TABLE OF CONTENTS

Articles and Reports

Authors............................................................................................................. 1
Titles.................................................................................................................. 4
Subjects .............................................................................................................. 7
ANNUAL INDEX
2005

AUTHORS

Page

Arst, Kevin, Robert Morrill and Cate Elsten—Bubbles and Squeaks: “Irrational Exuberance” and Its Impact (or Lack Thereof) on Damages Under the Lanham Act in the Dot.Com Era ................................................................. 1006
Bently, Lionel and Brad Sherman—Intellectual Property Law (Book Review) ................................................................. 1451
Bettinger, Torsten, Editor—Domain Name Law and Practice: An International Handbook (Book Review) ....................... 1450
Blemaster, Kristin, Edward Vassallo and Patricia Werner—An International Look at Ambush Marketing ....................... 1338
Brinkman, Beth S. and Matthew C. Schruers—The Supreme Court’s Allowance That Consumer Confusion May Be Invoked to Defeat Fair Use ..................................................... 838
Brody, Peter M.—What’s In a Nickname? Or, Can Public Use Create Private Rights? .................................................... 1123
Chao, James C.—Recent Trends in Asian Trademark Law—Changes and Challenges .................................................. 883
Chong, Stephanie—Protection of Famous Trademarks Against Use for Unrelated Goods and Services: A Comparative Analysis of the Law in the United States, the United Kingdom and Canada and Recommendations for Canadian Law Reform ........................................ 642
Christie, Alec—Protecting Trademarks in Myanmar: Strategies for Foreign Trade Mark Owners ..................................... 1357
Christofolo, Rosemarie, Pier Luigi Roncaglia and Christy Hubbard—The Twelfth Annual International Review of Trademark Jurisprudence ................................................................. 267
Creasman, W. Scott—Establishing Geographic Rights in Trademarks Based on Internet Use ........................................... 1016
Creasman, W. Scott—Free Speech and “Sucking”—When Is the Use of a Trademark in a Domain Name Fair? .................. 1034
Davis, Theodore H., Jr. and David J. Kera.—Annual Review: The Fifty-Seventh Year of Administration of the Lanham Trademark Act of 1946 ................................................................. 1
Denberg, Aaron W. and Ellen P. Winner—International Trademark Treaties With Commentary (Book Review) ............. 9
<table>
<thead>
<tr>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dhamija, Dev R. and Daniel C. Glazer—Revisiting Initial Interest Confusion on the Internet.................................952</td>
</tr>
<tr>
<td>Elsten, Cate, Robert Morrill and Kevin Arst—Bubbles and Squeaks: “Irrational Exuberance” and Its Impact (or Lack Thereof) on Damages Under the Lanham Act in the Dot.Com Era.................................................1006</td>
</tr>
<tr>
<td>Feisthamel, Karen, Amy Kelly and Johanna Sistek—Trade Dress 101: Best Practices for the Registration of Product Configuration Trade Dress With the USPTO........1374</td>
</tr>
<tr>
<td>Fletcher, Anthony L.—The Curious Doctrine of Reverse Confusion—Getting It Right in Reverse ..................................1273</td>
</tr>
<tr>
<td>Fletcher, Anthony—TTAB Delay: A “Qualitative” View.............583</td>
</tr>
<tr>
<td>Gilson, Jerome and Anne Gilson LaLonde—Cinnamon Buns, Marching Ducks and Cherry-Scented Racecar Exhaust: Protecting the Nontraditional Trademarks .......773</td>
</tr>
<tr>
<td>Glazer, Daniel C. and Dev R. Dhamija—Revisiting Initial Interest Confusion on the Internet.........................................952</td>
</tr>
<tr>
<td>Goebel, Burkhart—Geographical Indications and Trademarks in Europe........................................................................1165</td>
</tr>
<tr>
<td>Hubbard, Christy, Rosemarie Christofolo and Pier Luigi Roncaglia —The Twelfth Annual International Review of Trademark Jurisprudence .................................................................267</td>
</tr>
<tr>
<td>Kelly, Amy, Karen Feisthamel and Johanna Sistek—Trade Dress 101: Best Practices for the Registration of Product Configuration Trade Dress With the USPTO........1374</td>
</tr>
<tr>
<td>Kera, David J. and Theodore H. Davis, Jr.—Annual Review: The Fifty-Seventh Year of Administration of the Lanham Trademark Act of 1946.................................................................1</td>
</tr>
<tr>
<td>LaLonde, Anne Gilson and Jerome Gilson—Cinnamon Buns, Marching Ducks and Cherry-Scented Racecar Exhaust: Protecting the Nontraditional Trademarks .......773</td>
</tr>
<tr>
<td>Levy, Marc C.—From Genericism to Trademark Significance: Deconstructing the De Facto Secondary Meaning Doctrine.................................................................1197</td>
</tr>
<tr>
<td>Lindstrom, Martin—Brand Sense: Building Powerful Brands Through Touch, Taste, Smell, Sight and Sound......946</td>
</tr>
<tr>
<td>Machat, Michael—The Practical Significance of the Supreme Court Decision in KP Permanent Make-Up, Inc. v. Lasting Impression I, Inc .........................................................825</td>
</tr>
<tr>
<td>Martinez, Aurelio Lopez-Tarruella and Fabrizio Miazzetto—Community Trade Mark and Design Court of Alicante and Forum Shopping Regarding European Community Intellectual Property Rights Litigation ........1308</td>
</tr>
</tbody>
</table>
Miazzetto, Fabrizio and Aurelio Lopez-Tarruella
Martinez—Community Trade Mark and Design Court of Alicante and Forum Shopping Regarding European Community Intellectual Property Rights Litigation ..........................1308

