

INTELLECTUAL PROPERTY, IT AND MEDIA LAW 2011 - 2012

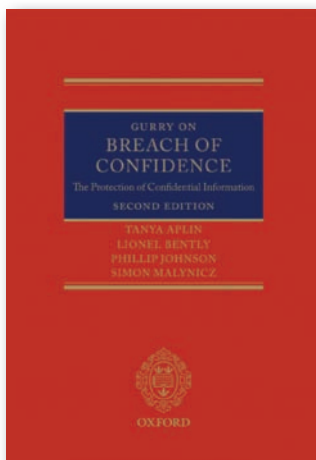
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NEW EDITION

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,
Phillip Johnson, Barrister, private practice, and **Simon Malynicz**, Barrister, Three New Square

- New edition of the renowned Breach of Confidence by Francis Gurry, the original authority in its field dealing with the British law of confidence
- Extensively revised in light of the numerous legislative developments of the last two and a half decades, which have included the TRIPS Agreement, the European Data Protection Directive, the Freedom of Information Act, the Public Interest Disclosure Act 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

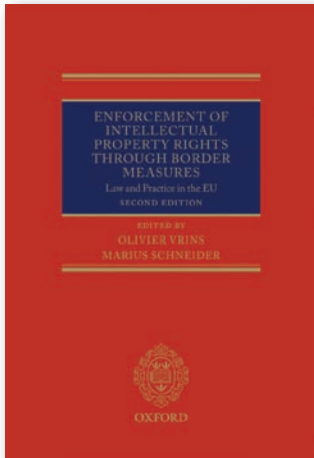
This ground-breaking and invaluable work has been fully updated in light of the developments since the first edition and adding new material on the history and current relevance of the action, as well as on comparative legal protection of confidential information within Europe. Like Gurry, the authors constantly distinguish the action of confidence from associated legislative regimes which regulate the access to, acquisition, use and disclosure of information and both the advantages and disadvantages of the action for breach of confidence, and references to the many analyses of the data protection regime are included. They expand on the original work, in particular considering and analysing how the issues with which the law of confidence are handled elsewhere, keeping in mind the transnational nature of many of the business transactions. Furthermore, some issues of jurisdiction and choices of applicable law are considered.

Bringing together their particular skills and interests, the four authors produce a fresh re-writing of a highly significant text and it aims to retain the academic quality of the original whilst enabling it to regain its status as the leading authority in the field.

Readership:

Practitioners (barristers and solicitors specializing in intellectual property law and law on breach of confidence); judges, especially those who may be asked to determine matters involving confidentiality; academics who research or teach intellectual property law and law on breach of confidence; postgraduate/advanced students who study intellectual property

616 pp | February 2012 | 978-0-19-929766-5
£195.00 | Hardback



NEW EDITION

Enforcement of IP Rights Through Border Measures Law and Practice in the EU Second Edition

Olivier Vrins, Partner, Altius and Marius Schneider,
Partner, Eeman and Partners, Brussels

- A practical commentary on the use of border measures against the importation of goods infringing intellectual property rights into the European Union
- The book gives full coverage of EC Regulation 1383/2003 concerning customs action against goods suspected of infringing certain intellectual property rights and 1891/2004 laying down provisions for its implementation
- Written by a specialist practitioner editor and contributor team giving all practical aspects of problems involving multi-state abuses of intellectual property rights (including how to contact customs authorities, useful website addresses, and more)
- Pulls together a substantial amount of key information not always readily available
- Reader-friendly layout with consistent design for all of the 25 national reports, facilitating the ability to compare different national approaches and make strategic decisions

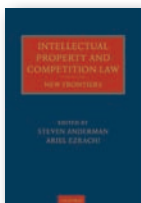
Fully updated to consider recent case law and legislation such as Commission Regulation 1172/2007. A detailed guide to the law and practice relating to anti-counterfeiting and anti-piracy measures at the borders in the EU, this book deals with all aspects of 'border measures' under Regulation (EC) 1383/2003. Since the first edition, Bulgaria and Romania have become member states and this new edition reflects the practical application of border measures in these two jurisdictions.

The commentary is fully updated in respect of recent legislation and case law including consideration of Commission Regulation 1172/2007. The work also provides commentary on the DG TAXUD manual for filing applications for action under Regulation 1383/2003. A brand new section is included looking at stakeholder mapping to explain the respective roles of the many international organisations that are active in the enforcement of IPR.

