

Summary of Contents

Chapter 1.	Tort Law Theories of Unfair Competition
Chapter 2.	The Federal Trade Commission Rules on Advertising
Appendix 2-A.	FTC Policy Statement Regarding Deception
Appendix 2-B.	FTC Policy Statement Regarding Advertising Substantiation
Appendix 2-C.	FTC Policy Statement Regarding Comparative Advertising
Appendix 2-D.	Selected FTC Guides on Advertising
Appendix 2-E.	Dietary Supplements: An Advertising Guide for Industry
Chapter 3.	False Advertising under the Lanham Act
Chapter 4.	Slotting Fees
Chapter 5.	Employee Raiding
Chapter 6.	Restrictive Covenants in the Employment Context
Chapter 7.	Trade Secrets
Chapter 8.	Unfair Import Competition
Chapter 9.	Trademark Dilution
Chapter 10.	State Unfair Competition Laws
Chapter 11.	Copyright Infringement
Chapter 12.	Trademark Infringement under the Lanham Act
Chapter 13.	Trade Dress Protection
Chapter 14.	Cybersquatting
Chapter 15.	Parallel Imports and Gray Market Goods
Chapter 16.	Criminal Unfair Competition
Chapter 17.	The Economic Espionage Act
Chapter 18.	Insurance Coverage for Advertising Injury
Chapter 19.	Application of the RICO Act to Unfair Competition Cases

Appendix 19-A. Sample RICO Complaint from an
Unfair Competition Case

Chapter 20. Commercial Bribery

Chapter 21. Business Ethics and Unfair Competition

Appendix 21-A. Examples of business ethics provisions

Chapter 22. Intellectual Property Portfolio Management

Table of Laws and Rules

Table of Cases

Index