Morrill, Robert, Cate Elsten and Kevin Arst—Bubbles and Squeaks: “Irrational Exuberance” and Its Impact (or Lack Thereof) on Damages Under the Lanham Act in the Dot.Com Era ...........................................................................1006

Moskin, Jonathan—Frankenlaw: The Supreme Court’s Fair and Balanced Look at Fair Use ...........................................................................848

Ong, Burton—Protecting Well-Known Trade Marks: Perspectives From Singapore ...........................................................................1221

Ostberg, Henry D., Ph.D—Response to the Article Entitled, “A ‘Reading’ Test or a ‘Memory’ Test: Which Survey Methodology Is Correct?” ...........................................................................1446

Parr, Russell L. and Gordon V. Smith—Intellectual Property: Valuation, Exploitation and Infringement Damages (Book Review) ...........................................................................1120

Peckham, Deborah J.—The Internet Auction House and Secondary Liability—Will eBay Have to Answer to Grokster? ...........................................................................977

Phillips, Jeremy and Ilanah Simon—Trade Mark Use (Book Review) ...........................................................................947

Plevan, Kenneth A.—Daubert’s Impact on Survey Experts in Lanham Act Litigation ...........................................................................596

Qinghu, An—Well-Known Marks & China’s System of Well-Known Mark Protection ...........................................................................705

Roncaglia, Pier Luigi, Rosemarie Christofolo and Christy Hubbard—The Twelfth Annual International Review of Trademark Jurisprudence ...........................................................................267

Schruers, Matthew C. and Beth S. Brinkman—The Supreme Court’s Allowance That Consumer Confusion May Be Invoked to Defeat Fair Use ...........................................................................838

Sherman, Brad and Lionel Bently—Intellectual Property Law (Book Review) ...........................................................................1451

Simon, Ilanah and Jeremy Phillips—Trade Mark Use (Book Review) ...........................................................................947

Sistek, Johanna, Karen Feisthamel and Amy Kelly—Trade Dress 101: Best Practices for the Registration of Product Configuration Trade Dress With the USPTO ..................................................1374

Smith, Gordon V. and Russell L. Parr—Intellectual Property: Valuation, Exploitation and Infringement Damages (Book Review) ...........................................................................1120

