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Brand Protection Online is a go-to guide for any user or adviser in need of strategies to combat IP infringement in the digital world or to get up to speed with the latest developments affecting brand holders online. Online channels offer unprecedented growth opportunities for businesses.

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Brand Protection Online A Practice Note discussing the protection of trademark and other brand rights on the internet. The Note focuses on cybersquatting claims and remedies under ICANN's dispute resolution services and the federal Anticybersquatting Consumer Protection Act.

Intellectual Property Protection and Enforcement Manual

The Center's Applied Brand Protection Training Program is currently offered 100% online through self-guided courses or instructor-led courses. The trainings will present information in a way that assumes participants have already developed a basic foundation in the topical area, which will allow for in-depth coverage of each of the topics.

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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 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 any intellectual property library.

excellent desk reference on international brand protection ...

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