

Table of Contents

PART I. CREATION, SEARCHING, PRE-FILING STRATEGIES

Volume 1

CHAPTER 1. CREATION OF A GLOBAL MARK

- § 1:1 Introduction
- § 1:2 Brand development and naming
- § 1:3 Naming companies
- § 1:4 Checklist for the viability of a proposed mark
- § 1:5 Maintaining a database of information on the brand

CHAPTER 2. SEARCHING

- § 2:1 Introduction
- § 2:2 Information a trademark search can provide
- § 2:3 —Identical or nearly similar phonetic marks
- § 2:4 —Applicant/registrant/trademark owner
- § 2:5 —Specific goods/services for a given mark
- § 2:6 —Designs
- § 2:7 Information in other databases
- § 2:8 —Company names, if available, in other countries
- § 2:9 —Trade publications
- § 2:10 —Newspapers and periodical articles
- § 2:11 —Telephone directories
- § 2:12 —Dun & Bradstreet company reports (or similar types of reports)
- § 2:13 —General and trade directories
- § 2:14 —Additional resources
- § 2:15 Available types of searches
- § 2:16 —WISS (Worldwide Identical Screening Search)
- § 2:17 —RISS (Regional Identical Screening Search)
- § 2:18 —Country Identical Screening Search (KISS)
- § 2:19 —Multi-country Screening Searches (MCSS)
- § 2:20 —Internet searching
- § 2:21 —Domain names
- § 2:22 —Country by country
- § 2:23 Available types of searchers

- § 2:24 —Associates
- § 2:25 —Search bureaus
- § 2:26 Criteria for selecting a searcher
- § 2:27 General techniques of analysis applicable to all searches
- § 2:28 —Understanding the method of searching
- § 2:29 —Comparing all elements of the mark to determine its inherent strength
- § 2:30 —Analyzing other factors which will affect the use of the proposed mark
- § 2:31 —Summary of factors
- § 2:32 Techniques of analysis applied to specific searches, e.g., RISS and WISS
- § 2:33 Information to be included in a search opinion given to a trademark owner
- § 2:34 —Registrability of the mark
- § 2:35 —Methods to overcome conflicting marks
- § 2:36 —Recommendations for further use investigations
- § 2:37 —Risks of infringements based on conflicting marks
- § 2:38 —Trademark owner–attorney privilege
- § 2:39 —Caveats on all searches
- § 2:40 —Additional types of information
- § 2:41 Checklist for searches in general
- § 2:42 Related sources

APPENDIX 2(A) Search Request and Result

CHAPTER 3. WHERE TO FILE BASED ON A CHOICE OF LEGAL SYSTEMS

- § 3:1 Introduction
- § 3:2 Civil code jurisdiction
- § 3:3 —Background
- § 3:4 —Importance of civil code jurisdiction to the trademark owner
- § 3:5 — —First to file
- § 3:6 — —Searching
- § 3:7 — —Defensive registrations
- § 3:8 — —Agreements
- § 3:9 — —Litigation
- § 3:10 Common law jurisdiction
- § 3:11 —Background
- § 3:12 —Importance of common law jurisdiction to the trademark owner
- § 3:13 — —First to use
- § 3:14 — —Searching
- § 3:15 — —Defensive registrations
- § 3:16 — —Agreements

TABLE OF CONTENTS

- § 3:17 — —Litigation
- § 3:18 Socialist law jurisdiction
- § 3:19 —Background
- § 3:20 —Importance of socialist law jurisdiction to the
trademark owner—First to file
- § 3:21 — —Searching
- § 3:22 — —Defensive registrations
- § 3:23 — —Agreements
- § 3:24 — —Litigation
- § 3:25 Choosing where to file a mark

APPENDIX 3(A) Country Legal Systems 2000

CHAPTER 4. PRE-FILING STRATEGIES AND CONSIDERATIONS

- § 4:1 Introduction to pre-filing strategies and considerations
- § 4:2 Pre-filing considerations
- § 4:3 Grouping countries in tiers
- § 4:4 Filing through regional or international filing systems
- § 4:5 Local laws impacting filing decisions
- § 4:6 Packaging and labeling laws
- § 4:7 Embargoes/boycotts
- § 4:8 Ownership of mark
- § 4:9 —Parent companies versus subsidiaries
- § 4:10 —Exceptions to parent company ownership
- § 4:11 —Holding companies
- § 4:12 Prior agreements with third parties
- § 4:13 Choice of class in which to file—Nice Agreement
- § 4:14 —Filing in different classes
- § 4:15 —Choosing the proper class
- § 4:16 —Single or multi-class filing
- § 4:17 Third party conflicts
- § 4:18 Market considerations
- § 4:19 Timing of the registration process may determine
choice for filing
- § 4:20 Choice of a mark
- § 4:21 —Color
- § 4:22 —Sound
- § 4:23 —Scent
- § 4:24 —Moving images
- § 4:25 —Product and packaging configuration
- § 4:26 —Composite marks—Combination of word mark and
design mark
- § 4:27 —Service mark
- § 4:28 —Certification mark
- § 4:29 —Collective membership mark
- § 4:30 Cautionary notices