1112 Pages | March 2012 | 978-0-19-969293-4
£225.00 | Hardback

Intellectual Property and Competition Law New Frontiers

Edited by **Steven Anderman**, Professor of Law, The University of Essex, and **Ariel Ezrachi**, Director of the Center for Competition Law and Policy, University of Oxford, Fellow of Pembroke College, Oxford



- Specially-commissioned contributions from academics and practitioners shed light on every aspect of the shifting boundaries between competition law and intellectual property rights
- Reviews the commercial practices and enforcement choices in key industry sectors such as technology and pharmaceuticals

536 pp | 2011 | 978-0-19-958995-1
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NEW EDITION

EU Competition Law and Intellectual Property Rights The Regulation of Innovation

Second Edition

Steven Anderman, Professor of Law, The University of Essex, and **Hedvig Schmidt**, Lecturer in Law, The University of Southampton



- The only work to provide an accessible introduction to the interface between these two areas of law
- Fully updated to accommodate the immense legislative changes that have taken place since the first edition, including seminal cases such as Microsoft, IMS, Intel and Astra Zeneca

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£55.00 | Paperback

NEW IN PAPERBACK

Innovation for the 21st Century

Michael A. Carrier, Professor of Law, Rutgers University School of Law



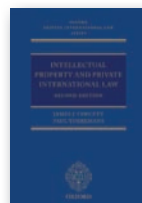
- Provides an analysis of why innovation is in peril in the U.S. and offers 10 concrete solutions to aid in legal IP and antitrust matters
- Opens a window on cutting-edge technologies and their complex interaction with business, the law, and public policy

416 pp | OUP USA | 978-0-19-979428-7
£19.99 | Paperback

NEW EDITION

Intellectual Property and Private International Law Second Edition

James J. Fawcett, Professor of International Commercial Law, University of Nottingham, and **Paul Torremans**, Professor of Intellectual Property Law, University of Nottingham



- The only significant systematic comparison of private international law and intellectual property law
- Addresses the large number of intellectual property cases that now involve foreign law, particularly in commercial courts and which are now of increasing significance to practitioners

Oxford Private International Law Series
1,056 pp | 2010 | 978-0-19-955658-8
£195.00 | Hardback

Overlapping Intellectual Property Rights

Edited by **Neil Wilkof**, Herzog, Fox and Neeman, Israel and **Shamnad Basheer**, the WB National University of Juridical Sciences, India

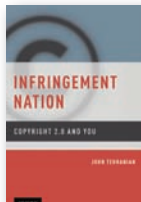
- Provides an in-depth understanding of the nature of overlapping IP rights
- An invaluable aid for practitioners working in either contentious or non-contentious IP practice

Overlapping Intellectual Property Rights provides a comprehensive commentary on the nature of these overlaps by reference to discrete pairs of IP rights. Using hypothetical scenarios to demonstrate how each pair of rights might be encountered in practice, this work provides an indispensable guide to the way that IP is understood and practiced.

464 Pages | February 2012 | 978-0-19-969644-4
£125.00 | Hardback

Infringement Nation Copyright 2.0 and You

John Tehranian, Professor of Law and Director of the Entertainment Law Center, Chapman University School of Law

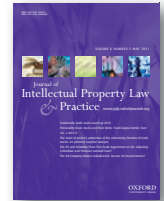


- Illustrates concepts with a wide range of pop culture references and examples to which a general audience can relate
- Addresses the impact of copyright law on the ordinary individual living in the twenty-first century

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Editor: **Professor Jeremy Phillips**



Launched in 2006, the Journal of Intellectual Property Law & Practice (JIPLP) is a peer-reviewed journal and published monthly. For six years it has been an influential voice in the intellectual property community. Subscribers to JIPLP gain insight into the full range of substantive IP topics, practice-related matters such as litigation, enforcement, drafting and transactions, plus relevant aspects of related subjects such as competition and world trade law.

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EU Intellectual Property Law

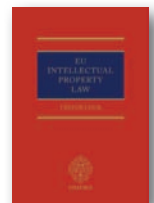
Trevor Cook, Partner, Bird & Bird, London

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CIPA July 2010

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

'A clear exposition of the key issues, written by someone with a keen appreciation of both intellectual property and competition law'

DR ILANAH SIMON FHIMA, FACULTY OF LAWS,
UNIVERSITY COLLEGE LONDON

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£165.00 | Hardback

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Innovation Policy For The Knowledge Society

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

- Original expert writing on the fragmentation of intellectual property protection rights

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John S. McKeown, Partner

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The Creation and Transfer of Choses in Action

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

- Offers unique practical insight into TRIPS from author's experience at the top level of both WIPO and the WTO

