

GET A LEGAL PERSPECTIVE ON BRAND MANAGEMENT

BRAND MANAGEMENT IN CANADIAN LAW, 3RD EDITION

JOHN S. McKEOWN

Brand Management in Canadian Law, 3rd Edition is the only publication in Canada that brings together the legal and business issues that you need to understand when helping clients reach their business objectives through branding.

Now in its third edition, **Brand Management in Canadian Law** is written in easy-to-understand language by a specialist in intellectual property and marketing matters. Current case law, expert analysis, summaries and checklists make this unique publication an exceptional and thoughtful guide for gaining a clear understanding and overview of the branding process and the legal issues associated with it.

Covering a wide range of topics from choosing a brand name to protecting your brand in cyber space, this text has value for both legal and marketing departments. Explore the branding process and how existing Canadian laws apply. Discover the impact of consumer perceptions on a brand and the legal implications. Learn about the legal issues associated with brand equity, leverage and integration. Find out why effective brand management policies are so critical in today's competitive marketplace.

WHAT'S NEW IN THIS EDITION

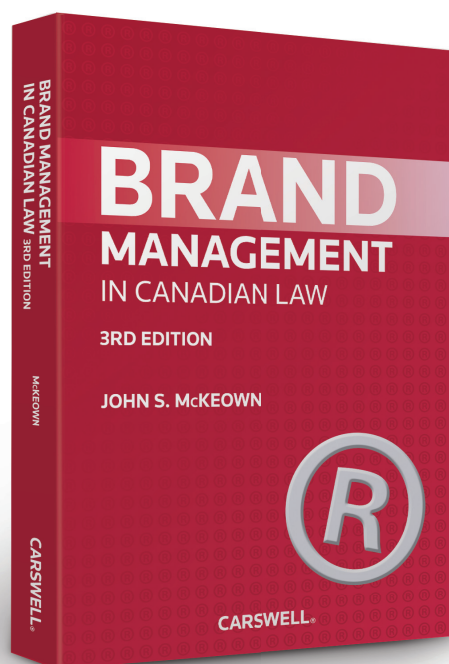
- thoroughly updated selection of case law
- significant new materials concerning branding on the Internet
- phishing and related problems
- sale of counterfeits on the Internet
- misleading and comparative advertising
- metatags, keywords and search engine rankings

ABOUT THE AUTHOR

John McKeown (B.Comm., LL.B.) is a Certified Specialist in Intellectual Property Law (Trade Marks/Copyright), and a partner at the Toronto firm of Cassels Brock & Blackwell LLP in Toronto. John's practice focuses on providing advocacy and advice concerning intellectual property and related matters, including protecting trade-marks, copyrights, patents, confidential information and misleading advertising and claims under the *Competition Act*.

John is a member of the American Bar Association (Patent, Trademark and Copyright Law Section); Canadian Bar Association (Competition Law Section); Intellectual Property Institute of Canada; International Trademark Association; Ontario Bar Association (Alternative Dispute Resolution, Civil Litigation, Information Technology and E-Commerce, Privacy Law) and the Toronto Lawyers Association.

John is the author of *Fox, Canadian Law of Copyright and Industrial Designs* (4th Edition, 2003). This work has been extensively referred to by both the Supreme Court of Canada and the Federal Court of Appeal as an authoritative source. John is also the author of *Brand Management in Canadian Law* (2nd Edition, 2006).



ORDER # 982807-64414 \$141

Softcover July 2010 approx. 370 pages
978-0-7798-2807-4

CARSWELL ORDER FORM

ORDERED BY:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ Prov.: _____ Postal Code: _____

DELIVER TO: Same address as Ordered By

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ Prov.: _____ Postal Code: _____

MY ORDER: Please send me the following:

QTY	PRODUCT	ORDER NUMBER	PRICE
	Brand Management in Canadian Law, 3rd Edition	982807-64414	\$141
Shipping and handling are extra. Price subject to change without notice and subject to applicable taxes.			

PAYMENT METHODS:

Cheque VISA MasterCard American Express

Card #: _____

Expiry Date: _____

Bill my Carswell Account #: _____ P.O. #: _____

Telephone #: () _____ ext. _____

Fax #: () _____

Signature: _____

Orders must include signature and telephone number to be processed.

YES, I would like to stay current and receive e-mails featuring special offers, new product announcements and the latest news from Carswell.

E-mail Address: _____

To Place Your Order

Call Toll-Free: 1-800-387-5164
In Toronto: 416-609-3800

Fax Toll-Free: 1-877-750-9041
In Toronto: 416-298-5082

Online: www.carswell.com

For more information on this or any other product from Carswell, please contact your local Account Representative.

Satisfaction Guarantee

If you are not completely satisfied with any Carswell electronic or print product, simply return the invoice, along with any material received (in resaleable condition), within 30 days of the invoice date.

