### **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 advertising rules, **2:31** 

#### ALCOHOLIC BEVERAGES

Federal Trade Commission advertising 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 advertising rules, **2:33** 

Trade dress, 13:16

#### **BAD FAITH**

Anticybersquatting Consumer Protection Act, **14:12**, **14:18** 

False advertising, 3:21, 3:35

Monetary damages for false advertising, **3:35** 

Patent claims, 3:21

BAD FAITH—Cont'd Trademark infringement, 12:44	CEASE-AND-DESIST ORDER Imports, 8:18
BLUE-PENCIL RULE Enforcement, restrictive covenants,	CELEBRITY PERSONAE Trademark infringement, 12:14
6:42	CHILDREN
BLURRING Cybersquatting, 14:8	Federal Trade Commission rules, advertising to, <b>2:11</b>
Dilution of trademarks, <b>9:36 to 9:38</b> Model State Trademark Act, <b>9:10</b>	CHILDREN'S ONLINE PRIVACY ACT OF 1998
BREACH OF CONTRACT	Internet advertising, 2:37
General discussion, 1:13	CLOTHING
BRIBERY	Trade dress, 13:17
General discussion, <b>20:1 to 20:37</b> Anti-Kickback Enforcement Act,	COLORS Trademark infringement, 12:11
20:28	COMMENT DEFENSE
Consent of principal or employer, <b>20:5</b>	Copyright infringement, 11:19
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 requirement 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,	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
20:5 Payment not required, 20:3	Economic Espionage Act, 17:8 Trade secrets, 7:41, 7:48
Program Fraud Civil Remedies Act, 20:30	CONFUSION Likelihood of Confusion (this index)
Public officials, <b>20:32</b> Public policy concerns, <b>20:8</b>	CONSENT
Recipient, <b>20:7</b>	Bribery, <b>20:5</b>
Relation to principal's or employer's interest, <b>20:4</b>	CONSIDERATION Restrictive Covenants (this index)
Robinson-Patman Act, 20:13	
Slotting fees, <b>4:5</b> Value, <b>20:6</b>	CONSPIRACY Economic Espionage Act, 17:5

#### CONSTITUTIONAL COPYRIGHT INFRINGEMENT **CHALLENGES** —Cont'd Computer software, 11:12, 11:14, Economic Espionage Act, 17:9 11:37 CONSULTANTS Contract issues in website misuse Trade secrets, 7:47 cases, 11:33 Contributory infringement, 11:29 CONSUMER ALERTS Copying Federal Trade Commission. 2:7 general discussion, 11:9 to 11:13 CONSUMER REDRESS abstraction-filtration-comparison Federal Trade Commission advertistest (software), 11:12 ing rules, 2:44 extrinsic test, 11:11 intrinsic test, 11:11 CONSUMER TEST DATA public domain works, 11:13 False advertising, 3:13 similarity, substantial, 11:10 to 11:12 CONTRACTS software cases, 11:12 Breach of contract, 1:13 Copyrightability, 11:3 Burden on performance, 1:13 Counterfeiting, 19:18 Copyright infringement, issues in Criminal penalties, 11:31 website misuse cases, 11:33 Criticism defense, 11:19 Gray market goods, 15:10 Improper conduct, 1:18 **Damages** Interference with general discussion, 11:30 to 11:32 general discussion, 1:10 to 1:18 monetary, 11:30 breach of contract, 1:13 recovery of, 11:32 Derivative works, 11:27 burden on performance, 1:13 Digital Millennium Copyright Act, improper conduct, 1:18 11:36 knowledge, 1:12, 1:17 Drug labeling requirements, 11:26 Knowledge, 1:12, 1:17 Elements of, 11:2 to 11:13 Prospective contractual or business Fair use defense relationships general discussion, 11:15 to 11:22 general discussion, 1:15 to 1:18 Google Books case, 11:20 improper conduct, 1:18 Hathitrust case, 11:20 COPYCAT PRODUCTS "substantial transformation," False advertising, 3:24 11:20 First Sale Doctrine, 11:24 COPYRIGHT Google Books case, fair use defense, Infringement. Copyright Infringe-11:20 ment (this index) Gray market goods, 15:9 Portfolio management, 22:1, 22:9 to Hathitrust case, fair use defense, 22:13 11:20 Works for hire, 11:5, 22:11 Imports, **8:47 COPYRIGHT INFRINGEMENT** Independent creation, 11:25 General discussion. 11:1 to 11:38 Internet, 11:33, 11:35 Advertisements defense, 11:22 Joint works, 11:6 Collective works, revisions of, 11:7 Jurisdictional requirements, 11:34 Comment defense, 11:19 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

