



Insights: Publications

Trademark Dilution and Free Riding

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Written by a team of international experts, including Kilpatrick's [Ted Davis](#) and [Jerre Swann](#), marshalled by one of the world's foremost trademark lawyers, Trademark Dilution and Free Riding is the leading comparative work on trademark dilution.

Trademark owners are motivated to litigate for a variety of reasons, often taking action in order to protect the integrity of a trademark and its commercial magnetism. This book assists the reader in navigating through the array of issues threatening well-known trademarks.

Structured in three parts, the book first maps out the concept of trademark dilution as it has developed in Europe, in the U.S. and at the international level. It then sets out the current law on dilution in the most significant jurisdictions across the globe, explaining the national position on protection, infringement and remedies. Finally, it delivers a deep-dive into how fair use, parody and freedom of expression have affected dilution enforcement.

This book is a must-have resource for trademark professionals worldwide, and will also stand as a valuable reference point for intellectual property scholars.

Key Features:

- A leading author team
- Wide-ranging jurisdictional coverage
- Highly structured analysis for ease of navigation
- Practical guidance on protecting trademarks and remedies for infringement
- Chapter on use of Survey Evidence in U.S. dilution cases
- Extensive discussion of the relationship between dilution and freedom of expression in the EU and U.S.

Related People



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