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Branding Law: A Guide to the Legal Issues in Brand Management (Coursebook)

Ross Petty

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This book provides a comprehensive legal background needed for effective brand marketing including trademark law and important other legal areas. It can work as a supplement or primary text for any class or seminar dealing with the legal aspects of branding. First and foremost, brand marketers must develop legally protectable brand identifiers or elements such as the brand name and packaging that can both identify and to some degree position the brand in the minds of consumers. While much of this book examines legal issues associated with developing a new brand, the final chapter examines legal issues related to large successful brands.

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