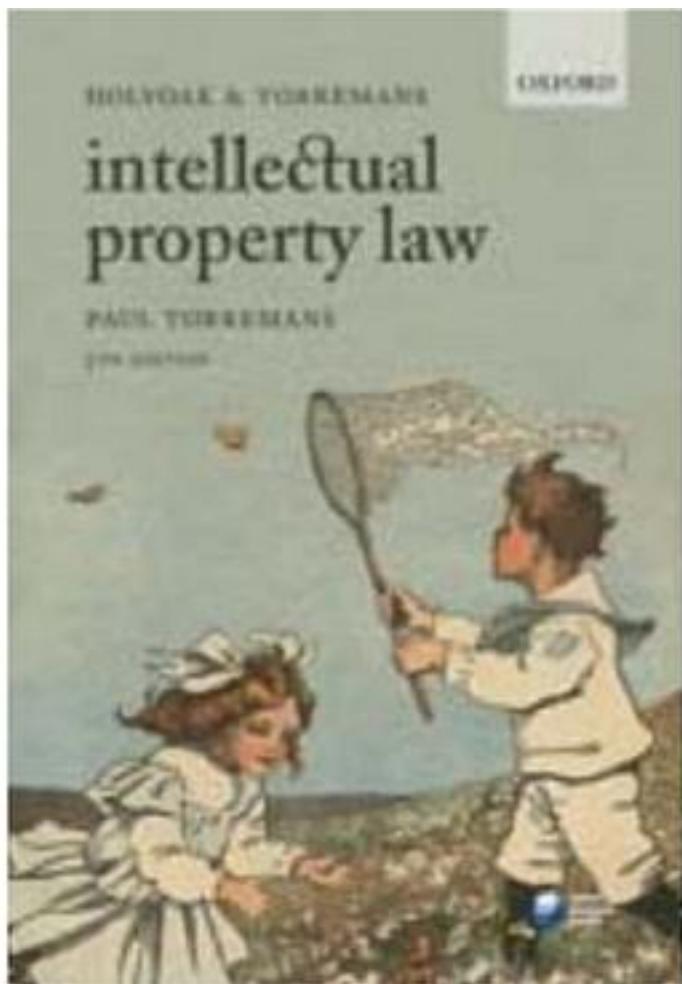


Holyoak and Torremans Intellectual Property Law



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Holyoak and Torremans Intellectual Property Law provides readers with a clear introduction to the whole of UK intellectual property law, whilst carefully placing the

law in its global context and acknowledging the influence of EU and other international jurisdictions over its development. This edition continues to examine the methods and reasoning behind key statutory and case decisions, and provides readers with real life examples of intellectual property law in action, helping to bring the subject to life. Recent developments within the law relating to biotechnology patenting, IT and internet, and trademark, imaging and character rights are explored, providing readers with a cutting edge exploration of the subject. Additional pedagogical features have been incorporated into the fifth edition, making it even easier for readers to navigate the text - each chapter now has a comprehensive introduction and summary, as well as expanded lists of annotated further reading for those who wish to explore a topic further. Further subheadings have also been added, along with flowcharts and diagrams to help comprehensively explain the more challenging concepts. This book is also accompanied by an online resource centre which provides updates and weblinks between editions, and is linked to the Blackstones Statutes on Intellectual Property Law website.

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