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Jennifer Davis

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Cynthia Ho

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Helen Norman

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Gray Markets

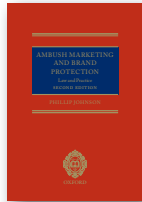
Prevention, Detection and Litigation

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NEW EDITION

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Second Edition

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- Detailed treatment of the laws relating to ambush marketing in the UK and other jurisdictions including the US, Australia, New Zealand, Canada and South Africa, as well as some European countries
- Invaluable guidance for brand owners and their legal advisors on how to protect their brand and their investment in sponsoring major events

The only book focussed specifically on the laws to control ambush marketing, this work provides detailed treatment of both the traditional intellectual property rights interfered with (such as trademarks, copyright and designs) and also event-specific legislation such as that for the Olympics. Recent developments both in the UK and jurisdictions outside the UK are given in-depth coverage.

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NEW EDITION

Holyoak and Torremans Intellectual Property Law

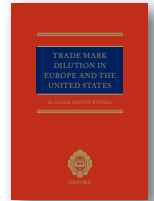
Sixth Edition

Paul Torremans

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£28.99 | Paperback

Trade Mark Dilution in Europe and the United States

Ilanah Simon Fhima, University
College London



- The only comprehensive comparison of EU and US protection against trade mark dilution
- Provides an in-depth analysis of the latest legal developments in the field of dilution, allowing practitioners to plan trade mark protection strategy accordingly
- The first systematic analysis of major cases and legislative amendments, including the Trademark Dilution Revision Act 2006 in the US and the Intel and L'Oreal v Bellure cases in Europe

The only comparison of EU and US protection against trade mark dilution, this book provides a complete overview of the dilution action, enabling practitioners to use dilution to better protect trade marks or to combat dilution claims. Through clear and practical tests for the different types of dilution, this book demonstrates how to prove that a mark is famous, the meaning of association and the role of similarity of goods, how to prove blurring, tarnishment and unfair advantage, lack of due cause and the US dilution defences, the level of proof required and the actual versus likely dilution question.

296 pp | November 2011 | 978-0-19-956320-3
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A Litigator's Guide

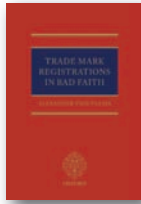
James T. Berger, Market Strategies, and R. Mark
Halligan, Partner, Nixon Peabody

- Explains how to develop and critique trademark surveys

280 pp | OUP USA | 978-0-19-974063-5
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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

424 pp | 2010 | 978-0-19-955147-7
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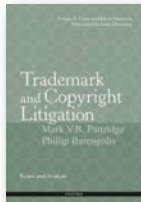
Australian Trademark Law

Robert Burrell, TC Beirne School of Law at the University of Queensland, and Michael Handler, Faculty of Law at the University of New South Wales

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Mark V.B. Partridge, Attorney, Partridge IP Law P.C., and Phillip Barendolts, Senior Associate, Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP



- Provides the actual and recommended sample documents for federal court trademark and copyright litigation

572 pp | OUP USA | June | 978-0-19-973493-1
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Private Labels, Brands and Competition Policy

The Changing Landscape of Retail Competition

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‘An excellent understanding of the drivers of private labels using some of the best known empirical research in the area.’

PROFESSOR PHILIP STERN, PROFESSOR OF
MARKETING, BANGOR BUSINESS SCHOOL

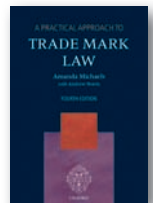
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A Practical Approach to Trade Mark Law

Fourth Edition

Amanda Michaels, Barrister, Hogarth Chambers, 5 New Square, Lincoln’s Inn, London, and Andrew Norris, Barrister, Hogarth Chambers, 5 New Square, Lincoln’s Inn, London



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William Patry, Senior
Copyright Counsel, Google Inc.



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In *How to Fix Copyright*, Patry offers a concise and pithy set of solutions for improving our increasingly outmoded copyright system. After outlining how we arrived at our current state of dysfunction, Patry offers a series of pragmatic fixes that steer a middle course between an overly expansive interpretation of copyright protection and abandoning it altogether. Throughout, Patry stresses that we need to recognize that the consumer is king. Law can only solve legal problems, not business problems, and too often we use law to solve business problems. Practical yet prescriptive, *How to Fix Copyright* will reshape our understanding of what the real problems actually are and help us navigate through the increasingly complex dilemmas surrounding authorship and rights in our digital age.