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)

#### 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** 

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-6

<b>Restrictive Covenants</b> (this index)	Affiliation, implied, <b>3:23</b>
ENCROACHMENT	Attorneys' fees, 3:37
Trademark infringement, 12:39	Bad faith, <b>3:21</b> , <b>3:35</b>
•	Commercial advertising, <b>3:5</b>
ENDORSEMENTS	Consumer test data, 3:13
Federal Trade Commission advertis-	Copycat products, <b>3:24</b>
ing rules, <b>2:29</b>	Corrective advertising, <b>3:39</b>
ENUMERATED OFFENSES	Damages, monetary
Advertising, insurance, <b>18:5</b>	general discussion, 3:33 to 3:38
	attorneys' fees, 3:37
ENVIRONMENTAL PRODUCTS	bad faith, 3:35
Federal Trade Commission advertis-	joint liability, 3:38
ing rules, <b>2:18</b>	punitive, <b>3:36</b>
ESPIONAGE	several liability, 3:38
Economic Espionage Act (this	standard of proof, 3:34
index)	Deceptive statements, 3:11 to 3:20
ETHICS	Defenses
	fair use, <b>3:40</b>
General discussion, 21:1 to 21:7	good faith, 3:42
American Stock Exchange, 21:6	laches, <b>3:41</b>
Examples of provisions, <b>App 21A</b>	statute of limitations, <b>3:41</b>
NASDAQ, 21:5	Domain names, <b>3:26</b>
New York Stock Exchange requirements, 21:4	Elements of, <b>3:4 to 3:21</b>
Sarbanes-Oxley Act, 21:2	E-mail, <b>3:27</b> , <b>9:40</b>
SEC rules, 21:3	Evidence from survey, <b>3:16 to 3:18</b>
,	Explicit statements, 3:7
EXEMPTIONS	Federal guidelines, <b>3:20</b>
Digital Millennium Copyright Act of	Framing (Internet), <b>3:30</b>
1998, <b>16:6</b>	Geographic origin, 3:25
EXPLICIT STATEMENTS	Good faith, 3:42
False advertising, <b>3:7</b>	"Goods, services, or commercial
•	activities," relating to, <b>3:6</b>
FAIR PACKAGING AND	Injunctive relief, 3:32
LABELING ACT	Internet, 3:10, 3:26 to 3:30
Imports, 8:43	Joint liability, 3:38
FAIR USE	Laches, <b>3:41</b>
Anticybersquatting Consumer Protec-	Linking (Internet), 3:29
tion Act, 14:19	Literally false statements, 3:7
Copyright Infringement (this index)	Materiality, 3:19
Dilution of trademarks, 9:42	Misleading statements, 3:11 to 3:20
Google Books case, 11:20	Oral representations, 3:15
Hathitrust case, 11:20	Origin, designation of, 3:22 to 3:31
Trademark infringement defense,	Passing off, 3:31
12:36	Patent infringement claims, 3:21
FALSE ADVERTISING	Patents, 3:21
	Puffing, 3:9
General discussion, 3:1 to 3:42	Punitive damages, 3:36