Swann, Jerre B.—A “Reading” Test or a “Memory” Test: Which Survey Methodology Is Correct? ...........................................................................876
Torsen, Molly—Apples and Oranges: French and American Models of Geographic Indications Policies Demonstrate an International Lack of Consensus................................1415
Vassallo, Edward, Kristin Blemaster and Patricia Werner—An International Look at Ambush Marketing..................1338
Vaver, David—Recent Trends in European Trademark Law: Of Shape, Senses and Sensation ..........................895
Weinmann, Conrad—Trademark Licensors and Product Liability Claims—A European Perspective...............1394
Weissman, Joseph J.—The Anticybersquatting Consumer Protection Act: Developments Through Its First Six Years .................................................................1058
Werner, Patricia, Edward Vassallo and Kristin Blemaster—An International Look at Ambush Marketing...........1338
Winner, Ellen P. and Aaron W. Denberg—International Trademark Treaties With Commentary (Book Review).......9

TITLES

Amicus Brief of the International Trademark Association in *Contessa Premium Foods, Inc. v. Berdex Seafood, Inc.* ...... 1081
Amicus Letter of the International Trademark Association in *Bovemij Verzekeringen N.V. v. Benelux Merkenbureau* (Europolis).................................................................914
Amicus Letter of the International Trademark Association in *Tungsway Food & Beverage Holdings, Pte. Ltd. v. Pt Istana Pualam Kristal*.................................................................1103
Amicus Letter of the International Trademark Association in *Veuve Clicquot Ponsardin, Maison Fondée en 1772 v. Les Boutiques Clicquot Lée, Mademoiselle Charmante, Inc. and 3017320 Canada, Inc.*..................................................919
Annual Review: The Fifty-Seventh Year of Administration of the Lanham Trademark Act of 1946—David J. Kera and Theodore H. Davis, Jr .........................................................1
The Anticybersquatting Consumer Protection Act: Developments Through Its First Six Years—Joseph J. Weissman.................................................................1058
Apples and Oranges: French and American Models of Geographic Indications Policies Demonstrate an International Lack of Consensus—Molly Torsen ..........................1415
Brand Sense: Building Powerful Brands Through Touch, Taste, Smell, Sight and Sound (Book Review)—Martin Lindstrom ..................................................................................946
Bubbles and Squeaks: “Irrational Exuberance” and Its Impact (or Lack Thereof) on Damages Under the Lanham Act in the Dot.Com Era—Robert Morrill, Cate Elsten and Kevin Arst...........................................................1006
Cinnamon Buns, Marching Ducks and Cherry-Scented Racecar Exhaust: Protecting The Nontraditional Trademarks—Jerome Gilson and Anne Gilson LaLonde......773
Community Trade Mark and Design Court of Alicante and Forum Shopping Regarding European Community Intellectual Property Rights Litigation—Aurelio Lopez-Tarruella Martinez and Fabrizio Miazzetto .........................1308
The Curious Doctrine of Reverse Confusion—Getting It Right in Reverse—Anthony L. Fletcher...............................1273
Daubert’s Impact on Survey Experts in Lanham Act Litigation—Kenneth A. Plevan ..............................................596
Domain Name Law and Practice: An International Handbook (Book Review)—Torsten Bettinger, Editor .......1450
Establishing Geographic Rights in Trademarks Based on Internet Use—W. Scott Creasman .......................................1016
Frankenlaw: The Supreme Court’s Fair and Balanced Look at Fair Use—Jonathan Moskin ..............................................848
Free Speech and “Sucking”—When Is the Use of a Trademark in a Domain Name Fair?—W. Scott Creasman..........................................................1034
From Genericism to Trademark Significance: Deconstructing the De Facto Secondary Meaning Doctrine—Marc C. Levy ........................................................................1197
Geographical Indications and Trademarks in Europe—Burkhart Goebel..........................................................1165
Intellectual Property Law (Book Review)—Lionel Bently and Brad Sherman ....................................................1451
Intellectual Property: Valuation, Exploitation and Infringement Damages (Book Review)—Gordon V. Smith and Russell L. Parr ....................................................1120
An International Look at Ambush Marketing—Edward Vassallo, Kristin Blemaster and Patricia Werner...........1338
International Trademark Treaties With Commentary (Book Review)—Ellen P. Winner and Aaron W. Denberg....................................................................................946
The Internet Auction House and Secondary Liability—Will eBay Have to Answer to Grokster?—Deborah J. Peckham...................................................................................977
The Practical Significance of the Supreme Court Decision in *KP Permanent Make-Up, Inc. v. Lasting Impression I, Inc.*—Michael Machat .............................................................825