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Meaghan Hemmings Kent and Joshua J Kaufman

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Moral Panics and the Copyright Wars

William Patry

Written by Google Senior Copyright Counsel William Patry, an established expert in copyright law with decades of experience as a professor, government lawyer and private practitioner. He is also the author of *The Patry Copyright Blog*, one of the most widely-read intellectual property law blogs.

'A thought-provoking and highly readable book by one of America's top copyright scholars. Anyone interested in modern copyright debates needs to read it'

EUGENE VOLOKH, GARY T. SCHWARTZ PROFESSOR OF
LAW, UCLA SCHOOL OF LAW

290 pp | OUP USA | 2009 | 978-0-19-538564-9
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Moral Rights Principles, Practice and New Technology

Mira T. Sundara Rajan, Canada
Research Chair in Intellectual
Property Law, University of
British Columbia



- Comprehensive analysis of moral rights in the new and growing environment of digital technology
- Provides practitioners with a theoretical and practical assessment of the challenges that the role of moral rights faces in a digital environment with helpful examples and a look toward the future of the concept if moral rights as applied to copyright law

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International Copyright Principles, Law, and Practice

Paul Goldstein and Bernt Hugenholtz

- A complete and exhaustive analysis of international copyright that serves as a unique and reliable tool to practitioners

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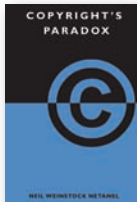


Copyright's Paradox

Neil Weinstock Netanel, Professor of Law, University of California at Los Angeles

- Presents a lucid, accessible, and comprehensive discussion about the ongoing conflict between copyright law and free speech, while positing concrete solutions to resolve the disputes

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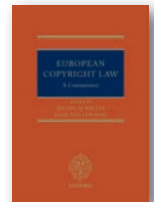


European Copyright Law A Commentary

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

- The only work in the English language to provide detailed article-by-article analysis which is invaluable for copyright lawyers dealing with difficult points of interpretation
- The only commentary to cover all of the Copyright Directives in one accessible volume

1,664 pp | 2010 | 978-0-19-922732-7
£235.00 | Hardback



Music and Copyright

Ronald Rosen

'Music and Copyright is a first-rate work combining scholarship, a professional's knowledge of music, and an experienced litigator's shrewd and practical insights into litigating musical copyright infringement cases.'

PAUL GOLDSTEIN, LILICK PROFESSOR OF LAW
STANFORD LAW SCHOOL

618 pp | OUP USA | 2008 | 978-0-19-533836-2
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Pharmaceutical, Biotechnology and Chemical Inventions World Protection and Exploitation

Edited by **Duncan Bucknell**,
CEO & IP Strategist, Think IP Strategy, Australia

- Major new title giving comprehensive coverage of intellectual property and patent law issues in the pharmaceutical, biotechnology and chemical industries
- Covers the United States, Japan, Canada, Australia, India, China, a European overview, as well as separate sections for the UK, Germany, Netherlands, France and Italy

This book 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. It is unique in presenting topic matter horizontally by subject to facilitate comparison between country practices.

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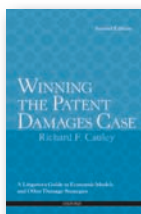
Winning the Patent Damages Case
A Litigator's Guide to Economic Models and Other Damage Strategies

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Richard F. Cauley, Partner, Wang, Hartmann, Gibbs & Cauley

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David Hricik

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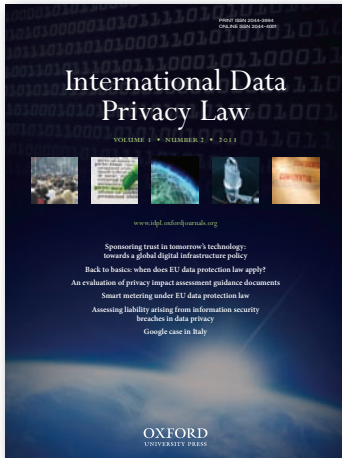
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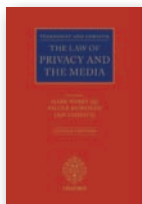
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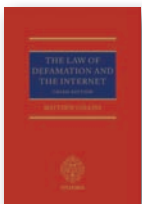
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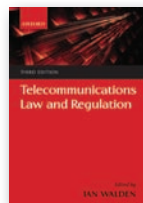
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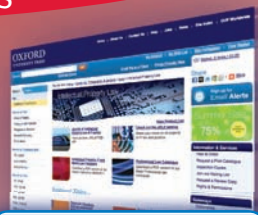
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