

# Contents

---

<i>List of figures</i>	vii
<i>List of tables</i>	viii
<i>List of boxes</i>	ix
<i>List of contributors</i>	x
<i>Preface</i>	xix

## PART I INTRODUCTION

- |   |  |   |
|---|--|---|
| 1 | The continuing challenge of global intellectual property rights<br><i>Robert C. Bird and Subhash C. Jain</i> | 3 |
|---|--|---|

## PART II DEVELOPED NATIONS IN A GLOBAL MARKET

- |   |   |    |
|---|---|----|
| 2 | Unifying the international law of business method and software patents<br><i>Larry A. DiMatteo and Robert E. Thomas</i>                   | 17 |
| 3 | Secondary liability for intellectual property law infringement in the international arena: framing the dialogue<br><i>Lynda J. Oswald</i> | 37 |
| 4 | Coming attractions: opportunities and challenges in thwarting global movie piracy<br><i>Lucille M. Ponte</i>                              | 57 |

## PART III INDIA AND CHINA

- |   |   |     |
|---|---|-----|
| 5 | Protecting well known marks in China: challenges for foreign mark holders<br><i>Stephanie M. Greene</i> | 81  |
| 6 | India: a study in patent-law effects<br><i>George T. Haley and Usha C.V. Haley</i>                      | 98  |
| 7 | Employee disclosures of trade secrets in China: prevention strategies<br><i>Marisa Anne Pagnattaro</i>  | 114 |
| 8 | The Indian patent matrix: issues in patent amendment 2005<br><i>V.C. Vivekanandan</i>                   | 135 |
| 9 | Intellectual property, foreign direct investment and the China exception<br><i>Peter K. Yu</i>          | 153 |

## PART IV VALUE CAPTURE AND RETENTION STRATEGIES

- |    |  |     |
|----|--|-----|
| 10 | Protecting unconventional trademarks in the European Union and the United States<br><i>Willajeanne F. McLean</i> | 177 |
|----|--|-----|

11	National IPR policies and multinational R&D strategies: an interactive perspective <i>Minyuan Zhao and Bernard Yeung</i>	194
<b>PART V PERSPECTIVES OF EMERGING NATIONS</b>		
12	The vulnerability of middle developed countries to changes in foreign direct investment arising from intellectual property appropriation <i>Robert C. Bird and Daniel R. Cahoy</i>	213
13	Intellectual property reform in developing countries: trade and investment dimensions <i>Douglas Lippoldt</i>	236
14	A skeptic's view of intellectual property rights <i>Donald G. Richards</i>	267
	<i>Index</i>	283