



**Likelihood of Confusion in Trademark Law  
(October 2015 Edition) (Practising Law Institute  
Intellectual Property Law Library)**

*Richard L. Kirkpatrick*

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The Second Edition of **Likelihood of Confusion in Trademark Law** gives this vital concept the full coverage it deserves, while addressing it in the lucid, straightforward way that attorneys and interested laypersons can easily understand.

Written by a leading practitioner with more than 25 years of experience in trademark and unfair competition law, this essential reference clearly explains the generally accepted method used by the courts to determine whether likelihood of confusion exists in trademark cases — the multiple factor test. **Likelihood of Confusion in Trademark Law** is packed with step-by-step checklists and hundreds of examples that help to spotlight the kinds of trademarks that are likely to be confused with established trademarks and those that are not. Included are effective, trial-tested strategies and tips on how to outmaneuver your opponent in court, whatever side you represent.

Updated at least once a year, **Likelihood of Confusion in Trademark Law** is a must-have reference for trademark specialists and other intellectual property attorneys and important reading for corporate counsel, generalists, and corporate executives.

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