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Tanya Aplin, Jennifer Davis

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This book provides a complete resource for undergraduate and postgraduate students of intellectual property law. The first text of its kind in the field, it combines extracts from major cases and secondary materials with critical commentary from experienced teachers in the field.

The book deals with all areas of intellectual property law in the UK: copyright, trade marks and passing off, personality and publicity rights, character merchandising, confidential information and privacy, industrial designs, patent, procedure and enforcement. It also tackles topical areas, such as the application of IP law to new technologies and the impact of the Internet on trade marks and copyright. While the focus of the book is on IP law in a domestic context, it provides international, EU and comparative law perspectives on major issues. It also addresses the wider policy implications of legislative and judicial developments in the area.

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