16**
 - geographic limitations, **6:14**
 - near-permanent customers, **6:16**
 - time restrictions, **6:15**
- Customers, employee's affiliation on, **6:17**
- Disclosure, **6:20, 6:47**
- Employee raiding, **5:1, 5:16**
- Enforcement
 - general discussion, **6:5, 6:41 to 6:46**
 - all or nothing approach, **6:44**
 - assignability, **6:46**
 - blue-pencil rule, **6:42**
 - partial, **6:42**
 - waivers, **6:45**
- Geography
 - general discussion, **6:25 to 6:30**
 - customer relations, geographic limitations, **6:14**
 - international restrictions, **6:27**
 - national restrictions, **6:28**
 - sales territories, **6:30**
 - state, county, city restrictions, **6:29**
- Legitimate interest, **6:8 to 6:19**
- No-hire agreements, **6:48**
- Noncompetition agreements, **6:3**
- Nondisclosure agreements, **6:2**
- Reasonableness
 - general discussion, **6:24 to 6:39**
 - enforcement, **6:43**
- Refusal to sign, **6:51**
- Remedies
 - damages, **6:49**
 - injunctive relief, **6:50**
- Salary payment, **6:23**
- Skills, **6:18 to 6:19**
- Solicitation, **6:31**
- State laws, **6:4**
- Time restrictions
 - general discussion, **6:32**
 - computer-related employment, **6:33**
 - customer service, **6:34**
 - sales, **6:34**

RESTRICTIVE COVENANTS

—Cont'd

- Time restrictions—Cont'd
 - tolling, **6:35**
- Trade secrets, **7:38 to 7:40**

REVISIONS

- Copyright infringement, revisions of collective works, **11:7**

RICO

- Racketeer Influenced and Corrupt Organizations Act** (this index)

ROBINSON-PATMAN ACT

- General discussion, **20:9 to 20:21**
- Antitrust violations, **20:18**
- Buyer and seller involvement, **20:12**
- Foreign bribery, **20:13**
- Goods requirement, **20:16**
- Injury, **20:18 to 20:21**
- Merchandise requirement, **20:16**
- Payments to benefit of company, **20:10**
- Price discrimination requirement, **20:11**
- Services rendered exception, **20:15**
- Standing, **20:17 to 20:21**
- Statute of limitations, **20:14**
- Wares requirement, **20:16**

ROYALTIES

- Remedy for misappropriation of trade secrets, **7:68**

SALARIES

- Restrictive covenants, **6:23**

SARBANES-OXLEY ACT

- Business ethics, **21:2**

SCANDALOUS MATTERS

- Trademark infringement, **12:15**

SCIENTIFIC TESTS

- False advertising, **3:17**

SECURITIES AND EXCHANGE COMMISSION

- Business ethics, **21:3**

SECURITY TESTING

Digital Millennium Copyright Act of 1998, **16:5**

SIMILARITY OF MARKS

Model State Trademark Act, **9:9**

SKILLS

Restrictive covenants, **6:18 to 6:19**

SLANDER

Credit, **1:8**

SLOGANS

Trademark infringement, **12:6**

SLOTING FEES

General discussion, **4:1 to 4:9**

Antitrust claims, **4:6 to 4:8**

Bribery, **4:5**

Economic impact, **4:3**

Legal analysis, **4:4**

Monopolies, **4:7**

Price discrimination, **4:8**

SOCIAL MEDIA

False advertising, misrepresentations by competitor, **3:10**

SOFTWARE

Copyright infringement, **11:12, 11:14, 11:37**

Trade secrets, **7:25 to 7:27**

SPECIAL DAMAGES

Product disparagement, **1:6**

SPONSORSHIP

False advertising, **3:23**

STANDING

False advertising, **3:3**

Robinson-Patman Act, **20:17 to 20:21**

STATE LAWS

General discussion, **10:1 to 10:20**

Advertising, misappropriation of, **10:10**

Business practices, **10:12**

Common law actions

distinctiveness of mark, **10:19**

likelihood of confusion, **10:18**

Common-law actions, **10:17 to 10:19**

STATE LAWS—Cont'd

Consumer protection, **10:16**

Federal preemption, **1:20, 7:72, 7:73, 10:2, 19:22**

Goods, disparagement of, **10:11**

Internet related claims, **10:14**

Marketing of services, **10:13**

Model State Trademark Act (this index)

