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Trademarks, Unfair Competition, and Business Torts (Aspen Casebook Series)

Barton Beebe, Thomas Cotter, Mark A. Lemley, Peter S. Menell, Robert P. Merges

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Trademarks, Unfair Competition, and Business Torts (Aspen Casebook Series) Barton Beebe, Thomas Cotter, Mark A. Lemley, Peter S. Menell, Robert P. Merges
Incorporating seminal and cutting-edge cases and materials, this stellar author team delivers broad coverage of trademarks, unfair competition, and business torts that includes detailed attention to the role of technology, along with practice problems that encourage students to think like practitioners.

Ideal for courses on Trademark Law, Unfair Competition, or Business Torts, **this casebook features**:

- **a broad examination of current trademark and unfair competition law**
- **outstanding coverage** of **false advertising law**
- **extensive treatment of the "hot news" doctrine** (misappropriation), including the most recent cases
- **a thoughtful survey of business torts**, including cases that address tortious interference, trade libel, and related torts such as RICO
- **dynamic pedagogy** that spans **cutting-edge cases** and materials, notes, questions, and **hands-on practice problems**

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