Contents

Lis	t of contributors	vii
Introduction		ix
PA	RT I METHODOLOGICAL PERSPECTIVES	
1	From communication to thing: historical aspects of the	
	conceptualisation of trade marks as property	3
	Lionel Bently	
2	The semiotic account of trademark doctrine and trademark	
	culture	42
	Barton Beebe	
3	A search-costs theory of limiting doctrines in trademark law	65
	Stacey L. Dogan and Mark A. Lemley	
4		95
	Robert Burrell	
5	The political economy of trademark dilution	132
	Clarisa Long	102
	Curisa Dong	
ΡΔ	RT II INTERNATIONAL AND COMPARATIVE DIMENSIONS	
1 1 1		
6	Fundamental concerns in the harmonization of (European)	
O	trademark law	151
		131
7	Annette Kur	
1	Substantive trademark law harmonization: on the emerging	
	coherence between the jurisprudence of the WTO Appellate	
	body and the European Court of Justice	177
	Gail E. Evans	
8	The free movement (or not) of trademark protected goods	
	in Europe	204
	Thomas Hays	
9	The trademark law provisions of bilateral free trade agreements	229
	Burton Ong	

PART III CRITICAL ISSUES

Sec	tion A Trademarks and speech	
10	Reconciling trademark rights and expressive values:	
	how to stop worrying and learn to love ambiguity	261
	Rochelle Cooper Dreyfuss	
11	Truth and advertising: the Lanham Act and commercial	
	speech doctrine	294
	Rebecca Tushnet	
12	Restricting allusion to trade marks: a new justification	324
	Michael Spence	
Sac	tion B Limiting the scope of trademark rights	
	Protecting the common: delineating a public domain in trade	
13	mark law	345
	Jennifer Davis	343
14	Tolerating confusion about confusion: trademark policies	
17	and fair use	368
	Graeme W. Austin	500
15	Online word of mouth and its implications for trademark law	404
15	Eric Goldman	101
Sec	tion C Trademarks and traditional knowledge	
	Trademarks and traditional knowledge and cultural intellectual	
	property rights	433
	Susy Frankel	
17	Culture, traditional knowledge and trademarks: a view from	
	the South	464
	Coenraad Visser	
Sec	tion D The edges of trademark protection	
18	Of mutant copyrights, mangled trademarks, and Barbie's	
	beneficence: the influence of copyright on trademark law	481
	Jane C. Ginsburg	
19	Signs, surfaces, shapes and structures – the protection of product	
	design under trade mark law	498
	Alison Firth	
Inde	ex	523