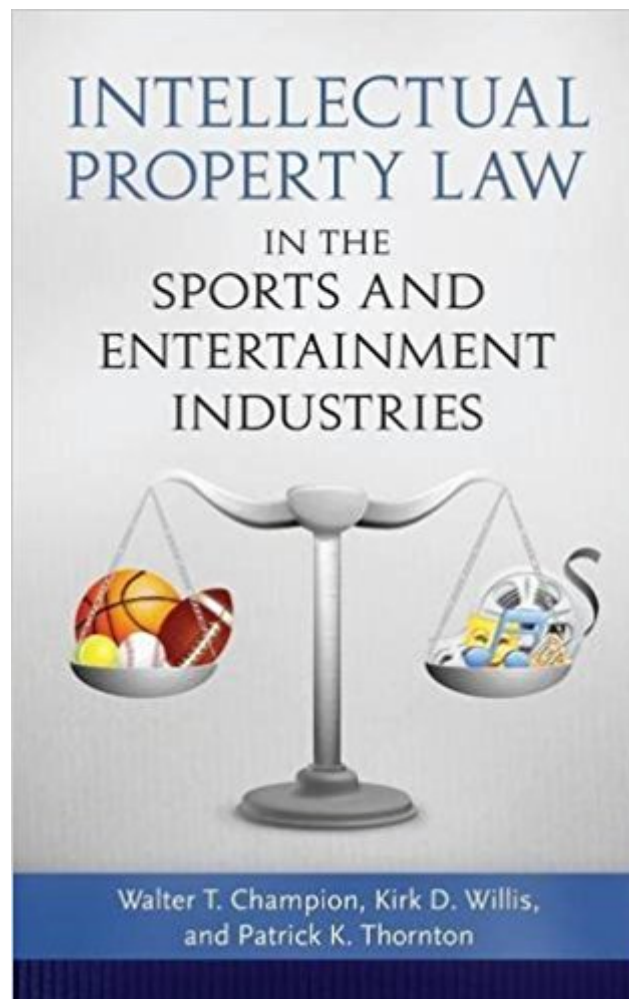




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Synopsis

In this detailed yet readable legal analysis, the authors thoroughly evaluate the connections between intellectual property and the sports and entertainment industries, covering everything from copyrights and patents to trademarked logos and marketing strategies.â € Provides a complete survey of intellectual property law in the sports and entertainment industries including copyright, patents, trademarks, trade dress, trade secrets, and the right of publicity â € Fills a growing need for information about entertainment-specific intellectual property law as entertainment programs at the universities and law schools are increasing at both the undergraduate and graduate levels â € Addresses the specific challenges and issues brought about by various forms of digital technology

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