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issues including the new gTLD  
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social media, and screenscraping.

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Overall, Brand Protection Online provides a fantastic insight into, and overview of, the many aspects of trade mark protection online at the

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international level and could be used as a manual for practitioners willing to refresh or systemize their knowledge, as well as for brand owners interested in understanding the issues that may affect their brands online. It is no doubt an excellent desk reference which would be a valuable contribution to

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affecting brand holders online. Online channels offer unprecedented growth opportunities for businesses. But as brands become increasingly accessible online, so too do they become more susceptible to trademark infringement, anti-competitive behaviour and hijacking by

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cybersquatters, phishers and scammers. With the potential to divert business, or even irreparably tarnish brand reputation, it is important that companies do everything in their power to protect against IP infringement online. Boasting contributions from a host of leading

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experts in the field, this new and practically-focused title tackles the core issues of infringement and abuse online, analysing key trademark issues that businesses face on the Internet. Part I considers overarching brand issues, applicable worldwide - including, how to get started, domain



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name registration and protection, tools at brand owners' disposal to prevent counterfeiting and dealing with popular platforms. Part II offers comparative analysis of the hottest topics and issues facing brands online - including AdWords, injunctions against intermediaries, enforcement and

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Practical Guide To Brand Protection Online is edited by brand protection specialists Jeremy Blum and Theo Savvides of Bristows, London.

Digital Brand Protection: Investigating Brand Piracy & Intellectual Property Abuse provides a framework for

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rightsholders to protect and commercialise assets in the digital economy. Digital brand protection is a mindset, not a narrow discipline; an approach which emboldens brands and creativity. When it comes to digital brand protection, this book invites you to consider the bigger picture

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encapsulating all elements of brand IP, brand building and digital culture. Brand piracy is charted across the major areas and platforms which concern brand owners, with over 40 Case Studies included to illuminate the discussion with practical insight, tips and best practices in implementing a

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successful brand protection strategy. The book bridges the gap between brand protection and brand strategy, enabling decision-makers to contextualise infringements and take appropriate steps which maximise the overall impact of digital brand protection activities. With the

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digitisation of society has come the rise of brands. Brands are one of the most powerful and long-lasting ways of creating value for a company. The internet enables small and medium businesses to access a wider market than ever before, directly connect with customers and build brands with

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purpose. Social networks, smartphones, cyber-libertinism, the growth of digital entrepreneurship, the explosion of E-Sports and the constantly connected lifestyle have led to an irreversible transformation in how consumers engage with a brand. The direct-to-consumer channel is rapidly

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evolving; individuals are becoming brands, including content creators, influencers and key opinion leaders; and even 'causes' have become branded. With this in mind, brand protection cannot be blind to digital culture. The investigation techniques in this book are woven with an



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Appreciation of the online world, digital norms and hyper-connectivity of cyberspace. Combining technical proficiency with cultural understanding is vital in developing a modern brand protection strategy; not only to remove infringements, but proactively prevent future abuses. Intellectual property law

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can be controversial. Especially when applied online. An entrenched piracy movement has grown with a conceptual belief that everything on the internet is, or should be, free of charge. Support for piracy grew in large part due to overly strong-arm tactics used by some industries in

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defending their own interests.

Unfortunately, digital IP debates tend to pitch the rights of individuals against the rights of large industries. These industries are populated by a shrinking number of organisations which have grown to dominate the digital economy. Intellectual property, at its

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heart, protects imagination and creativity. A smart IP regime inspires inventiveness and rewards ingenuity. Intellectual property law is intended to protect individual creatives and SMEs just as much as large rightsholders. Scale is merely relative. Fairness is the issue at stake. This book has been

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written with action in mind, a reference guide prior to an investigation or to stimulate new ideas when all the current lines of enquiry seem to be exhausted. Investigators tend to go deep into the rabbit hole when conducting their research, opening hundreds of tabs in their browser of

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choice and following the untrodden path. This work is essential reading for content creators, digital entrepreneurs, influencers, inventors, practitioners and brand owners of all sizes. Online resource centre: <https://www.ustels.com/digital-brand-protection/>

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'Protecting Brands Online' places the multi-faceted arena of the Internet into a comprehensive legal context.

Providing an overview of the intellectual property rights and infringement actions available to brand owners, this text also includes advice to brand owners on their rights in

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various online contexts.

## Practical Guide To Protection From Online Infringement

Do you see branding as the key to the success of your business but aren't sure where to start? This book, written by enthusiastic experts, will help you to maximise your brand, even in a downturn. All aspects of branding are



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including the success stories -  
methods to value a brand - brand  
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Throughout the book the authors include their own extensive experiences and guidance. A multitude of fascinating case studies include Harley Davidson, IKEA, Aldi, Lego, Cadbury and the Apple iPod plus the disaster stories such as Woolworths and MFI are given throughout the book

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The Law and Practice of Trademark

*Page 54/77*

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Transactions is a comprehensive analysis of the law governing trademark transactions in a variety of legal and business contexts, and from a range of jurisdictional and cross-border perspectives. After mapping out the international legal framework applicable to trademark transactions,

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the book provides an analysis of important strategic considerations, including: tax strategies; valuation; portfolio splitting; registration of security interests; choice-of-law clauses; trademark coexistence agreements, and dispute resolution mechanisms. Key features include: • A



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hints for creating, protecting (with counsel!) and developing successful brands; online and in the traditional retail environment. Restaurateurs, filmmakers, designers, musicians ; future moguls in any and every line of business are the focus. The recurring theme is ;be prepared for your next

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meeting; about merchandise, licensing, distribution, franchising, social media, marketing, advertising, signature products, inventions, etc.

Written by an intellectual property attorney with over 20 years of big brand experience, it provides insight as well as charts, tables and real-world



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examples that are designed to spark meaningful dialogue between the reader and his/her attorney. Practical considerations ranging from how to assemble a brand team at the very beginning to how to how to identify protectable elements of your creative project, commercial product or store

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Practical Guide To The interest of simplifying complex subject matter, information is presented under five main topics: Planning, Protecting, Proper Use, Positioning and Policing. Within each topic, chapters are devoted to typical areas of concern for most brand owners (e.g., Trademark

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Basics; Displaying & Using the Brand; Online Use; Endorsers, Influencers, Sponsors & Strategic Partners; Protecting Designs, etc.) Tabs, highlighting and “dog-ears” are highly recommended.

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