§ 4:31 Language issues

§ 4:32 Costs

APPENDIX 4(A) Declaration

APPENDIX 4(B) Countries Party to the Nice Agreement

APPENDIX 4(C) Nice Agreement Concerning the
International Classification of Goods and
Services for the Purposes of the
Registration of Marks

PART II. TREATIES

CHAPTER 5. INTRODUCTION TO TREATIES

§ 5:1 Introduction

§ 5:2 Types of trademark treaties

§ 5:3 —Protection treaties

§ 5:4 —Filing treaties

§ 5:5 —Harmonization treaties

§ 5:6 Summary

§ 5:7 Related sources

CHAPTER 6. PARIS CONVENTION

§ 6:1 Introduction

§ 6:2 National treatment

§ 6:3 Priority

§ 6:4 Ownership

§ 6:5 Telle quelle

§ 6:6 Well known marks

§ 6:7 Cancellation

§ 6:8 Assignment

§ 6:9 Licensing

§ 6:10 Service marks

§ 6:11 Fraudulent registration

§ 6:12 Origins

§ 6:13 Unfair competition protection

§ 6:14 Seizure

§ 6:15 Other treaties

§ 6:16 Trade names

§ 6:17 Related sources

APPENDIX 6(A) Member Countries to the Paris Convention

APPENDIX 6(B) Paris Convention for the Protection of
Industrial Property

TABLE OF CONTENTS

CHAPTER 7. WORLD TRADE ORGANIZATION (WTO) AGREEMENT (FORMERLY KNOWN AS THE GATT)

- § 7:1 Introduction
- § 7:2 General provisions of the TRIPS agreement for all intellectual property
 - § 7:3 —Minimum protection
 - § 7:4 —Other treaties
 - § 7:5 —National treatment
 - § 7:6 —Dispute settlement
 - § 7:7 —Domestic legislation
 - § 7:8 —Application of provisions
 - § 7:9 —Remedies
- § 7:10 Trademark provisions
 - § 7:11 —Definition
 - § 7:12 —Registration
 - § 7:13 —Use
 - § 7:14 —Non-residents
 - § 7:15 —Opposition
 - § 7:16 —Effect of registration
 - § 7:17 —Licensing
 - § 7:18 —Cancellation actions
 - § 7:19 —Assignment
 - § 7:20 —Geographic indications
 - § 7:21 —Well known marks
 - § 7:22 Related sources
- APPENDIX 7(A) Agreement on Trade-Related Aspects of Intellectual Property Rights
- APPENDIX 7(B) Agreement between the World Intellectual Property Organization and the World Trade Organization
- APPENDIX 7(C) Member Countries of the World Trade Organization

CHAPTER 8. UNITED STATES-MEXICO-CANADA AGREEMENT (USMCA)

- § 8:1 Introduction to NAFTA and USMCA
- § 8:2 Chapter 20 of the USMCA
- § 8:3 National treatment
- § 8:4 Minimum standards
- § 8:5 Other treaties
- § 8:6 Types of marks—Non-visual marks
- § 8:7 —Collective and certification marks
- § 8:8 —Well-known marks
- § 8:9 —Geographical indications

- § 8:10 Exceptions to protection of marks
- § 8:11 Registration system, term, and classification
- § 8:12 Licensing
- § 8:13 Domain names
- § 8:14 Enforcement
- § 8:15 —Civil procedures and remedies
- § 8:16 —Criminal procedures and penalties
- § 8:17 —Border measures

APPENDIX 8(A) The North American Free Trade
Agreement — Chapter 17

CHAPTER 9. ANDEAN PACT

- § 9:1 Introduction
- § 9:2 General provisions
- § 9:3 Requirements for registration
- § 9:4 Oppositions
- § 9:5 Nature of rights
- § 9:6 Assignments
- § 9:7 Licenses
- § 9:8 Cancellations of registrations
- § 9:9 Annulment of a registration
- § 9:10 Commercial slogans
- § 9:11 Collective marks
- § 9:12 Certification marks
- § 9:13 Commercial names
- § 9:14 Geographic denominations
- § 9:15 Notorious marks
- § 9:16 Unfair Competition Acts
- § 9:17 Related sources

APPENDIX 9(A) DECISION 486 Common Regime on
Industrial Property

CHAPTER 10. PAN-AMERICAN (INTER-AMERICAN) TRADE MARK CONVENTION

- § 10:1 Introduction
- § 10:2 Treaty provisions
- § 10:3 —National treatment
- § 10:4 —Trade names
- § 10:5 —Opposition of trademarks
- § 10:6 —Cancellation of trademarks
- § 10:7 —Unfair Competition
- § 10:8 —Remedies

