



Intellectual property, IT law and media law continue to be core areas of OUP's commercial law publishing. Reflecting the increasingly European and international dimension to this field, highlights this year include new titles from Trevor Cook on *EU Intellectual Property Law*, which sets the subject in the context of European law, and Antony Taubman; *Working with TRIPS: A Practical Guide*, which provides a unique insight into the practicalities and policy implications of the TRIPS agreement. In 2009 we launch two new biotechnology and pharmaceutical looseleaves; *Drafting Agreements in the Biotechnology and Pharmaceutical Industries* by Mark Anderson, and *Pharmaceutical, Biotechnology and Chemical Inventions* edited by Duncan Bucknell. New editions of *Data Protection* and *Telecommunications Law* also feature, together with *Media Law* - an important and accessible new title in this series of practitioner paperbacks. Finally, we're pleased to be publishing a new edition of a classic OUP text *Gurry on Breach of Confidence* and your IP library would not be complete without our two journals *Journal of Intellectual Property Law & Practice*, and *Reports on Patent, Design and Trade Mark Cases*.

We are always looking to set new standards in IP, IT & Media law publishing, and welcome proposals in each of these fields. [Luke.adams@oup.com](mailto:Luke.adams@oup.com)

NEW EDITION

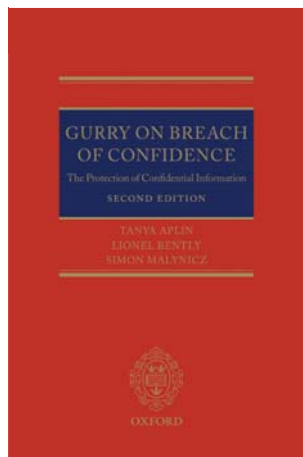
## Gurry on Breach of Confidence

The Protection of Confidential Information

Second Edition

**Tanya Aplin**, Lecturer in Law, King's College, London, **Lionel Bently**, Herchel Smith Professor of Intellectual Property Law and Director of the Centre for Intellectual Property and Information Law, University of Cambridge, and **Simon Malynicz**, Barrister at Hogarth Chambers

- Fully updated in light of the numerous legislative developments of the last two decades, which have included the TRIPS Agreement, the European Data Protection Directive, and the Technology Transfer Regulation
- New coverage of choice of applicable law and jurisdictional issues, reflecting the international nature of many business transactions in the current climate



Francis Gurry's groundbreaking work, *Breach of Confidence*, published in 1984, was the first text to synthesise the then burgeoning case law on breach of confidence into a systematic and digestible form. Quickly established as the leading authority, it became the first port of call for practitioners and a key source for judges.

Aplin, Bently and Malynicz bring us a new edition of this important work, fully updating it in light of significant legislative developments since the first edition. Like Gurry, the authors are careful to distinguish the action of confidence from associated legislative regimes which regulate the access to, acquisition, use and disclosure of information. They expand on the original work, in particular adding new material on the history and current relevance of the action, as well as a comparative section on the legal protection of confidential information across Europe. Issues of jurisdiction and choice of applicable law are also considered.

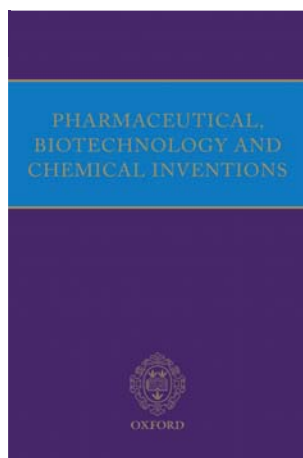
Bringing together their particular skills and interests, the three authors provide a substantial re-writing of a highly significant text which retains the clarity and academic quality of the original whilst offering fresh and practical insight.

