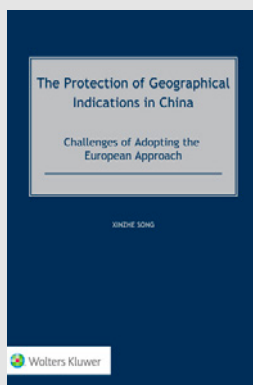


25 Years of the TRIPS Agreement: Past, Present, Future

Christopher Heath, Anselm Kamperman Sanders



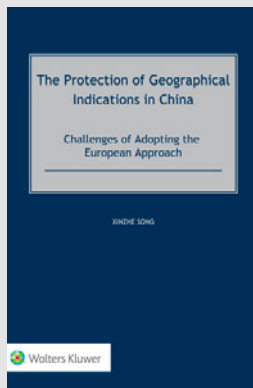
As intellectual property has become more pervasive in society than ever before – and as both technology related to the use of IP and the way protected works are consumed have changed beyond recognition over the past 25 years – jurists, academics, and practitioners in IP and trade law will welcome this unique opportunity to test the true scope of national sovereignty in the interpretation of intellectual property rights.

ISBN: 9789403528830 | **Release date:** December 2021

Price: € 135 - £ 120 - \$ 151 | **Format:** Hardbound

The Protection of Geographical Indications in China: Challenges of Adopting the European Approach

Xinzhe Song



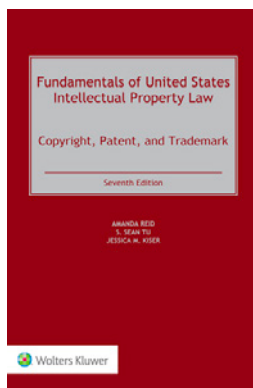
This remarkable book provides a comprehensive reference on legal tools available for policymakers, legal practitioners, researchers, and local producers concerned with GI or trademark issues in China, France, or the EU. It will be welcomed by corporate lawyers filing international registration applications and taking legal action. It will also prove to be invaluable to officials in several countries that are considering developing or improving systems to elevate the value of terroir products, and to academics interested in intellectual property law, trademark law, agriculture policy, GI legislation, or World Trade Organization rules.

ISBN: 9789403534008 | **Release date:** November 2021

Price: € 179 - £ 159 - \$ 204 | **Format:** Hardbound

Fundamentals of United States Intellectual Property Law Copyright, Patent, and Trademark, Seventh Edition

Amanda Reid, Sean Tu, Jessica Kiser



Fundamentals of United States Intellectual Property Law, currently in its seventh edition, is a completely revised and updated version of a well-received desk reference that offers in one volume an exhaustive review of United States (US) copyright, patent, and trademark laws. Similar to its previous editions, the book's thorough and sophisticated treatment of this complex material escapes, on the one hand, the cumbersome overelaboration of a multivolume treatise and, on the other hand, a superficial "nutshell."

ISBN: 9789403539249 | **Release date:** November 2021

Price: € 195 - £ 173 - \$ 222 | **Format:** Hardbound

Between Empowerment and Manipulation: The Ethics and Regulation of For-Profit Health Apps

Marijn Sax



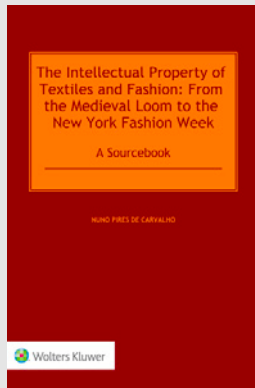
As a prime example, the book will be welcomed not only for its incisive scrutiny of the health app phenomenon but also for the light it sheds on the wider problems inherent in the digital society—what digital environments know about their users, how they use that knowledge, and for which purpose. Contributing directly to the very recent trend of using the concept of online manipulation for analyzing harm and by providing a detailed conceptual analysis, this much needed interdisciplinary book is recommended for lawyers concerned with business practices, human resources professionals, policymakers, and academics interested in the intersection of ethics and law.

ISBN: 9789403537917 | **Release date:** September 2021

Price: € 126 - £ 112 - \$ 144 | **Format:** Hardbound

The Intellectual Property of Textiles and Fashion: From the Medieval Loom to the New York Fashion Week

Licks Attorneys



By virtue of this remarkable book, coming face to face with those who have made and make IP, academics, students, magistrates, professionals, and the legal community as a whole will have a lucid and pragmatic sense of how the combination of the entrepreneurial spirit with the imperatives of human consumption has modeled and continues modeling the special scope and limits of IP as applied to textiles and fashion.