APPENDIX 10(A) Pan-American Convention

APPENDIX 10(B) Countries Ratifying Pan-American
Conventions

TABLE OF CONTENTS

**CHAPTER 11. TREATY OF MERCOSUR AND
THE MERCOSUR PROTOCOL**

- § 11:1 Purpose of the treaty
- § 11:2 Trademark Harmonization Protocol
- § 11:3 —Main provisions
- § 11:4 —Additional provisions
- § 11:5 — —Minimum protection
- § 11:6 — —National treatment
- § 11:7 — —Registrable trademarks
- § 11:8 — —Non-registrable trademarks
- § 11:9 — —Applicant's standing
- § 11:10 — —Use as a basis of protection
- § 11:11 — —Use after registration
- § 11:12 — —Well-known marks
- § 11:13 — —Opposition procedures
- § 11:14 — —Nullity procedures
- § 11:15 — —Effect of a registration
- § 11:16 — —Exhaustion of rights
- § 11:17 — —Indications of source
- § 11:18 — —Denomination of origin
- § 11:19 Effectiveness of Protocol
- § 11:20 Related sources

APPENDIX 11(A) Treaty of Ascension

**CHAPTER 12. THE DOMINICAN
REPUBLIC-CENTRAL AMERICA FREE
TRADE AGREEMENT**

- § 12:1 Introduction
- § 12:2 History
- § 12:3 Provisions

APPENDIX 12(A) The Dominican Republic-Central
America-United States Free Trade
Agreement

**CHAPTER 13. EUROPEAN UNION TRADE
MARK AND COMMUNITY DESIGN**

- § 13:1 Member countries
- § 13:2 Background on legal structure of European Union
- § 13:3 History of the European Union Trade Mark
- § 13:4 Advantages of the European Union Trade Mark
- § 13:5 Disadvantages of the European Union Trade Mark
- § 13:6 Application process
- § 13:7 —Requirements for an applicant
- § 13:8 —Requirements for the mark

- § 13:9 —Application form
- § 13:10 —Seniority
- § 13:11 —Priority
- § 13:12 —Refusals on absolute grounds
- § 13:13 —No refusals on relative grounds and EUIPO search
- § 13:14 —Publication
- § 13:15 —Third-party objections
- § 13:16 — —Observations (absolute grounds)
- § 13:17 — —Oppositions (relative grounds)
- § 13:18 — — —Settlement
- § 13:19 —Conversion
- § 13:20 Effect of registration
- § 13:21 Renewal
- § 13:22 Removal from the register
- § 13:23 Infringement actions
- § 13:24 Parallel imports/exhaustion of rights
- § 13:25 Counterfeiting
- § 13:26 Licensing
- § 13:27 Assignments
- § 13:28 Security interests
- § 13:29 Extension of rights to new member states
- § 13:30 Rights when members leave European Union—The
Effect of Brexit on European Union Trademarks and
continued protection in the United Kingdom
- § 13:31 A European Union Trade Mark Application Checklist
- § 13:32 Link to the Madrid Protocol
- § 13:33 Filing strategies
- § 13:34 —The European Union Trade Mark
- § 13:35 —The Madrid System
- § 13:36 —Benelux registration
- § 13:37 —National filings
- § 13:38 Similarities and differences between the European
Union Trade Mark, Madrid System, and national
filings in chart form
- § 13:39 The directive on community designs
- § 13:40 The regulation on community design
- § 13:41 Definitions for the community design system
- § 13:42 —Protectable design
- § 13:43 —Product
- § 13:44 —New
- § 13:45 —Individual character
- § 13:46 —Overall impression
- § 13:47 —Informed user
- § 13:48 —Priority date
- § 13:49 —Prior art
- § 13:50 —Grace period
- § 13:51 —Component parts

TABLE OF CONTENTS

§ 13:52	—Complex product
§ 13:53	—Normal use
§ 13:54	—Designs contrary to public policy
§ 13:55	—Technical and must-fit function
§ 13:56	The community design application procedure
§ 13:57	Community design scope of protection
§ 13:58	Community design protection strategies
APPENDIX 13(A)	Members of the European Union
APPENDIX 13(B)	Coverage Chart
APPENDIX 13(C)	Application Chart
APPENDIX 13(D)	Maintenance Chart
APPENDIX 13(E)	Transfer Chart
APPENDIX 13(F)	Enforcement Chart

Volume 2

CHAPTER 14. MADRID SYSTEM

§ 14:1	Madrid System
§ 14:2	Madrid Agreement Concerning the International Registration of Marks
§ 14:3	—Purpose
§ 14:4	—Filing
§ 14:5	—Fees
§ 14:6	Madrid Agreement Concerning the International Registration of Marks—Publication
§ 14:7	—Effective date
§ 14:8	—Examinations from designated countries
§ 14:9	—Post-examination issues
§ 14:10	— —Term
§ 14:11	— —Renewal
§ 14:12	— —Renunciation
§ 14:13	— —Central attack
§ 14:14	— —Assignments
§ 14:15	—Advantages
§ 14:16	—Disadvantages
§ 14:17	Madrid Protocol
§ 14:18	—Advantages
§ 14:19	—Disadvantages
§ 14:20	—Filing
§ 14:21	—Fees
§ 14:22	—Examination
§ 14:23	—Publication
§ 14:24	—Extensions to designated countries
§ 14:25	—Postexamination issues