EMPLOYMENT CONTRACTS FALSE ADVERTISING—Cont'd

#### FEDERAL TRADE COMMISSION FALSE ADVERTISING—Cont'd Remedies ACT—Cont'd Section 5 Antitrust Laws (this general discussion, 3:32 to 3:39 index) damages, monetary, above Retroactive application of trademark Violation of FTC act based on violation of other laws, 2:45 act amendments, 3:2 Reverse passing off, **3:31** FEDERAL TRADE COMMISSION Scientific tests, implying evidence of, ADVERTISING RULES 3:17 General discussion, 2:1 to 2:46 Social media, misrepresentations by Administrative enforcement, 2:4 competitor over, 3:10 Advertising guides, 2:7, 2:8 Sponsorship, implied, 3:23 Aiding and abetting, 2:31 Standing, 3:3 Alcoholic beverages, 2:34 Statute of limitations, 3:41 Automobiles, 2:33 Subjective determinations, 3:8 Banning products, 2:41 Substantiation of claims, 3:12 to 3:14 Business status, 2:19 Surveys, implying evidence of, **3:16** Children, 2:11 to 3:18 Comparative advertising, 2:32 FALSE CLAIMS AMENDMENTS Comparative advertising, policy ACT statement, App 2C Bribery, 20:29 Consumer alerts, 2:7 Consumer intelligence standard, 2:10 **FAMOUS MARKS** Consumer redress, remedial powers General discussion, 9:20 to 9:29 of FTC, 2:44 Advertising, 9:24 Corrective advertising, 2:39 Balancing fame factors, 9:28 Damages and other remedies Distinctiveness, 9:21 general discussion, 2:39 to 2:44 Duration of use, 9:23 affirmative disclosure, 2:40 Extent of use, 9:26 banning products, 2:41 Federal registration, 9:27 consumer redress, 2:44 Geographic extent, 9:25 corrective advertising, 2:39 Niche-markets, 9:29 limiting business, 2:41 Proof of fame, 9:21 restitution, 2:43 Recognition, 9:26 trademarks, 2:42 Standards for finding of fame, 9:22 violation of FTC Act, 2:45 **FANCIFUL MARKS** Deception, policy statement, App 2A Trademark infringement, 12:28 Deceptive advertising FEDERAL DEFEND TRADE general discussion, 2:9 to 2:16 **SECRETS ACT** definition, 2:12 General discussion, 7:6 **Definitions** advertisement, 2:13 FEDERAL TRADE COMMISSION unfair advertising, 2:12 ACT Demonstrations, 2:30 General discussion, 2:2 Endorsements, 2:29 Antitrust aspects. Antitrust Laws Enforcement, 2:3 to 2:5 (this index) Environmental claims, 2:18

Gambling schemes, 2:25

Labeling requirements for imports,

8:39 to 8:42

FEDERAL TRADE COMMISSION

Warranties, 2:22

#### ADVERTISING RULES **DILUTION ACT** -Cont'd General discussion, 9:13 to 9:38 Guarantees, 2:22 Blurring, 14:8 Guides on advertising, App 2D Competing products, 9:17 Health claims, 2:17 Cybersquatting Interference, unfair, 2:24 general discussion, 14:7 Internet advertising blurring, 14:8 general discussion, 2:35 to 2:38 per se dilution, 14:9 privacy, 2:36, 2:37 tarnishment, 14:8 Judicial enforcement, 2:5 Noncompeting products, 9:18 Limiting business, 2:41 Own products, 9:16 Lotteries, 2:25 Per se dilution, 14:9 "Made in the U.S.A.," advertising Preemption, 9:19 guides, 2:8 Retroactive application, 9:14 Meaning, determination of advertis-State actions, effect on, 9:19 ing, 2:13 Tarnishment, 14:8 Mortgage Assistance Relief Services Trade dress, 9:15 (MARS) Rule, 2:46 FEDERAL WIRETAP ACT Nutrition claims, 2:17 Criminal offenses, 16:19 Origin of product, 2:23 Other laws, violation of, 2:45 FIRST AMENDMENT Policy statements, 2:7 Trade secrets, 7:55 Price claims, 2:21 Product claims, 2:20 FIRST SALE DOCTRINE Public interest, issues of, 2:28 Copyright infringement, 11:24 Push money, 2:26 FIRST SALE DOCTRINE Reasonable consumer standard, 2:10 **DEFENSE** Remedies. Damages and other reme-Trademark infringement, 12:37 dies, above. Restitution, 2:43 FORCED DISCLOSURE Substantiation, 2:15 Trade secrets, 7:74 Substantiation of advertising, policy statement, App 2B FOREIGN CORRUPT PRACTICES Surveys, 2:30 **ACT** Testimonials, 2:29 General discussion, 20:22 to 20:26 Tests, 2:30 Bribery, 20:23 Trade regulation rules, 2:6 Enforcement, 20:26 Trade status, 2:19 Jurisdiction, 20:25 Trademarks, damages and other rem-Penalties, 20:24 edies, 2:42 **FRAGRANCES** Truth of a claim, 2:14 Trademark infringement, 12:12 Unfair advertising. Deceptive advertising, above FRAMING Unsolicited merchandise, 2:27 False advertising, 3:30 Violation of FTC act based on viola-FUNCTIONALITY DOCTRINE tion of other laws, 2:45

FEDERAL TRADEMARK

**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** 

#### HLJACKING

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.