ISBN: 9789403537849 | **Release date:** September 2021

Price: € 144 - £ 128 - \$ 164 | **Format:** Hardbound

Intellectual Property and Sports: Essays in Honour of P. Bernt Hugenholtz

Martin Senftleben, Joost Poort, Mireille van Eechoud, Stef van Gompel, Natalie Helberger



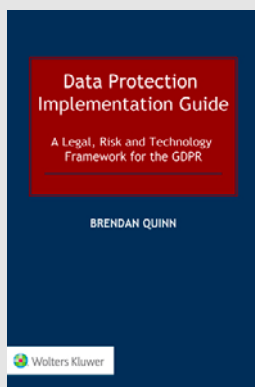
By addressing the panoply of fascinating information through widely varying lenses and in different styles, this unique volume will be appreciated by practitioners, jurists, and academics interested in intellectual property rights as well as in sports law.

ISBN: 9789403537337 | **Release date:** September 2021

Price: € 157 - £ 138 - \$ 179 | **Format:** Hardbound

Data Protection Implementation Guide: A Legal, Risk and Technology Framework for the GDPR

Brendan Quinn



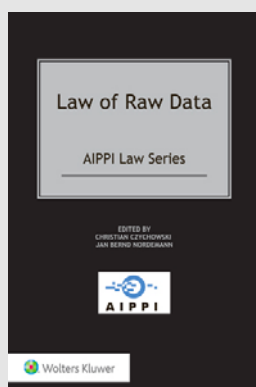
Building on the practical examples derived from the author's experience in structuring GDPR-compliant software along with its in-depth analysis of case law and enforcement priorities, this one-of-a-kind guide empowers company data protection officers and compliance staff to advise on vital issues with full awareness of the legal and reputational risks and how to mitigate them. It will also be highly appreciated by concerned regulators and policymakers at all government levels.

ISBN: 9789403529004 | **Release date:** September 2021

Price: € 139 - £ 122 - \$ 158 | **Format:** Hardbound

Law of Raw Data

Jan Bernd Nordemann, Christian Czychowski



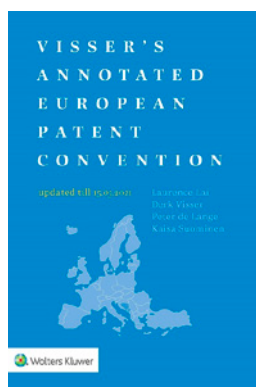
A matchless legal resource on one of the most important raw materials of the twenty-first century, this book provides corporate counsel, practitioners and policymakers working in the field of intellectual property rights, and concerned academics with both a broad-based global overview on emerging legal strategies in the protection of unstructured data and the latest information on existing legislation and regulation in the area.

ISBN: 9789403532806 | **Release date:** August 2021

Price: € 184 - £ 163 - \$ 210 | **Format:** Hardbound

Visser's Annotated European Patent Convention 2021 Edition

Simmons & Simmons LLP, EIP LLP, V.O. Patents & Trademarks, Laine IP



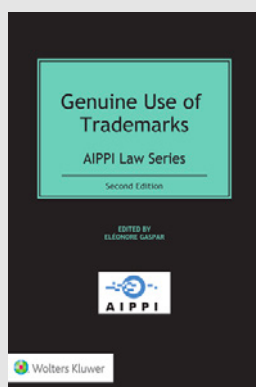
The 2021 edition of this preeminent work – the only regularly updated authoritative article-by-article commentary in English on the European Patent Convention (EPC), its implementing regulations, and associated case law provides the complete text of the law annotated with commentary and expert guidance on the interpretation of each paragraph. Since its first edition in 1994 it has provided the European patent community with the necessary insights to practice successfully before the European Patent Office. The EPO recommends the Visser's Annotated European Patent Convention as the first book in its list of non-EPO/WIPO literature to be used for the preparation of the European qualifying examination.

ISBN: 9789403532035 | **Release date:** August 2021

Price: € 105 - £ 92 - \$ 120 | **Format:** Hardbound

Genuine Use of Trademarks, Second Edition

Eléonore Gaspar



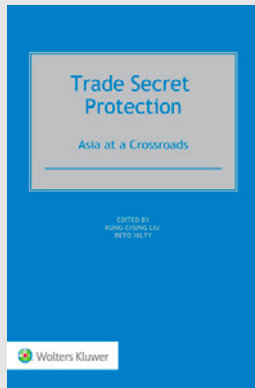
One of its kind, this comparative law study is of tremendous practical interest. Trademark owners, parties involved in or contemplating enforcement proceedings, and interested legal practitioners will benefit greatly from its thorough comparative analysis and guidance. Moreover, as a comprehensive resource, this book will prove to be a valuable resource for academics and researchers interested in international harmonization of trademark law.

