Trademark and Unfair Competition Conflicts

With the rise of internet marketing and e-commerce around the world, international and cross-border conflicts in trademark and unfair competition law have become increasingly important. In this groundbreaking work, Tim Dornis—who, in addition to his scholarly pursuits, has worked as an attorney, a public prosecutor, and a judge, giving him experience in both civil and common law jurisdictions—presents the historical-comparative, doctrinal, and economic aspects of trademark and unfair competition conflicts law. This book should be read by any scholar or practitioner interested in the international aspects of intellectual property generally, and trademark and unfair competition law specifically. This title is also available as Open Access on Cambridge Core at http://dx.doi.org/10.1017/9781316651285.

Tim W. Dornis holds the Chair in Private Law, International Private and Economic Law, and Comparative Law at Leuphana Law School, Germany. He studied law and economics in Germany (Eberhard Karls Universität Tübingen) and in the United States (Columbia University, LL.M. (James Kent Scholar), and Stanford Law School, J.S.M.). Before his appointment, Professor Dornis spent several years practicing in an international law firm and as a civil law judge. His scholarship has been awarded a number of prizes and he frequently publishes in international law reviews and journals.
As its economic potential has rapidly expanded, intellectual property has become a subject of front-rank legal importance. *Cambridge Intellectual Property and Information Law* is a series of monograph studies of major current issues in intellectual property. Each volume contains a mix of international, European, comparative and national law, making this a highly significant series for practitioners, judges and academic researchers in many countries.

Series editors
Lionel Bently  
*Herchel Smith Professor of Intellectual Property Law, University of Cambridge*

William R. Cornish  
*Emeritus Herchel Smith Professor of Intellectual Property Law, University of Cambridge*

Advisory editors
François Dessemontet, *Professor of Law, University of Lausanne*
Paul Goldstein, *Professor of Law, Stanford University*
The Rt Hon. Sir Robin Jacob, *Hugh Laddie Professor of Intellectual Property, University College, London*

A list of books in the series can be found at the end of this volume.
Trademark and Unfair Competition Conflicts

Historical-Comparative, Doctrinal, and Economic Perspectives

Tim W. Dornis
Leuphana University (Germany)