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

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

#### IMPORTS—Cont'd INTERNET—Cont'd Tariff Act of 1930, labeling require-Dilution of trademarks, 9:32 ments, 8:44 **Domain Names** (this index) Trademark infringement, 8:47 E-mail advertising, **3:27**, **9:40** Unfair trade practices False advertising, **3:10**, **3:26 to 3:30** general discussion, 8:20 to 8:28 Framing, 3:30 investigations, 8:23 to 8:25 Linking, 3:29 monitoring, 8:25 State laws, 10:14 Section 301, generally, 8:21 Trade dress, websites, 13:18 Section 201 actions, **8:29 to 8:36** Trade secrets. 7:53 to 7:55 Special 301 (Section 301), 8:27 Trademark infringement, 12:34 Super 301 (section 301), 8:26 Violation of FTC Act, 2:45 United States trade representative Web sites actions, 8:22 copyright infringement, 11:33 registrations, 9:31 IN REM ACTIONS trade dress, 13:18 Anticybersquatting Consumer Protection Act, 9:46, 14:15 **INTERVIEWS** Dilution of trademarks, 9:45 to 9:46 Trade secrets, 7:36 to 7:37 INJUNCTIVE RELIEF **INVESTIGATIONS** False advertising, 3:32 Imports, 8:12, 8:31 to 8:32 Trade dress, 13:23 JOINT LIABILITY Trademark infringement, 12:42 False advertising, **3:38 INSURANCE** JOINT WORKS Advertising, generally, **18:1 to 18:6** Arising out of advertising activities, Copyright infringement, 11:6 18:2 JURISDICTION Definitions in the comprehensive Copyright infringement, 11:34 general liability policy, 18:3 Dilution of trademarks, 9:45 to 9:46 Enumerated offenses, advertising, Foreign Corrupt Practices Act, 20:25 18:5 Trade secrets, 7:56 INTENT LABELING REQUIREMENTS Bribery, **20:2**, **20:34 Imports** (this index) INTERNATIONAL TRADE **LACHES COMMISSION** False advertising, 3:41 Imports (this index) Trademark infringement defense, **INTERNET** 12:39 Advertising LANHAM ACT generally, 2:35 to 2:38 **False Advertising** (this index) false advertising, 3:10, 3:26 to Gray market goods 3:30 genuineness, 15:5 Children's Online Privacy Act of 1998, 2:37 Lever rule, 15:4 Copyright infringement, 11:33, 11:35 Section 32(1), 15:6 Section 42, 15:3 Cybersmearing, 1:9 **Cybersquatting** (this index) 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-12