- § 14:26 — —Effect of registration
- § 14:27 — —Term
- § 14:28 — —Central attack
- § 14:29 — —Transformation
- § 14:30 — —Recordals
- § 14:31 Madrid protocol—Postexamination issues—Safeguard clause
- § 14:32 Filing strategies in Europe
- § 14:33 —The European Union Trade Mark
- § 14:34 —The Madrid Protocol and the European Union Trade Mark link
- § 14:35 —Benelux registration
- § 14:36 —National filings
- § 14:37 —Madrid Protocol, European Union Trade Mark, and national filing comparison charts
- § 14:38 Member countries
- § 14:39 Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods
- APPENDIX 14(A) Member Countries-Madrid Agreement
- APPENDIX 14(B) *[Reserved]*
- APPENDIX 14(C) Madrid Agreement Concerning the International Registration of Marks
- APPENDIX 14(D) *[Reserved]*
- APPENDIX 14(E) *[Reserved]*
- APPENDIX 14(F) Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks
- APPENDIX 14(G) Member Countries—Madrid Protocol
- APPENDIX 14(H) Coverage Comparison
- APPENDIX 14(I) Application Comparison
- APPENDIX 14(J) Maintenance Comparison
- APPENDIX 14(K) Transfer Comparison
- APPENDIX 14(L) Enforcement Comparison
- APPENDIX 14(M) Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods

CHAPTER 15. AFRICAN ORGANIZATION FOR INTELLECTUAL PROPERTY UNION (OAPI)

- § 15:1 Introduction
- § 15:2 Major provisions
- § 15:3 Member countries

TABLE OF CONTENTS

§ 15:4 Related sources

APPENDIX 15(A) Agreement revising the Bangui
Agreement

CHAPTER 16. AFRICAN REGIONAL INDUSTRIAL PROPERTY ORGANIZATION (ARIPO)

§ 16:1 Introduction
§ 16:2 Objectives of the Banjul Protocol
§ 16:3 Filing an application
§ 16:4 Publication
§ 16:5 Conversion
§ 16:6 Effect of registration
§ 16:7 Assignments and licenses
§ 16:8 Advantages of the Banjul Protocol
§ 16:9 Disadvantages of the Banjul Protocol
§ 16:10 Conclusion
§ 16:11 Related sources

APPENDIX 16(A) Banjul Protocol on Marks and
Regulations for Implementing the
Banjul Protocol

CHAPTER 17. PROTOCOL ON THE ESTABLISHMENT OF THE EAST AFRICAN COMMUNITY MARKET

§ 17:1 Introduction
§ 17:2 Objectives
§ 17:3 Provisions relating to trademarks

CHAPTER 18. THE ASEAN FRAMEWORK AGREEMENT ON INTELLECTUAL PROPERTY

§ 18:1 Introduction
§ 18:2 Objectives of the agreement
§ 18:3 Cooperative activities among member countries
§ 18:4 Cooperative activities in the private sector

CHAPTER 19. GULF COOPERATION COUNCIL

§ 19:1 Gulf Cooperation Council (GCC)
§ 19:2 Members of the GCC
§ 19:3 History of the GCC
§ 19:4 Objectives of the GCC

- § 19:5 Organization of the GCC
- § 19:6 Trademark law
- § 19:7 GCC Customs laws
- APPENDIX 19(A) The Charter of the Gulf Cooperation Council

PART III. PROSECUTION, MAINTENANCE, AGREEMENTS, ASSET MANAGEMENT

CHAPTER 20. FILING AND DOCKETING FOR INTERNATIONAL TRADEMARK PORTFOLIOS

- § 20:1 Introduction
- § 20:2 Picking a foreign associate
- § 20:3 —Overview
- § 20:4 —Criteria for selection
- § 20:5 —Billing issues
- § 20:6 —Communicating with associates
- § 20:7 —“Inherited” associates
- § 20:8 —Choose a practitioner where international portfolio will be controlled
- § 20:9 — —Advantages
- § 20:10 — —Disadvantages
- § 20:11 International filing systems
- § 20:12 European filings
- § 20:13 The European Union Trade Mark
- § 20:14 The Madrid Protocol
- § 20:15 Preparing filing instructions
- § 20:16 Filing procedures as simplified by the Trademark Law Treaty (TLT)
- § 20:17 —Introduction
- § 20:18 —Effect of TLT on procedure in international trademark prosecution
- § 20:19 —Application (filing) requirements
- § 20:20 —Classification issues
- § 20:21 —Electronic communications
- § 20:22 —Required documentation
- § 20:23 The Singapore Treaty of the Law of Trademarks
- § 20:24 Power of attorney
- § 20:25 —Preparation of powers of attorney
- § 20:26 —Legalization process steps
- § 20:27 Docketing systems
- § 20:28 —What to docket during prosecution of a trademark application

