

# CONTENTS

<b>Perla M. Kuhn</b> <i>Partner, Hughes Hubbard &amp; Reed LLP</i> <i>TRADEMARKS AS COMPETITIVE TOOLS—</i> <i>OBTAINING AND PROTECTING THEM</i>	7
<b>Peter M. Eichler</b> <i>Partner, Jennings, Strouss &amp; Salmon PLC</i> <i>FILING AND PROTECTING TRADEMARKS</i> <i>WORLDWIDE</i>	29
<b>Neal Slifkin</b> <i>Partner and Leader of Intellectual Property Practice Group,</i> <b>Harris Beach PLLC</b> <i>TRADEMARK PROTECTION</i>	39
<b>Peter J. Toren</b> <i>Partner, Kasowitz, Benson, Torres &amp; Friedman LLP</i> <i>RESPONDING TO COMPANIES' TRADEMARK</i> <i>CONCERNS IN AN EVOLVING TECHNOLOGICAL</i> <i>LANDSCAPE</i>	53
<b>Jeffrey E. Fine</b> <i>Co-Chair, Science &amp; Technology Practice Group,</i> <b>Polsinelli Shalton Flanigan Suelthaus PC</b> <i>MEETING NEW CHALLENGES TO TRADEMARK</i> <i>ENFORCEMENT IN A DIGITAL MARKETPLACE</i>	81
<b>Michael J. Bevilacqua</b> <i>Partner, Wilmer Cutler Pickering Hale and Dorr LLP</i> <i>STRATEGIES FOR FILING TRADEMARKS</i> <i>EFFECTIVELY</i>	95