978-0-19-929766-5 | Hardback | £175.00 | 704 Pages | January 2010

## Pharmaceutical, Biotechnology and Chemical Inventions

Edited by **Duncan Bucknell**, Patent Attorney and IP Consultant, Australia

- Major new looseleaf giving comprehensive coverage of the intellectual property and patent law issues in the pharmaceutical, biotechnology and chemical industries
- Valuable comparative analysis of the law in these sectors in a number of key jurisdictions
- Written by a team of experts in the field from each territory covered



The first truly comparative work in the field, it takes a unique topic-by-topic approach and includes jurisdiction-specific sections within each chapter, allowing for genuine comparison and ease of use.

The first two chapters give a general introduction to the differences between the jurisdictions and an overview of some of the key concepts in patent law. The remainder of the looseleaf is dedicated to analysis of the major legal issues arising in these areas of technology on a jurisdiction-by-jurisdiction basis. Each jurisdictional chapter has a comparative introduction, looking at the variances in the laws of different domains, followed by analysis of the relevant regime, including tables and flow-charts which summarise and explain the key legal concepts. The jurisdictions covered are the United States, Europe, Japan, Canada, Australia, India and China.

This looseleaf is invaluable reading for patent agents, patent attorneys, solicitors, barristers working in patent and intellectual property law worldwide, and scientists, researchers and managers in the chemicals, pharmaceuticals and biotechnology industries.

978-0-19-928901-1  
Main work price: £395.00  
Price per release: £195.00  
Approximately 1 release per year  
Looseleaf

This looseleaf highlights the special issues arising in obtaining, commercialising, enforcing or attacking intellectual property rights (including protection of regulatory data) in the pharmaceutical, biotechnology and chemical industries across the world's key jurisdictions.

NEW EDITION

## Drafting Agreements in the Biotechnology and Pharmaceutical Industries

Edited by **Mark Anderson**, Anderson & Company  
**Caroline de Mareuil-Villette**, Cabinet Plasseraud, **Magali Touroude**, Cabinet Plasseraud, **Christine Kanz**, Reimann Osterrieth Köhler Haft, **Heike Wachenhausen**, Anwaltskanzlei Sträter, **Carla Schoonderbeek**, NautaDutilh, **Pablo Olivera**, Garrigues, **Dulce Miranda Naranjo**, Garrigues, and **Eric Runesson**, Sandart & Partners Advokatbyrå

- A unique new looseleaf service providing precedent agreements and commentary on commercial transactions in the biotechnology and pharmaceutical industries
- Supported by an online service enabling users to download and edit precedent agreements
- Highly useful layout, with precedent agreements and accompanying annotations on facing pages.

*Drafting Agreements in the Biotechnology and Pharmaceutical Industries* offers, for the first time, a set of precedent agreements covering the most common types of commercial transactions in these sectors. Each agreement is accompanied by detailed annotation on how it can be used in practice, written by an experienced practitioner. The service also offers expert commentary on each type of agreement, as well as analysis of the general legal and regulatory context. Comparative analysis is provided on key EU jurisdictions (Germany, France, The Netherlands, Spain and Sweden), with the US following in the first updating release. Relevant statutory and legal materials are included, along with references to the online sources of these materials.

The precedents section of the looseleaf is laid out with draft agreements and accompanying annotation on facing pages. This ensures that the agreements are kept clear of notes, but readers can still find this important information quickly and easily. All the precedent agreements contained in this looseleaf will also be provided online, offering users a convenient resource for downloading and editing precedents at any time.

This fast moving area of law requires up-to-date information provision. The annual updates to this service will provide new precedent material and renew the commentary with recent developments in the legislative environment.

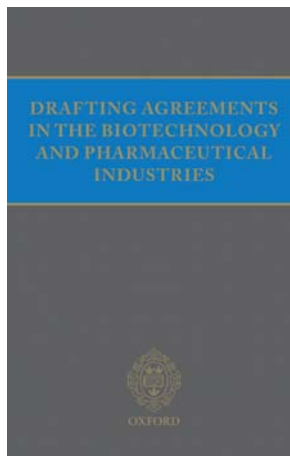
This book is invaluable reading for lawyers and commercial managers involved in drafting and negotiating agreements in the biotechnology and pharmaceutical industries, university technology transfer managers, IP licensing practitioners and research and development managers in biotechnology or pharmaceutical companies.