#### 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 advertis-

ing 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,

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

Canaidanatian

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

19:19

RESTRICTIVE COVENANTS —Cont'd	RESTRICTIVE COVENANTS —Cont'd
Customer relations	Time restrictions—Cont'd
general discussion, <b>6:13 to 6:16</b>	tolling, 6:35
geographic limitations, <b>6:14</b>	Trade secrets, <b>7:38 to 7:40</b>
near-permanent customers, <b>6:16</b>	11ade secrets, 7.50 to 7.40
time restrictions, <b>6:15</b>	REVISIONS
Customers, employee's affiliation on,	Copyright infringement, revisions of
6:17	collective works, 11:7
Disclosure, <b>6:20</b> , <b>6:47</b>	RICO
Employee raiding, <b>5:1</b> , <b>5:16</b>	
Enforcement	Racketeer Influenced and Corrupt Organizations Act (this index)
general discussion, <b>6:5</b> , <b>6:41 to</b>	Organizations Act (uns muck)
6:46	ROBINSON-PATMAN ACT
all or nothing approach, 6:44	General discussion, 20:9 to 20:21
assignability, 6:46	Antitrust violations, 20:18
blue-pencil rule, <b>6:42</b>	Buyer and seller involvement, 20:12
partial, <b>6:42</b>	Foreign bribery, <b>20:13</b>
waivers, <b>6:45</b>	Goods requirement, 20:16
Geography	Injury, 20:18 to 20:21
general discussion, 6:25 to 6:30	Merchandise requirement, <b>20:16</b>
customer relations, geographic	Payments to benefit of company,
limitations, <b>6:14</b>	20:10
international restrictions, 6:27	Price discrimination requirement,
national restrictions, <b>6:28</b>	20:11
sales territories, 6:30	Services rendered exception, 20:15
state, county, city restrictions, <b>6:29</b>	Standing, 20:17 to 20:21
Legitimate interest, 6:8 to 6:19	Statute of limitations, 20:14
No-hire agreements, <b>6:48</b>	Wares requirement, 20:16
Noncompetition agreements, 6:3	
Nondisclosure agreements, <b>6:2</b> Reasonableness	ROYALTIES
general discussion, <b>6:24 to 6:39</b>	Remedy for misappropriation of trade
enforcement, 6:43	secrets, 7:68
Refusal to sign, <b>6:51</b>	SALARIES
Remedies	Restrictive covenants, <b>6:23</b>
damages, <b>6:49</b>	Restrictive covenants, v.ms
injunctive relief, <b>6:50</b>	SARBANES-OXLEY ACT
Salary payment, <b>6:23</b>	Business ethics, 21:2
Skills, <b>6:18 to 6:19</b>	GG137017 077G371700000
Solicitation, <b>6:31</b>	SCANDALOUS MATTERS
State laws, <b>6:4</b>	Trademark infringement, 12:15
Time restrictions	SCIENTIFIC TESTS
general discussion, <b>6:32</b>	
computer-related employment,	False advertising, <b>3:17</b>
6:33	SECURITIES AND EXCHANGE
customer service, <b>6:34</b>	COMMISSION
sales, <b>6:34</b>	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

#### SLOTTING 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

# 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

Bid solicitation, 7:49

General discussion, 7:1 to 7:74

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	TRADE SECRETS—Cont'd
Discovery, forced disclosure, 7:74	Names, <b>7:21</b>
Duty of employee to keep, 7:31	Noncompetition agreements, 7:40
Economic Espionage Act, 17:4, 19:19	Nondisclosure agreements, 7:18 to 7:20, 7:39
Economic value, 7:10	Nonemployees, 7:43
Effort required to maintain, 7:15 to	Novel or original, 7:12 to 7:14
7:21	Officer liability, <b>7:66</b>
Elements, 7:8 to 7:21	Oral agreements, 7:42
Employee raiding, <b>5:11</b> Endown Defend Trade Secrets Act	Portfolio management, 22:1, 22:14,
Federal Defend Trade Secrets Act, 7:6	22:15
Federal law preemption, state trade	Posting information on the internet, <b>7:54</b>
secret claims, 7:72	Precautions
First Amendment, 7:55	inadequate, 7:30
Forced disclosure in litigation discovery, <b>7:74</b>	reasonable, 7:29
Government submissions, 7:52	Preemption, 7:72, 7:73
Idea submissions, 7:57	Preemption, federal, 16:16
Identification of, 7:7	Prenegotiation confidentiality agree-
Inadvertent disclosure, 7:17	ments, <b>7:48</b>
Inevitable disclosure doctrine, 7:61	Protection of, <b>7:28 to 7:55</b>
to 7:64	Public availability of information,
Information, <b>7:9</b>	7:32
Internet use, 7:53 to 7:55	Public domain, elements of program being in, 7:27
Interviews, 7:36 to 7:37	Publication of papers, <b>7:46</b>
Jurisdiction, 7:56	Publication of talks, <b>7:46</b>
Lease of, 7:33	Punitive damages, 7:69
Licensing negotiations, 7:50	Purchasing transactions, 7:51
Limited disclosure, <b>7:34</b> Litigation, <b>7:74</b>	Remedies, <b>7:64</b> , <b>7:67 to 7:69</b>
Misappropriation	Research exchanges, 7:45
general discussion, <b>7:58 to 7:69</b>	Restatement (First) of Torts, <b>7:4</b>
Defend Trade Secrets Act, 19:19	Restatement (Third) of Unfair Com-
director liability, 7:66	petition, 7:4
Economic Espionage Act, 19:19	Restrictive covenants, 7:38 to 7:40
inevitable disclosure doctrine, 7:61 to 7:64	RICO act, misappropriation, 7:71
	Royalties, 7:68
officer liability, <b>7:66</b> proof requirement, <b>7:62</b>	Sale of, 7:33
÷ •	Security, physical, 7:28
punitive damages, 7:69	Software, 7:25 to 7:27
remedies, <b>7:64</b> , <b>7:67 to 7:69</b> reverse engineering, <b>7:60</b>	State law preemption, common law claims, 7:73
RICO act, 7:71	State laws, <b>16:13 to 16:15</b>
royalties, <b>7:68</b>	Statute of limitations, 7:22
third-party liability, <b>7:65</b>	Third-party liability, <b>7:65</b>
threatened, <b>7:61 to 7:64</b>	Uniform Trade Secrets Act, 7:5
willful, <b>7:59</b>	Vendors, 7:44
williui, 1:39	venuois, 7:44