Model state trademark bill, **10:15**

Preemption, **1:21, 10:2, 19:22**

Racketeer Influenced and Corrupt Organizations Act, state law versions, **19:23**

Restrictive covenants, **6:4**

Services, disparagement of, **10:11**

Standing to sue, **10:5**

Trade secrets, **7:73**

Trademark Infringement (this index)

Uniform Deceptive Trade Practices Act, **10:4 to 10:11, 10:13 to 10:14**

STATUTE OF LIMITATIONS

Bribery, **20:14**

False advertising, **3:41**

Robinson-Patman Act, **20:14**

Trade secrets, **7:22**

SUBJECTIVE DETERMINATIONS

False advertising, **3:8**

SUBLIMINAL CONNECTION

Model State Trademark Act, **9:12**

“SUBSTANTIAL TRANSFORMATION”

Copyright infringement, fair use defense, **11:20**

SUGGESTIVE MARKS

Trademark infringement, **12:27**

SUNSET REVIEWS

Imports, **8:9**

SURNAMES

Trademark infringement, **12:17**

SURVEYS

False advertising, **3:16 to 3:18**

INDEX

SURVEYS—Cont'd

Federal Trade Commission advertising rules, **2:30**

TARIFF ACTS

Gray market goods, **15:7 to 15:8**

Imports, **8:44**

Section 337, **15:8**

Section 526, **15:2**

Section 526(a) and CMP enforcement, **15:7**

TARNISHMENT

Cybersquatting, **14:8**

Dilution of trademarks, **9:35**

Model State Trademark Act, **9:11**

TELEPHONE NUMBERS

Trademark infringement, **12:18**

TESTIMONIALS

Federal Trade Commission advertising rules, **2:29**

TESTS

Copyright infringement, **11:11, 11:12**

Digital Millennium Copyright Act of 1998, **16:5**

False advertising, **3:13, 3:17**

Federal Trade Commission advertising rules, **2:30**

TIME RESTRICTIONS

Restrictive Covenants (this index)