978-0-19-953963-5  
 Main work price: £395.00  
 Price per release: £195.00  
 Approximately 1 release per year | 1200 pages



**Mark Anderson** is an English solicitor (attorney) who has 25 years' experience of advising companies in technology-based industries, including pharmaceuticals, biotechnology and information technology, as well as leading universities. He founded Anderson & Company, Solicitors, in 1994, having previously gained experience as an in-house lawyer (1984-87) and with Bristows in London (1987-1994). Anderson & Company now employs 6 lawyers. Mark and his colleagues have written 6 textbooks on intellectual property and commercial law subjects.

Mark is a member of the Law Society's Intellectual Property Working Party, the UK Intellectual Property Lawyers' Association, the Society of Legal Scholars, the Lambert Working Party on University Research Agreements, and the B2B Licensing Group established by the UKIPO.



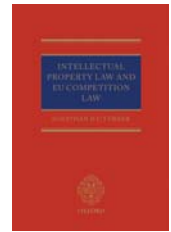
## Intellectual Property Law and EU Competition Law

**Jonathan D.C. Turner**,  
 Barrister, 13 Old Square,  
 London

- Explains the fundamental principles and policy on the interface between intellectual property and competition law, with detailed accounts of the key case-law
- Approaches the subject from a practical viewpoint, analysing its impact under the three broad headings of Technology, Culture and Branding

The interface between intellectual property rights and competition policy is one of the most important and difficult areas of EU commercial law. There have been major developments recently in this area, including the new Technology Transfer Block Exemption, the Commission's Guidelines on Technology Transfer, and cases such as IMS and Microsoft. This practical book contains a detailed explanation of the application of EU competition law to all types of intellectual property, and the resulting regulatory framework for the exploitation and licensing of intellectual property rights.

978-1-9-0450145-9 | Hardback | £125.00  
 384 pages | December 2009 |



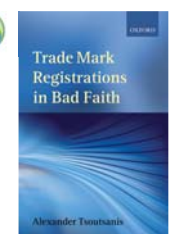
## Trade Mark Registrations in Bad Faith

**Alexander Tsoutsanis**,  
 Associate, Klos Morel Vos  
 & Schaap, Amsterdam, and  
 lecturer, intellectual property  
 law, University of Leiden

- First major treatment and analysis of "bad faith" trade mark registrations, including counterfeiting branded products and wrongful registration of a trade mark belonging to another party

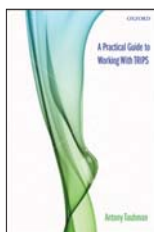
This book is a practical guide to protecting trade marks against trade mark grabbing in general and abusive "bad faith" trade mark registrations in particular. It examines the case law, literature and recent EU developments (including issues relating to the enlargement of the EU) on trade mark registrations in bad faith from both an international and national perspective, and offers a comparative analysis of the relevant rules and regulations in 15 EU Member States.

978-0-19-955147-7 | Hardback | £125.00  
 504 Pages | November 2009





## A Practical Guide to Working with TRIPS



**Antony Taubman**,  
Director of the World Trade  
Organisation Intellectual  
Property Division

This book is a concise and accessible guide to the TRIPS agreement (Trade-Related Aspects of Intellectual Property Rights) for policymakers and their legal advisers. It offers a unique insider's account of how the international rules of intellectual property function in practice and sets this within a broader legal framework that consists of WTO law and dispute resolution procedures.

This book also provides practical guidance on how to read public policy objectives into the formulation and application of IP laws and related regulation, within the legal framework established by TRIPS.

978-0-19-957520-6 | Paperback | £39.95  
132 Pages | November 2009

## Patents for Chemicals, Pharmaceuticals and Biotechnology 5e

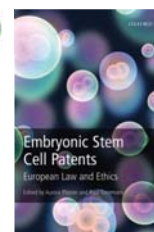


**Philip W. Grubb**  
and **Peter Thomsen**

The chemicals, pharmaceuticals and biotechnology industries worldwide rely upon being able to patent inventions in order to protect investment in research and development, and to reap commercial rewards. An increasingly globalised sector requires a global perspective, and this highly acclaimed book guides the reader through the legal and procedural complexities of the British, European, Japanese and US patent systems, and explains in detail the role of patent practitioners (both in-house and in private practice) in maximising the commercial potential of their client's or company's innovative products. It provides a complete description of the techniques and industry know-how that underlie successful patent practice and portfolio management.