ISBN: 9789403528335 | **Release date:** August 2021

Price: € 190 - £ 169 - \$ 216 | **Format:** Hardbound

Trade Secret Protection: Asia at a Crossroads

Kung-Chung Liu, Reto Hilty



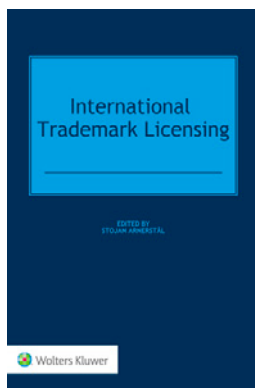
Trade Secret Protection: Asia at a Crossroads, a first-of-its-kind systematized research of trade secret protection laws covering several Asian jurisdictions, furnishes an in-depth analysis of the relevant statutory and case law of Japan, Korea, China, Taiwan, Thailand, Singapore, Hong Kong, Malaysia, and India. Additionally, a chapter on the European Union trade secret protection law enables further comparison. Trade secret protection law has gained increasing importance in recent years, as companies implement strategies to protect their intellectual property in a competitive environment with rapidly developing technology. This holds especially true for Asia, where the staggering commercial value of trade secrets, stiff cross-border competition, and large-scale labour mobility characterize the region's economy.

ISBN: 9789403530536 | **Release date:** August 2021

Price: € 169 - £ 150 - \$ 193 | **Format:** Hardbound

International Trademark Licensing

Stojan Arnerstål



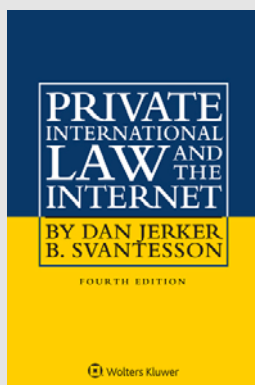
Considering the wide-ranging countries covered in this remarkable book, it will be highly appreciated by legal practitioners handling trademark licensing practically in any jurisdiction. The chapters en masse will provide invaluable insights into the similarities and dissimilarities among the covered jurisdictions, assisting trademark holders and their counsel to understand the particulars of a specific market and deciding whether to enter it or not. It will also prove to be a comprehensive resource for academic researchers or policymakers interested in the international harmonization of intellectual property licensing law.

ISBN: 9789403518824 | **Release date:** August 2021

Price: € 136 - £ 120 - \$ 155 | **Format:** Hardbound

Private International Law and the Internet, Fourth Edition

Dan Jerker B. Svantesson



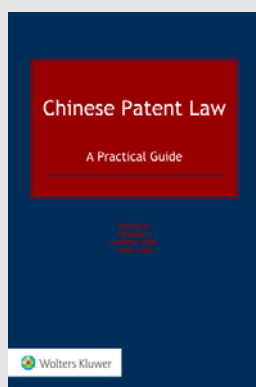
This one-of-a-kind handbook, currently in its second edition, provides invaluable assistance to IP practitioners in devising successful pan-European SPC filing and litigation strategies. Its practice-oriented approach, combined with a country-by-country format where all chapters follow the same structure, makes it easy to compare the national practices and the respective national case law of the different European countries.

ISBN: 9789403511351 | **Release date:** August 2021

Price: € 204 - £ 167 - \$ 232 | **Format:** Hardbound

Chinese Patent Law: A Practical Guide

Yongbo Li, Fanwen Kong, Yang Yang

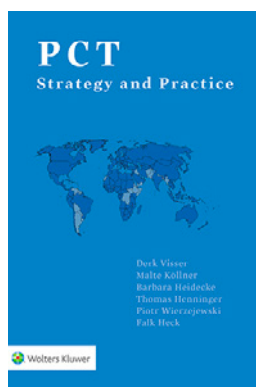


This eminent practical and authoritative guide will be of immeasurable value to corporate counsel and patent lawyers to proceed confidently through the Chinese patent application system, assess risks and opportunities, understand how precedents might affect their case, protect their rights in China once they have a patent, and handle infringement proceedings with complete awareness of applicable principles and procedures.

