Preface

To the best of my knowledge this is the first book on the subject of permitted but unauthorized uses of the trade marks of others. Working without an obvious model to which reference may be made or from which inspiration may be drawn, we have had to draw on our own ideas – an exciting and stimulating experience.

The launch of this volume at the May 2006 International Trademark Association Meeting is to the credit of its many authors, whose unstinting efforts, trade mark expertise, enthusiasm and ability to work under pressure have turned the project from dream to reality.

Particular credit is due to my friend and colleague, Susie Middlemiss, who heads the Intellectual Property Group at Slaughter and May. Susie's participation in this book at every level cannot be understated. Her expert professional knowledge, tact and humour have each been invaluable assets and I have shamelessly made demands upon all three of these assets when necessary.

Luke Adams also deserves a special mention, together with his team at Edward Elgar Publishing. Luke cannot have faced a team of contributors that was more determined to get a title out on time: the sprint to print has been fraught with difficulties but Luke has seen it through with admirable cool.

Jeremy Phillips
Temple Fortune, April 2006