978-0-19-957523-7 | Hardback | £95.00  
592 pages | March 2010

## Embryonic Stem Cell Patents European Law and Ethics



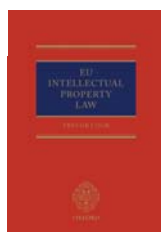
Edited by **Aurora Plomer**,  
Reader in Law and Bioethics,  
School of Law, University  
of Nottingham, and **Paul**

**Torremans**, City Solicitors' Educational Trust  
Professor of Intellectual Property Law, School  
of Law, University of Nottingham; Professor  
of Private International Law, Faculty of Law,  
University of Ghent

In this collection of essays, the authors provide a comprehensive analysis of the EU patent system as applied to biotechnological inventions dealing with the overlapping EPC, EU, international and national law regimes bearing on the exclusion of patents.

978-0-19-954346-5 | Hardback | £75.00  
400 Pages | November 2009

## EU Intellectual Property Law



**Trevor Cook**  
Partner, Bird and Bird

- Gives expert analysis of the impact of the EC treaty provisions on all the major areas of intellectual property law
- Considers the impact of the establishment of a Unitary Right on border protection and geographical indications

This book is the first major work to consider the aspects of Community law that are common to most IP rights, and the effect of Community law on specific IP rights. The book covers the IP rights defined under TRIPS, such as copyright, trade marks, geographical indications, industrial designs, patents and undisclosed information, as well as moral rights, database rights and computer-generated works.

Written with the typical depth of analysis and thoughtful commentary one has come to expect from such an experienced author, this book will become the benchmark reference for IP practitioners, and for EU lawyers.

978-19-0450152-7 | March 2010 | Hardback | £95.00

## A Practical Approach to Trade Mark Law



**Amanda Michaels**, Hogarth Chambers

A new edition of a well established text, and now part of Oxford University Press' renowned Practical Approach series, A Practical Approach to Trade Mark Law provides a comprehensive, digestible and accessible introduction to trade mark law, explaining the technicalities of the law in plain, non-technical language. This 4th edition takes into account the innumerable important decisions of the ECJ, the CFI and the English courts since the last edition, as well as legislative changes in particular to the Trade Mark registry in the UK and in relation to comparative and misleading advertising

Written by an experienced barrister and Appointed Person, the book will be an indispensable companion for students seeking to qualify as trade mark or patent attorneys, and trainee solicitors specialising in intellectual property law and trade mark law in particular. It will also be of interest to intellectual property lawyers more generally as a first point of reference on points of UK trade mark law, as well as students of intellectual property law, both at undergraduate and postgraduate level.

978-0-19-95768-6 | March 2010 | Paperback  
424pp | £44.95

## The Concepts of Invention and Technology in Modern Patent Law



**Justine Pila**

This book provides a critical doctrinal, historical and policy analysis of the patent law concepts of invention and technology, focusing upon both European and international jurisprudence.

Dr. Pila offers a sustained critique of the European and TRIPS conceptions of inherent patentability. She considers past and present theories of invention and technology in European and international law, and analyses in detail the patent laws of two of the leading jurisdictions in this area, Germany and the UK.