TRADE DRESS

General discussion, **13:1 to 13:26**

Attorneys' fees, **13:26**

Automobiles, **13:16**

Building designs, **13:15**

Clothing, **13:17**

Containers. Packaging, below

Damages and other remedies

general discussion, **13:22 to 13:26**

attorneys' fees, **13:26**

injunctive relief, **13:23**

monetary damages, **13:24 to 13:26**

Decor, **13:13**

Essential use, functionality doctrine, **13:6**

Federal Trademark Dilution Act, **9:15**

TRADE DRESS—Cont'd

Functionality doctrine

general discussion, **13:2 to 13:10**

aesthetic functionality, **13:5**

competitive effect test, **13:4**

decorative functionality, **13:5**

essential use, **13:6**

Generic, **13:20**

Inherent distinctiveness, **13:19**

Injunctive relief, **13:23**

Likelihood of confusion, **13:21**

Marketing techniques, **13:14**

Packaging, **13:11**

Patents, relationship between

general discussion, **13:8 to 13:10**

expired utility patents, **13:9**

functional features, exclusive rights to, **13:10**

Product designs and configurations, **13:12**

Punitive damages, **13:25**

Secondary meaning, **13:19**

Websites, **13:18**

TRADE SECRETS

General discussion, **7:1 to 7:74**

Bid solicitation, **7:49**

Common law claims, state law preemption, **7:73**

Computers, **16:14, 16:15**

Confidentiality agreements, **7:41, 7:48**

Consultants, **7:47**

Criminal offenses

general discussion, **7:70**

computer programs, **16:14**

computers, unauthorized access to, **16:15**

federal laws, **16:12**

preemption, federal, **16:16**

state laws, **16:13 to 16:15**

Customer information in service industries, **7:24**

Customer lists, **7:23**

Defend Trade Secrets Act, **19:19**

Definitions, **7:3 to 7:6**

Director liability, **7:66**

Disclosure in litigation discovery, forced, **7:74**

TRADE SECRETS—Cont'd

Discovery, forced disclosure, **7:74**
 Duty of employee to keep, **7:31**
 Economic Espionage Act, **17:4, 19:19**
 Economic value, **7:10**
 Effort required to maintain, **7:15 to 7:21**
 Elements, **7:8 to 7:21**
 Employee raiding, **5:11**
 Federal Defend Trade Secrets Act, **7:6**
 Federal law preemption, state trade secret claims, **7:72**
 First Amendment, **7:55**
 Forced disclosure in litigation discovery, **7:74**
 Government submissions, **7:52**
 Idea submissions, **7:57**
 Identification of, **7:7**
 Inadvertent disclosure, **7:17**
 Inevitable disclosure doctrine, **7:61 to 7:64**
 Information, **7:9**
 Internet use, **7:53 to 7:55**
 Interviews, **7:36 to 7:37**
 Jurisdiction, **7:56**
 Lease of, **7:33**
 Licensing negotiations, **7:50**
 Limited disclosure, **7:34**
 Litigation, **7:74**
 Misappropriation
 general discussion, **7:58 to 7:69**
 Defend Trade Secrets Act, **19:19**
 director liability, **7:66**
 Economic Espionage Act, **19:19**
 inevitable disclosure doctrine, **7:61 to 7:64**
 officer liability, **7:66**
 proof requirement, **7:62**
 punitive damages, **7:69**
 remedies, **7:64, 7:67 to 7:69**
 reverse engineering, **7:60**
 RICO act, **7:71**
 royalties, **7:68**
 third-party liability, **7:65**
 threatened, **7:61 to 7:64**
 willful, **7:59**

TRADE SECRETS—Cont'd

Names, **7:21**
 Noncompetition agreements, **7:40**
 Nondisclosure agreements, **7:18 to 7:20, 7:39**
 Nonemployees, **7:43**
 Novel or original, **7:12 to 7:14**
 Officer liability, **7:66**
 Oral agreements, **7:42**
 Portfolio management, **22:1, 22:14, 22:15**
 Posting information on the internet, **7:54**
 Precautions
 inadequate, **7:30**
 reasonable, **7:29**
 Preemption, **7:72, 7:73**
 Preemption, federal, **16:16**
 Prenegotiation confidentiality agreements, **7:48**
 Protection of, **7:28 to 7:55**
 Public availability of information, **7:32**
 Public domain, elements of program being in, **7:27**
 Publication of papers, **7:46**
 Publication of talks, **7:46**
 Punitive damages, **7:69**
 Purchasing transactions, **7:51**
 Remedies, **7:64, 7:67 to 7:69**
 Research exchanges, **7:45**
 Restatement (First) of Torts, **7:4**
 Restatement (Third) of Unfair Competition, **7:4**
 Restrictive covenants, **7:38 to 7:40**
 RICO act, misappropriation, **7:71**
 Royalties, **7:68**
 Sale of, **7:33**
 Security, physical, **7:28**
 Software, **7:25 to 7:27**
 State law preemption, common law claims, **7:73**
 State laws, **16:13 to 16:15**
 Statute of limitations, **7:22**
 Third-party liability, **7:65**
 Uniform Trade Secrets Act, **7:5**
 Vendors, **7:44**

