



# Kane on Trademark Law: A Practitioner's Guide

*Siegrun D. Kane*

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## **Kane on Trademark Law: A Practitioner's Guide** Siegrun D. Kane

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**Kane on Trademark Law** is decidedly different, bringing attorneys the practical instruction they need to help clients and offering interested laypersons the accessible legal coverage they have been seeking all in one convenient, easy-to-read volume.

**Kane on Trademark Law** shows you how to select and develop trademarks that won't trigger costly legal disputes -- use and maintain trademarks in ways that will protect them over the long term -- and license and expand trademark rights to maximize the full value of trademarks. **Kane on Trademark Law** also helps you to protect trademarks in court, by showing you how to prove various types of infringement and other legitimate threats. At the same time, this versatile resource highlights a variety of proven legal defenses against claims made by plaintiffs at trial. Included are step-by-step checklists, labor-saving sample forms, and full-color examples of effective trademarks.

Updated at least once a year and including a searchable CD, **Kane on Trademark Law** is an essential reference for trademark specialists and other intellectual property attorneys, non-specialists assisting individual in trademark matters, corporate lawyers, trademark officials, and individuals seeking trademark protection.

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