Protecting Trade Marks in Myanmar: Strategies for Foreign Trade Mark Owners—Alec Christie.................................................................1357

Protecting Well-Known Trade Marks: Perspectives From Singapore—Burton Ong ......................................................................................1221

Protection of Famous Trademarks Against Use for Unrelated Goods and Services: A Comparative Analysis of the Law in the United States, the United Kingdom and Canada and Recommendations for Canadian Law Reform—Stephanie Chong ......................................................642

A “Reading” Test or a “Memory” Test: Which Survey Methodology Is Correct?—Jerre B. Swann .................................................................876

Recent Trends in Asian Trademark Law—Changes and Challenges—James C. Chao .......................................................................................883

Recent Trends in European Trademark Law: Of Shape, Senses and Sensation—David Vaver .................................................................895

Response to the Article Entitled, “A ‘Reading’ Test or a ‘Memory’ Test: Which Survey Methodology Is Correct?”—Henry D. Ostberg, Ph.D .................................................................1446

Revisiting Initial Interest Confusion on the Internet—Daniel C. Glazer and Dev R. Dhamija .................................................................952

The Supreme Court’s Allowance That Consumer Confusion May Be Invoked to Defeat Fair Use—Beth S. Brinkman and Matthew C. Schruers .................................................................838

Trade Dress 101: Best Practices for the Registration of Product Configuration Trade Dress With the USPTO—Karen Feisthamel, Amy Kelly and Johanna Sistek .................................................................1374

Trademark LICensors and Product Liability Claims—A European Perspective—Conrad Weinmann .................................................................1394

Trade Mark Use (Book Review)—Jeremy Phillips and Ilanah Simon .................................................................................................947

TTAB Delay: A “Qualitative” View—Anthony Fletcher ..................583

The Twelfth Annual International Review of Trademark Jurisprudence—Rosemarie Christofolo, Pier Luigi Roncaglia and Christy Hubbard ........................................................................267

Well-Known Marks & China’s System of Well-Known Mark Protection—An Qinghu ...........................................................................705

What’s In a Nickname? Or, Can Public Use Create Private Rights?—Peter M. Brody ........................................................................1123
SUBJECTS

ADVERTISING

AMBUSH MARKETING
An International Look at Ambush Marketing—Edward Vassallo, Kristin Blemaster and Patricia Werner ............ 1338

AMICUS BRIEFS AND LETTERS
Amicus Brief of the International Trademark Association in Contessa Premium Foods, Inc. v. Berdex Seafood, Inc. .... 1081
Amicus Letter of the International Trademark Association in Bovemij Verzekeringen N.V. v. Benelux Merkenbureau (Europolis) .................................................. 914
Amicus Letter of the International Trademark Association in Tungsway Food & Beverage Holdings, Pte. Ltd. v. Pt Istana Pualam Kristal ................................................................. 1103
Amicus Letter of the International Trademark Association in Veuve Clicquot Ponsardin, Maison Fondée en 1772 v. Les Boutiques Cliquot Ltee, Mademoiselle Charmante, Inc. and 3017320 Canada, Inc. ................................................ 919

ASIA
Protecting Trade Marks in Myanmar: Strategies for Foreign Trade Mark Owners—Alec Christie ......................... 1357
Protecting Well-Known Trade Marks: Perspectives From Singapore—Burton Ong .............................................. 1221
Recent Trends in Asian Trademark Law—Changes and Challenges—James C. Chao .............................................. 883
Well-Known Marks & China’s System of Well-Known Mark Protection—An Qinghu .................................................. 705