TABLE OF CONTENTS

§ 20:29	—Access by numerous users
§ 20:30	—Searches
§ 20:31	—Interfacing with a word processing software
§ 20:32	—Linking to documents
§ 20:33	—Country law information
§ 20:34	—Security
§ 20:35	—Back-up systems
§ 20:36	—Conflict monitoring
§ 20:37	—Agreements tracking
§ 20:38	—Lists for foreign associates and/or clients
§ 20:39	—International registrations
§ 20:40	—Service from the vendor
§ 20:41	—Equipment
§ 20:42	—Costs
§ 20:43	—Vendors
§ 20:44	—Staffing
§ 20:45	— —Lawyer/agent
§ 20:46	— —Paralegal/legal assistant
APPENDIX 20(A) <i>[Reserved]</i>	
APPENDIX 20(B) <i>[Reserved]</i>	
APPENDIX 20(C) <i>[Reserved]</i>	
APPENDIX 20(D) <i>[Reserved]</i>	
APPENDIX 20(E) <i>[Reserved]</i>	
APPENDIX 20(F)	Sample Letter: Request to File Application
APPENDIX 20(G)	Signatories of the Trademark Law Treaty
APPENDIX 20(H)	Trademark Law Treaty and Regulations
APPENDIX 20(I)	Countries Signing or Acceding to the Singapore Treaty on the Law of Trademarks
APPENDIX 20(J)	Singapore Treaty on the Law of Trademarks and Regulations
APPENDIX 20(K)	Parties to the Hague Convention
APPENDIX 20(L)	The Hague Convention

CHAPTER 21. EXAMINATION OF AND OBJECTIONS TO APPLICATIONS AND REGISTRATIONS

§ 21:1	Introduction
§ 21:2	Philosophies behind the examination of marks
§ 21:3	—Common law legal systems
§ 21:4	— —Criteria for the registrability of a mark in a common law system

- § 21:5 — —Distinctiveness: Special considerations
- § 21:6 —Civil code legal systems
- § 21:7 — —Criteria for the registrability of a mark in a civil code system
- § 21:8 —Territoriality/regional philosophy and their impact on the registrability of a mark
- § 21:9 Examination of a mark in the trademark office:
Responses to office actions
- § 21:10 —Forms of responses
- § 21:11 —Formalities and disclaimers
- § 21:12 —Likelihood of confusion
- § 21:13 — —Refuting likelihood of confusion
- § 21:14 — —Honest concurrent use
- § 21:15 — —Consent agreements
- § 21:16 —Genericness
- § 21:17 —Functionality
- § 21:18 —Descriptiveness objections
- § 21:19 —Surname objections
- § 21:20 —Geographic objections
- § 21:21 —Acquired distinctiveness
- § 21:22 Third-party objections
- § 21:23 —Observations and letters of protests
- § 21:24 —Oppositions
- § 21:25 — —Bases for oppositions
- § 21:26 — —Checklist for filing an opposition
- § 21:27 — —Responses and defenses
- § 21:28 — —Types of evidence used in an opposition by either the applicant or the opponent
- § 21:29 —Alternative dispute resolution
- § 21:30 Registration
- § 21:31 —Cancellation, revocation, invalidation, or expungement of a registration
- § 21:32 —Notice of registration
- § 21:33 Docketing

APPENDIX 21(A) Mutual Co-Existence Agreement

APPENDIX 21(B) Co-Existence Agreement (Settlement of an Opposition)

APPENDIX 21(C) Mutual Co-Existence Agreement (Where Parties Share One Term Used in Their Separate Families of Marks)

APPENDIX 21(D) Checklist for Co-existence Agreement

CHAPTER 22. MAINTENANCE OF THE MARK

§ 22:1 Introduction

TABLE OF CONTENTS

§ 22:2	Renewals—Introduction
§ 22:3	—Use requirements
§ 22:4	—Timing
§ 22:5	—Changes at renewal
§ 22:6	—Procedures
§ 22:7	—Trademark Law Treaty
§ 22:8	—Renewal services
§ 22:9	Use of a mark—Acceptable forms of use
§ 22:10	—Keeping a record of use
§ 22:11	—Co-branding
§ 22:12	—Ingredient branding
§ 22:13	—Product placement
§ 22:14	—Legal protection against misuse of product placement
§ 22:15	— —Product placement agreements
§ 22:16	Trademark notices
§ 22:17	—Failure to use a notice symbol
§ 22:18	—Use of the ® when a mark is not registered
§ 22:19	Prevention against genericness

APPENDIX 22(A) Use Requirements

CHAPTER 23. AGREEMENTS

§ 23:1	Introduction
§ 23:2	Purposes for licensing
§ 23:3	History of licensing
§ 23:4	Negotiating an agreement
§ 23:5	Key provisions of licensing agreement
§ 23:6	Checklist for a licensing agreement
§ 23:7	Licensing agents
§ 23:8	Internet considerations in licensing agreements
§ 23:9	Sample license agreements
§ 23:10	—License between a parent company and a subsidiary
§ 23:11	—License which includes patents and trademarks
§ 23:12	—Trademark license agreement and sample trademark license provisions
§ 23:13	—Special licensing statutes
§ 23:14	—Registered user provisions
§ 23:15	Use of licensor's mark with licensee's mark
§ 23:16	Royalty audits
§ 23:17	European Union licensing requirements
§ 23:18	—Treaty of Amsterdam
§ 23:19	— —Introduction
§ 23:20	—Article 101 (formerly Article 81)
§ 23:21	—Exhaustion of rights