TRADEMARK INFRINGEMENT	TRADEMARK INFRINGEMENT
General discussion, 12:1 to 12:49	—Cont'd
Abandonment defense, 12:40	Generic terms, 12:8, 12:9, 12:25,
Applying for trademark registrations,	22:4
fraud in, <b>12:47</b>	Geographical marks, <b>12:10</b> Good faith, <b>12:32</b>
Arbitrary marks, 12:28	
Attorneys' fees, <b>12:46</b>	Immoral matters, 12:15 Imports, 8:47
Bad faith, 12:44	Inherently distinctive marks, <b>12:28</b>
Celebrity personae, 12:14	Injunctive relief, <b>12:42</b>
Color, 12:11	Innocent infringer defense, <b>12:41</b>
Contributory trademark infringement, 12:48	Internet, 12:34
Counterfeiting	Laches defense, 12:39
general discussion, <b>12:3</b>	Letters (alphabet), 12:18
Racketeer Influenced and Corrupt	Likelihood of confusion
Organizations Act, 19:18	general discussion, 12:22 to 12:35
Covenant not to sue, 12:49	reverse confusion, 12:33
Damages and other remedies	state laws, <b>10:18</b>
attorneys' fees, 12:46	Merely descriptive marks, 12:7
bad faith, <b>12:44</b>	Model state laws, 10:15
injunctive relief, 12:42	Monetary damages, 12:43
monetary, 12:43, 12:44	Numbers, <b>12:18</b>
punitive, <b>12:45</b>	Ornamental features, 12:5
willful infringement, 12:44	Parody, <b>12:35</b>
Deceptive matter, 12:16	Photographic likeness, 12:13
Decorative features, 12:5	Protectability, <b>12:4 to 12:21</b>
Defenses	Punitive damages, 12:45
general discussion, 12:36 to 12:41	Registration fraud, 12:47
disclaimers, use of, 12:38	Remedies. Damages and other remedies, above
Descriptive marks, 12:26	Reverse confusion, 12:33
<b>Dilution of Trademarks</b> (this index)	Scandalous matters, 12:15
Disclaimers, use of, 12:38	Similarity of marks, 12:30
Distinctiveness of mark	Slogans, <b>12:6</b>
general discussion, 12:24 to 12:29	Special trademarks entitled to higher
state laws, <b>10:19</b>	level of protection, 12:20
Domain names, 12:19, 14:20 to	State laws
14:24	general discussion, 10:6 to 10:9
Elements of, 12:2	distinctiveness, 10:8
Encroachment, progressive, 12:39	likelihood of confusion, 10:9
Fair use defense, 12:36	priority, 10:7
Famous Marks (this index)	Strength, 12:24 to 12:29
Fanciful marks, 12:28	Suggestive marks, 12:27
First sale doctrine defense, 12:37	Surnames, <b>12:17</b>
Foreign generic terms, 12:9	Telephone numbers, 12:18
Fragrance, 12:12	Third-party usage, 12:29
Fraud in applying for trademark	Titles, <b>12:19</b>
registrations, 12:47	Unregistered marks, 12:21

#### Unfair Competition

#### **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