ISBN: 9789403532639 | **Release date:** July 2021
Price: € 148 - £ 130 - \$ 168 | **Format:** Hardbound

PCT: Strategy and Practice

Derk Visser, Malte Köllner, Barbara Heidecke, Thomas Henninger, Piotr Wierzejewski, Falk Heck

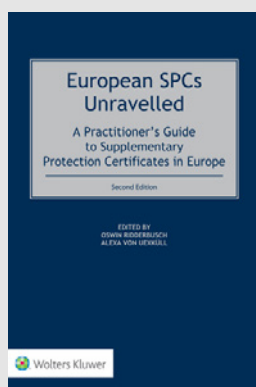


With its wealth of guidance ranging from a broad introduction to specific procedural strategy details, this logically structured book will be invaluable in the everyday practice of patent attorneys, corporate counsel, and paralegals worldwide. It will also prove to be of great use to candidates preparing for exams where a profound knowledge of the PCT is required.

ISBN: 9789403508641 | **Release date:** July 2021
Price: € 130 - £ 114 - \$ 148 | **Format:** Hardbound

European SPCs Unravalled: A Practitioner's Guide to Supplementary Protection Certificates in Europe, Second Edition

Oswin Ridderbusch, Alexa von Uexküll

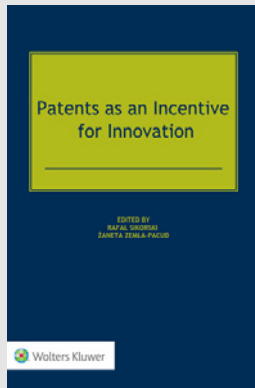


This one-of-a-kind handbook, currently in its second edition, provides invaluable assistance to IP practitioners in devising successful pan-European SPC filing and litigation strategies. Its practice-oriented approach, combined with a country-by-country format where all chapters follow the same structure, makes it easy to compare the national practices and the respective national case law of the different European countries.

ISBN: 9789403532202 | **Release date:** June 2021
Price: € 250 - £ 222 - \$ 285 | **Format:** Hardbound

Patents as an Incentive for Innovation

Rafal Sikorski, Zaneta Zemla-Pacud

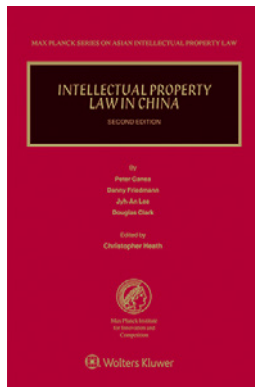


The COVID-19 pandemic has elucidated the urgent need to find a middle ground between innovation and access in healthcare and other technologies, a need rooted in patent law. Considering the problems discussed – and solutions offered – in this collection of expert essays are of tremendous practical and cultural significance, the book will prove to be invaluable to practitioners, policymakers and researchers in patent law and other fields of intellectual property law.

ISBN: 9789403524139 | **Release date:** February 2021
Price: € 136 - £ 119 - \$ 152 | **Format:** Hardbound

Intellectual Property Law in China, 2nd edition

Christopher Heath



With a comprehensive update of the current law and practice illustrated by relevant case law and a critical view of the challenges, this new edition is essential for all companies investing in China or considering such investment, as well as for practitioners counselling their clients on strategies. In addition, the up-to-date knowledge and awareness provided in the book will be of great benefit to officials and policymakers involved in trade or other relations with China.

ISBN: 9789403519524 | **Release date:** February 2021
Price: € 160 - £ 142 - \$ 182 | **Format:** Hardbound

Exceptions in EU Copyright Law: In Search of a Balance Between Flexibility and Legal Certainty

Tito Rendas



Exceptions in EU Copyright Law deals with comprehensive redesigning of Article 5 of the Information Society Directive (InfoSoc Directive). In a copyright system characterised by broad and long-lasting exclusive rights, exceptions provide a vital counterweight, especially in times of rampant technological change. The EU's controversial InfoSoc Directive – now two decades old – lists exceptions in which an unauthorised user will not have infringed the rightholder's copyright, and there have been calls for reform in order to achieve a better balance between flexibility and legal certainty. The question to reform or not to reform this legal framework has been considered in great depth in this book, providing detailed theoretical and normative analysis of the Directive, the national and CJEU case law arising from it, and meticulously thought-out proposals for change.

ISBN: 9789403523958 | **Release date:** February 2021
Price: € 139 - £ 122 - \$ 155 | **Format:** Hardbound