- § 23:22 —Regulations, decisions, and directives enforced by
ECJ and the European Commission
- § 23:23 Franchise agreements
- § 23:24 —Franchising as an investment
- § 23:25 —Checklist for franchise terms
- § 23:26 —Checklist for issues beyond the agreement
- § 23:27 —Franchising regulation in the European Union
- § 23:28 Joint venture licensing agreements
- § 23:29 —Business and legal issues
- § 23:30 —Issues for the marks
- § 23:31 —Joint venture contract
- § 23:32 — —Articles of incorporation and bylaws
- § 23:33 — —Technology assistance and license agreement
- § 23:34 — —Trademark/trade name license agreement
- § 23:35 Recordal of licenses
- § 23:36 Distribution agreements (including sales
representation)
- § 23:37 —Benefits and risks of the distribution relationship
- § 23:38 —Legal issues of the distribution relationship
- § 23:39 —European distribution agreements
- § 23:40 —International licensing/distribution strategies
- § 23:41 —A checklist for a distribution agreement
- § 23:42 Monitoring agreements
- § 23:43 Insolvency
- § 23:44 Related sources

- APPENDIX 23(A) Licensing Agreement (Trademarks and
Patents)
- APPENDIX 23(B) Trademark Agreement
- APPENDIX 23(C) Sample Provisions for a Trademark
License Agreement
- APPENDIX 23(D) License Agreement (Registered User
Agreement)
- APPENDIX 23(E) Sample Franchise Provisions in a Joint
Venture Development
- APPENDIX 23(F) Joint Venture Agreement (Articles of
Incorporation)
- APPENDIX 23(G) International Licensing Recordal
Requirements
- APPENDIX 23(H) Distribution Agreement
- APPENDIX 23(I) Trademark Language for a
Distributorship Agreement
- APPENDIX 23(J) Multi-Jurisdictional Trademark License

CHAPTER 24. ASSIGNMENTS

- § 24:1 Introduction

TABLE OF CONTENTS

§ 24:2	Reasons for transfer
§ 24:3	Form of the assignment
§ 24:4	Trademark Law Treaty
§ 24:5	Good will of the mark
§ 24:6	Security interests assignments
§ 24:7	Recordal of assignments
§ 24:8	Due diligence—Introduction
§ 24:9	—Agreements
§ 24:10	—Pre-closing checklist
§ 24:11	—Post-closing checklist
§ 24:12	Brand splitting
APPENDIX 24(A)	Security Interest Agreement (Special Provisions Concerning Trademarks)
APPENDIX 24(B)	Use and Recordal of Security Interests

Volume 3

CHAPTER 25. TRADEMARK ASSET MANAGEMENT

§ 25:1	Introduction
§ 25:2	Trademark manuals
§ 25:3	Trademark audits
§ 25:4	—Team selection and function
§ 25:5	—Scope
§ 25:6	—Trademark audit tasks
§ 25:7	—Post-audit activities
§ 25:8	—Checklist for issues addressed in an audit or manual
§ 25:9	Trademark valuation
§ 25:10	—International Standard ISO 10668
§ 25:11	—Factors that effect the valuation of marks
§ 25:12	—Valuation methodology
§ 25:13	—Internal licensing
§ 25:14	—Insolvency
§ 25:15	Trademark budgets
§ 25:16	Trademark insurance
§ 25:17	—Commercial general liability policies
§ 25:18	—Media liability policies
§ 25:19	—Intellectual property infringement policies
§ 25:20	—Internet insurance policies
§ 25:21	—Intellectual property enforcement policies
§ 25:22	Misrepresentative notices as trademark scams
APPENDIX 25(A)	<i>[Reserved]</i>
APPENDIX 25(B)	Trademark Compliance Manual

PART IV. ENFORCEMENT

CHAPTER 26. PROTECTING TRADEMARKS

- § 26:1 Introduction
- § 26:2 Trademark monitoring
- § 26:3 Remedies for trademark violations
- § 26:4 Factual and legal investigations prior to enforcement
- § 26:5 Additional causes of action
- § 26:6 Cease and desist letters
- § 26:7 Anticipating the adverse party's response
- § 26:8 —Legal arguments attacking the trademark owner's asserted rights
- § 26:9 —Fair use
- § 26:10 —Offers of settlement and related strategies
- § 26:11 The Hague Convention on the Service Abroad of Judicial and Extrajudicial Documents in Civil or Commercial Matters (November 15, 1965)
- § 26:12 Staffing for the proceeding
- § 26:13 —Local counsel
- § 26:14 —Supervisory counsel
- § 26:15 —In-house counsel
- § 26:16 —Expert witnesses
- § 26:17 Evidence for the proceeding
- § 26:18 —Types of evidence
- § 26:19 — —Strength of the mark
- § 26:20 — —Similarities between the marks
- § 26:21 — —Similarity between channels of trade
- § 26:22 — —Bad faith
- § 26:23 — —Actual confusion
- § 26:24 — —Survey evidence
- § 26:25 The Hague Convention on the taking of evidence abroad in civil and commercial matters (March 18, 1970)
- § 26:26 —Letters of request/letters rogatory
- § 26:27 Alternatives to litigation: Alternative Dispute Resolution (ADR)
- § 26:28 —Definitions
- § 26:29 —Differences between mediation and arbitration
- § 26:30 —Advantages of ADR
- § 26:31 —Disadvantages of ADR
- § 26:32 —Choosing ADR
- § 26:33 —Steps in mediation
- § 26:34 —Steps in arbitration
- § 26:35 —Drafting ADR clauses
- § 26:36 —International and multi-jurisdictional disputes
- § 26:37 Related sources