9780199296941 | December 2009  
Hardback | £60.00



### Keep on moving Journal of Intellectual Property law & Practice

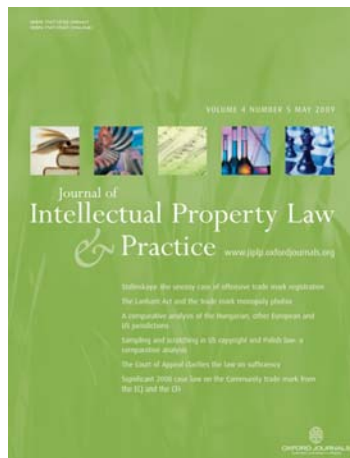
Editor: **Professor Jeremy Phillips**

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- The (im)possibility of trade marks being incognito (Netherlands) Theo-Willem van Leeuwen



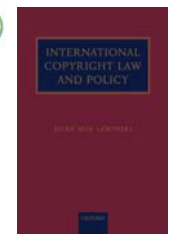
### International Copyright Law and Policy

**Silke von Lewinski**,  
Head of Department, Max  
Planck Institute for Intellectual  
Property Law, Munich;  
Adjunct Professor, Franklin  
Pierce Law Center, Concord

This book deals with the major treaties and conventions covering the law of international copyright and neighbouring rights and explains the complex legal, economic and political background to the treaties and their contents.

There is also practical commercial discussion of how copyright and neighbouring rights are treated in international trade measures such as GATT, WTO, NAFTA, and bilateral and unilateral treaties, with a section devoted to how unilateral trade measures are applied by the USA in particular. This book is written by a recognised expert in copyright law, who has been consulted on EC, international and external copyright programmes.

978-0-19-920720-6 | Hardback | £85.00  
680 Pages | February 2008



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### An essential part of the practitioner toolkit Reports of Patent, Design and Trade Mark Cases

Editor: **Mary Vitoria QC**, 8, New Square

Containing the definitive text of carefully selected key decisions and judgments, along with expert headnotes written by Mary Vitoria QC, the RPCs are an essential part of the toolkit of solicitors, barristers, judiciary, patent attorneys and trade mark attorneys.

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- **Illustrations** - Including relevant technical drawings and illustrations, practitioners can now make better sense of the scientific, technical or visual subject-matter under discussion.



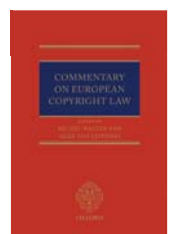
### Commentary on European Copyright Law

Edited by **Michel Walter**,  
Honorary Professor, Vienna  
Law School, specialist IP law  
practitioner and President of  
the Austrian group of ALAI,  
and **Silke von Lewinski**, Adjunct Professor and  
Head of the Intellectual Property and Competition  
Law Unit at the Max Planck Institute in Munich

This book covers all the EU Directives on copyright law and related rights including software directives, database directives, enforcement directives and the term 'directive'. In the typical style of a commentary, the analysis of each article examines its antecedents in national laws, the negotiating history, the meaning and purpose of the wording, interpretative rulings by the European Court of Justice and key issues relating to implementation in the member states.

Written by two leading German copyright authorities, it also includes contributions by leading experts in the field. The detailed analysis will appeal to practitioners specialising in copyright law and the article-by-article approach will be invaluable in dealing with interpretation although academics and policy-makers will also be interested.

978-0-19-922732-7 | Hardback | £155.00  
1352 pages | February 2010



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## Traditional Knowledge in IP: Law and Practice



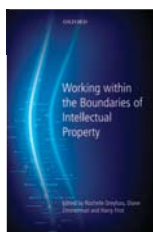
**Johanna Gibson**, Herchel Smith Professor of Intellectual Property Law, Director of QMIPRI

This is the first comprehensive and practical legal text to examine the protection of, access to, and commercialisation of traditional knowledge, genetic resources and traditional cultural expressions. Topics covered include ownership, benefit-sharing, disclosure of origin, creation of intellectual property rights, coherence and consistency with international intellectual property regimes.

Taking an international and comparative approach, the book sets out the theory and practice with reference to key decisions, legislative responses and international discussions and resolutions. This book also includes related and influential materials from industry groups, non-governmental organisations, and indigenous groups, all of which inform the practical context in which these legal developments occur.

