

## PREFACE TO THE SECOND EDITION

In the 15 years that have passed since publication of the first edition, the case law has continued to evolve, new statutes and policies to foster and protect purchaser confidence have emerged, and the globalization of commerce has continued apace. Therefore, a thorough update and augmentation of the work in the form of a new edition has become necessary. I have however retained the basic approach, which is to provide a wide-scope, research-based treatment of both the historical development and present state of applicable laws and policies.

As the new title of the book implies, collective marks are accorded more coverage than in the first edition. This is important because collective marks are sometimes interpreted as fulfilling a certification function, especially in jurisdictions that currently do not provide for registration of certification marks.

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