TABLE OF CONTENTS

**CHAPTER 27. PROTECTING
TRADEMARKS—UNREGISTERED BUT
WELL-KNOWN MARKS**

- § 27:1 Introduction
- § 27:2 Worldwide treaties
- § 27:3 —Paris Convention
- § 27:4 —TRIPS Agreement
- § 27:5 —Paris Convention and World Intellectual Property Organization
- § 27:6 —Trademark Law Treaty (TLT)
- § 27:7 Regional treaties
- § 27:8 —United States-Mexico-Canada Agreement (USMCA)
- § 27:9 —European Harmonization Directive and European Union Trade Mark
- § 27:10 — —European Harmonization Directive
- § 27:11 —European Harmonization Directive and European Union Trade Mark—European Union Trademark Regulation
- § 27:12 —European Harmonization Directive and European Union Trade Mark—European Union Trademark Regulation—Reputation
- § 27:13 —Andean Pact
- § 27:14 —Mercosur
- § 27:15 —African Union (OAPI)
- § 27:16 —Pan-American Convention
- § 27:17 —Central American Protocol
- § 27:18 Bilateral treaties
- § 27:19 Courts of law
- § 27:20 —Proving reputation (evidence)
- § 27:21 —How courts are analyzing the issues

**APPENDIX 27(A) Provisional Rules for Determination and
Administration of Well-Known Marks**

CHAPTER 28. COUNTERFEITING

- § 28:1 Introduction
- § 28:2 International treaties
- § 28:3 —Paris Convention
- § 28:4 —World Trade Organization (WTO) Agreement and the Trade-Related Aspects of Intellectual Property Rights (TRIPs) Agreement
- § 28:5 —United States-Mexico-Canada Agreement (USMCA)
- § 28:6 —Pan-American Convention
- § 28:7 —European Regulations and Directives
- § 28:8 —Anti-Counterfeiting Trade Agreement (ACTA)
- § 28:9 Country law provisions
- § 28:10 Anti-counterfeiting strategies

- § 28:11 —Preventive measures
- § 28:12 —Investigations once counterfeiting has been discovered
- § 28:13 —Databases
- § 28:14 —Legal and other actions
- § 28:15 —Settlement terms
- § 28:16 —Understanding and educating the consumer of counterfeit goods
- § 28:17 —Anti-money laundering legislation
- § 28:18 International organizations involved in policing counterfeiting
- § 28:19 Counterfeit goods on the internet
- § 28:20 Non-fungible tokens (NFTs) and counterfeiting

APPENDIX 28(A) COUNCIL REGULATION (EC) No 241/
1999 of 25 January 1999

APPENDIX 28(B) COUNCIL REGULATION (EC) No 1383/
2003 of 22 July 2003

APPENDIX 28(C) COMMISSION REGULATION (EC) No
1899/2004 of 21 October 2004

CHAPTER 29. PARALLEL IMPORTS

- § 29:1 Introduction
- § 29:2 Definition of parallel imports
- § 29:3 Rationale for selling, buying, and preventing parallel imports
- § 29:4 Exhaustion of rights
- § 29:5 National exhaustion of rights
- § 29:6 International exhaustion of rights
- § 29:7 Regional exhaustion of rights
- § 29:8 —The European Union
- § 29:9 —The European Court of Justice clarifies regional exhaustion in Europe
- § 29:10 Exceptions to exhaustion—Material differences
- § 29:11 —Other methods of exclusion
- § 29:12 Enforcement mechanisms—Customs laws
- § 29:13 —Trademark laws
- § 29:14 —Unfair competition/fair trade laws
- § 29:15 —Passing off actions
- § 29:16 —Copyright laws
- § 29:17 —Contractual breaches
- § 29:18 —Consumer protection and tax laws
- § 29:19 Measures to prevent parallel imports

CHAPTER 30. TRADEMARKS ON THE INTERNET

- § 30:1 Introduction

TABLE OF CONTENTS

§ 30:2	Domain names
§ 30:3	ICANN (Internet Corporation for the Assigned Names and Numbers; www.icann.org)—Structure and policies of ICANN
§ 30:4	Investigating domain names
§ 30:5	Combating domain name cyberpiracy through ICANN's Uniform Dispute Resolution Policy (UDRP)
§ 30:6	—Elements of the claim and procedures
§ 30:7	—Role of the arbitrator
§ 30:8	ICANN's Uniform Rapid Suspension (URS)
§ 30:9	—Procedural requirements
§ 30:10	The Post Delegation Dispute Resolution Policy (PDDRP) against registries
§ 30:11	Enforcement of .biz through ICANN
§ 30:12	Enforcement of .name through ICANN
§ 30:13	Enforcement of .pro through ICANN
§ 30:14	Enforcement of .aero through ICANN
§ 30:15	Enforcement of .coop through ICANN
§ 30:16	Enforcement of .museum through ICANN
§ 30:17	Combating domain name cyberpiracy through the courts
§ 30:18	—United States: The Anticybersquatting Consumer Protection Act (ACPA)
§ 30:19	Defensive registration
§ 30:20	Searching/Policing Internet services
§ 30:21	Jurisdiction
§ 30:22	Counterfeit goods
§ 30:23	—Applications for detecting counterfeit goods
§ 30:24	Tasting, kiting and spying (joyriding)
§ 30:25	Typosquatting
§ 30:26	Scams
§ 30:27	Front running
§ 30:28	Phishing
§ 30:29	Linking
§ 30:30	Framing
§ 30:31	Metatags and cyberstuffing
§ 30:32	Keywords, short codes, and pop-ups
§ 30:33	Spamdexing
§ 30:34	Internet agreements
§ 30:35	—License and franchise agreements
§ 30:36	—Linking agreements
§ 30:37	—Cobranding agreements
§ 30:38	—Website development agreements
§ 30:39	Valuation of trademarks on the Internet
§ 30:40	Web 2: Social media and User-Generated Content (UGC)
§ 30:41	Cloud computing