978-0-19-957165-9 | Hardback | £155.00  
808 Pages | March 2010

## Working Within the Boundaries of Intellectual Property



Edited by **Rochelle Dreyfuss**, **Diane L. Zimmerman**, and **Harry First**

This book is the long-awaited companion volume to the highly acclaimed *Expanding the Boundaries of Intellectual Property*. This new book focuses on finding ways to cope with the fragmentation of rights and the complex framework this expansion of rights has created. In particular, this book considers such initiatives as patent clearing models, standard setting organizations, licensing arrangements and informal work-arounds. It also examines the measures that seek to protect the public domain, including strategic licensing, collective rights organizations, and non-profit ventures such as creative commons and open-source publishing. This book is international in approach and fuses scholarly research with legal practice.

978-0-19-957360-8 | March 2010 | Hardback | £75.00

## Outsourcing Agreements A Practical Guide



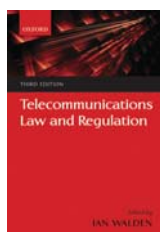
**George Kimball**, Partner, IT/Telecommunications Practice Group, Baker & McKenzie LLP, San Diego

*Outsourcing Agreements: A Practical Guide* is an accessible guide to the legal and practical issues arising from a complex outsourcing deal. These contracts involve a full range of legal issues, including intellectual property, employment, data protection, taxation and many other areas, with complicated allocations of responsibility between vendor and supplier. This guide provides insight into how outsourcing agreements work in practice and includes coverage of US, UK and European practices.

978-0-19-957522-0 | Paperback | £95.00  
400 Pages | November 2009

NEW EDITION

## Telecommunications Law and Regulation



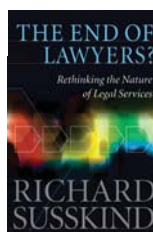
Third Edition

Edited by **Ian Walden**, Queen Mary, University of London

- Fully updated and contains new chapters on technology and markets, and capacity agreements.
- Covers UK, EU, US and other international systems

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**Richard Susskind OBE**, IT Adviser to the Lord Chief Justice of England and Wales; Honorary Professor, Gresham College, London; Law columnist at The Times; Chair, Advisory Panel on Public Sector Information; Independent adviser to global professional firms

*This is an outstanding publication. Buy it. Read it. Think about it.*

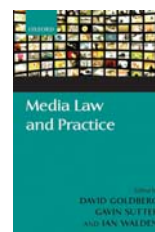
Douglas Mill, Journal of the Law Society of Scotland

- Follows on from the author's legal best-seller of 1996, *The Future of Law*, taking stock of the developments in legal practice in the past decade, and envisaging further radical changes in the decade to come
- Written by a widely acknowledged expert, building on credible past work.

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NEW EDITION

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**Peter Carey**, Senior Consultant with PDP, and Consultant with Charles Russell, London

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**David Hricik**, Associate Professor, Mercer University Law School

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**Howard Skaist**, Founder, Berkeley Law & Technology Group BLTG

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**David Hricik**, Associate Professor, Mercer University Law School

This book serves as a guide to the ethical issues arising in the course of the patent prosecution process.

978-0-19-533835-5 | Paperback | £90.00  
350 Pages | May 2009

### Patent Prosecution

**David E. Boundy**, Vice President Assistant General Counsel Intellectual Property, Cator Fitzgerald, LP, and **Philip Furgang**, Partner Furgang & Adwar, LLP

This book examines every aspect of patent prosecution, from the client's conception of the invention to application filing in the U.S. and foreign jurisdictions, negotiation with the U.S. Patent and Trademark Office (PTO) and patent issue and post-issue correction. Relevant statutes, rules and cases are discussed in relation to a particular task in the procedural flow. *Patent Prosecution* distills decades of high-level experience from two leading authorities on the subject.

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**Leonard DuBoff** and **Christy King**, both of Duboff Law Group and **Michael Murray**, University of Illinois College of Law

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**William Patry**

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Compiled and edited by **David Garrison**, Garrison & Associates

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**Ian J. Lloyd**, Professor of Information Technology Law, University of Strathclyde

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642 Pages | June 2008

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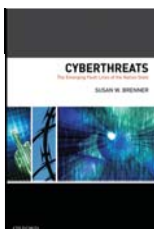
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