INDEX

TRADEMARK INFRINGEMENT

- General discussion, **12:1 to 12:49**
- Abandonment defense, **12:40**
- Applying for trademark registrations, fraud in, **12:47**
- Arbitrary marks, **12:28**
- Attorneys' fees, **12:46**
- Bad faith, **12:44**
- Celebrity personae, **12:14**
- Color, **12:11**
- Contributory trademark infringement, **12:48**
- Counterfeiting
 - general discussion, **12:3**
 - Racketeer Influenced and Corrupt Organizations Act, **19:18**
- Covenant not to sue, **12:49**
- Damages and other remedies
 - attorneys' fees, **12:46**
 - bad faith, **12:44**
 - injunctive relief, **12:42**
 - monetary, **12:43, 12:44**
 - punitive, **12:45**
 - willful infringement, **12:44**
- Deceptive matter, **12:16**
- Decorative features, **12:5**
- Defenses
 - general discussion, **12:36 to 12:41**
 - disclaimers, use of, **12:38**
- Descriptive marks, **12:26**
- Dilution of Trademarks** (this index)
- Disclaimers, use of, **12:38**
- Distinctiveness of mark
 - general discussion, **12:24 to 12:29**
 - state laws, **10:19**
- Domain names, **12:19, 14:20 to 14:24**
- Elements of, **12:2**
- Encroachment, progressive, **12:39**
- Fair use defense, **12:36**
- Famous Marks** (this index)
- Fanciful marks, **12:28**
- First sale doctrine defense, **12:37**
- Foreign generic terms, **12:9**
- Fragrance, **12:12**
- Fraud in applying for trademark registrations, **12:47**

TRADEMARK INFRINGEMENT —Cont'd

- Generic terms, **12:8, 12:9, 12:25, 22:4**
- Geographical marks, **12:10**
- Good faith, **12:32**
- Immoral matters, **12:15**
- Imports, **8:47**
- Inherently distinctive marks, **12:28**
- Injunctive relief, **12:42**
- Innocent infringer defense, **12:41**
- Internet, **12:34**
- Laches defense, **12:39**
- Letters (alphabet), **12:18**
- Likelihood of confusion
 - general discussion, **12:22 to 12:35**
 - reverse confusion, **12:33**
 - state laws, **10:18**
- Merely descriptive marks, **12:7**
- Model state laws, **10:15**
- Monetary damages, **12:43**
- Numbers, **12:18**
- Ornamental features, **12:5**
- Parody, **12:35**
- Photographic likeness, **12:13**
- Protectability, **12:4 to 12:21**
- Punitive damages, **12:45**
- Registration fraud, **12:47**
- Remedies. Damages and other remedies, above
- Reverse confusion, **12:33**
- Scandalous matters, **12:15**
- Similarity of marks, **12:30**
- Slogans, **12:6**
- Special trademarks entitled to higher level of protection, **12:20**
- State laws
 - general discussion, **10:6 to 10:9**
 - distinctiveness, **10:8**
 - likelihood of confusion, **10:9**
 - priority, **10:7**
- Strength, **12:24 to 12:29**
- Suggestive marks, **12:27**
- Surnames, **12:17**
- Telephone numbers, **12:18**
- Third-party usage, **12:29**
- Titles, **12:19**
- Unregistered marks, **12:21**

TRADEMARKS

- Dilution of Trademarks** (this index)
- Portfolio management, **22:1 to 22:8**

TRESPASS

- General discussion, **1:19**

TYPOSQUATTING

- Domain names, **14:26**

UNFAIR ADVERTISING

- Federal Trade Commission Advertising Rules** (this index)

UNIFORM DECEPTIVE TRADE PRACTICES ACT

- State laws, **10:4 to 10:11, 10:13 to 10:14**

UNIFORM TRADE SECRETS ACT

- General discussion, **7:5**

UNSOLICITED MERCHANDISE

- Federal Trade Commission advertising rules, **2:27**

VALUE

- Bribery, **20:6**

VENDORS

- Trade secrets, **7:44**

VIOLATION

- Federal Trade Commission advertising rules, **2:45**

VISUAL ARTISTS RIGHTS ACT OF 1990

- Copyright infringement, **11:38**

WARRANTIES

- Federal Trade Commission advertising rules, **2:22**

WEB SITES

- Internet** (this index)

WIRE FRAUD

- Criminal unfair competition, **16:22**
- Racketeer Influenced and Corrupt Organizations Act, **19:16**

WORKS FOR HIRE

- Copyright, **11:5, 22:11**