- § 30:42 Mobile smart phone applications
- § 30:43 Augmented reality (AR)
- § 30:44 The Darknet (The Deep Web)
- § 30:45 Blockchain domains
- § 30:46 Artificial Intelligence and trademarks
- APPENDIX 30(A) American Bar Association's Model
Linking Terms
- APPENDIX 30(B) Joint Promotion and Marketing
Agreement

PART V. TYPES OF MARKS

CHAPTER 31. GEOGRAPHICAL NAMES AND DESIGNATIONS

- § 31:1 Introduction
- § 31:2 Definitions
- § 31:3 —Geographical indications
- § 31:4 —Appellation of origin
- § 31:5 —Indication of source
- § 31:6 —Collective marks
- § 31:7 —Certification marks
- § 31:8 —Protected geographical indications
- § 31:9 —Protected designation of origin
- § 31:10 —Traditional specialty guaranteed
- § 31:11 The national framework for the protection of
geographical indications
- § 31:12 —Unfair competition laws
- § 31:13 —Passing off actions
- § 31:14 —Protected appellations of origin
- § 31:15 —Registered geographical indications
- § 31:16 —Collective marks
- § 31:17 —Certification marks
- § 31:18 —Administrative schemes
- § 31:19 The international framework for the protection of
geographical indications
- § 31:20 —Bilateral agreements
- § 31:21 —The Paris Convention
- § 31:22 —The Madrid Agreement for The Repression of False
or Deceptive Indications of Source on Goods
- § 31:23 —Lisbon Agreement for the Protection of Appellations
of Origin and Their International Registration
- § 31:24 —The TRIPS agreement
- § 31:25 European Union
- APPENDIX 31(A) Member Countries to the Lisbon
Agreement for the Protection of

TABLE OF CONTENTS

Appellations of Origin and their
International Registration

CHAPTER 32. INDIGENOUS RIGHTS

- § 32:1 Introduction to indigenous rights and trademark law
- § 32:2 Definitions
- § 32:3 Issues relating to protection of indigenous rights
- § 32:4 WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC)
- § 32:5 United Nations Declaration on the Rights of Indigenous Peoples
- § 32:6 Regional and national protection of indigenous rights
- § 32:7 Registration of marks of indigenous people
- § 32:8 Legal challenges to third party use of indigenous cultural expressions
- § 32:9 Societal pressure to respect indigenous rights
- APPENDIX 32(A) The Protection of Traditional Knowledge: Draft Gap Analysis Revision
- APPENDIX 32(B) The Protection of Traditional Cultural Expressions: Draft Gap Analysis

PART VI. SPECIFIC COUNTRIES

CHAPTER 33. TRADEMARK PRACTICE IN CHINA

- § 33:1 Introduction
- § 33:2 Why register your trademark in China
- § 33:3 Protection for unregistered marks
- § 33:4 Application process
- § 33:5 —Who may apply
- § 33:6 —Form of the application
- § 33:7 —Conventions
- § 33:8 —Priority
- § 33:9 —Types of marks that are registrable
- § 33:10 —Types of marks that are not registrable
- § 33:11 —Well-known marks
- § 33:12 —Classification and recitation of good and services
- § 33:13 —The CTMO's examination of applications
- § 33:14 —Examination of applications—Disclaimers
- § 33:15 —Refusal based on conflict with prior registered or applied-for mark
- § 33:16 Application Process—Publication
- § 33:17 Application process—Appeal of the CTMO's refusal to register an applied-for mark

TRADEMARK PRACTICE THROUGHOUT THE WORLD

- § 33:18 —Third-party objections—Opposition to trademark application
- § 33:19 — —Procedure for oppositions
- § 33:20 Trademark registration—Corrections
- § 33:21 —Renewal
- § 33:22 —Marking—Registration symbol
- § 33:23 —Grounds for cancellation
- § 33:24 —Cancellation—Non-use
- § 33:25 — —Timing
- § 33:26 Trademark Registration—Abandonment
- § 33:27 Trademark infringement—Civil action
- § 33:28 —Administrative enforcement
- § 33:29 Trademark Infringement—Criminal enforcement
- § 33:30 Licensing
- § 33:31 Assignments
- § 33:32 Domain Names
- § 33:33 New online database

Index