BOOK REVIEWS
Brand Sense: Building Powerful Brands Through Touch, Taste, Smell, Sight and Sound (Book Review)—Martin Lindstrom ................................................................. 946
Domain Name Law and Practice: An International Handbook (Book Review)—Torsten Bettinger, Editor ........ 1450
Intellectual Property Law (Book Review)—Lionel Bently and Brad Sherman .......................................................... 1451
BOOK REVIEWS (continued)

Intellectual Property: Valuation, Exploitation and Infringement Damages (Book Review)—Gordon V. Smith and Russell L. Parr ....................................................1120

International Trademark Treaties With Commentary (Book Review)—Ellen P. Winner and Aaron W. Denberg....................................................................................946

Trade Mark Use (Book Review)—Jeremy Phillips and Ilanah Simon .................................................................947

CANADA

Protection of Famous Trademarks Against Use for Unrelated Goods and Services: A Comparative Analysis of the Law in the United States, the United Kingdom and Canada and Recommendations for Canadian Law Reform—Stephanie Chong......................................................642

CHINA

Well-Known Marks & China’s System of Well-Known Mark Protection—An Qinghu ...........................................................705

CONFUSION

The Curious Doctrine of Reverse Confusion—Getting It Right in Reverse—Anthony L. Fletcher ...........................................1273

Revisiting Initial Interest Confusion on the Internet—Daniel C. Glazer and Dev R. Dhamija ...........................................952

The Supreme Court’s Allowance That Consumer Confusion May Be Invoked to Defeat Fair Use—Beth S. Brinkman and Matthew C. Schruers ......................................................838

CYBERSQUATTING

The Anticybersquatting Consumer Protection Act: Developments Through Its First Six Years—Joseph J. Weissman .................................................................1058

DAMAGES

Bubbles and Squeaks: “Irrational Exuberance” and Its Impact (or Lack Thereof) on Damages Under the Lanham Act in the Dot.Com Era—Robert Morrill, Cate Elsten and Kevin Arst .................................................................1006

Intellectual Property: Valuation, Exploitation and Infringement Damages (Book Review)—Gordon V. Smith and Russell L. Parr ....................................................1120
### DOMAIN NAMES
- The Anticybersquatting Consumer Protection Act: Developments Through Its First Six Years—Joseph J. Weissman
  - Page 1058
- Domain Name Law and Practice: An International Handbook (Book Review)—Torsten Bettinger, Editor
  - Page 1450
- Free Speech and “Sucking”—When Is the Use of a Trademark in a Domain Name Fair?—W. Scott Creasman
  - Page 1034

### EUROPEAN UNION
- Community Trade Mark and Design Court of Alicante and Forum Shopping Regarding European Community Intellectual Property Rights Litigation—Aurelio Lopez-Tarruella Martinez and Fabrizio Miazetto
  - Page 1308
- Recent Trends in European Trademark Law: Of Shape, Senses and Sensation—David Vaver
  - Page 895
- Trademark Licensors and Product Liability Claims—A European Perspective—Conrad Weinmann
  - Page 1394

### FAIR USE
- Frankenlaw: The Supreme Court’s Fair and Balanced Look at Fair Use—Jonathan Moskin
  - Page 848
- The Practical Significance of the Supreme Court Decision in *KP Permanent Make-Up, Inc. v. Lasting Impression I, Inc.*—Michael Machat
  - Page 825
- The Supreme Court’s Allowance That Consumer Confusion May Be Invoked to Defeat Fair Use—Beth S. Brinkman and Matthew C. Schruers
  - Page 838

### FRANCE
- Apples and Oranges: French and American Models of Geographic Indications Policies Demonstrate an International Lack of Consensus—Molly Torsen
  - Page 1415

### GEOGRAPHICAL INDICATIONS
- Apples and Oranges: French and American Models of Geographic Indications Policies Demonstrate an International Lack of Consensus—Molly Torsen
  - Page 1415
- Geographical Indications and Trademarks in Europe—Burkhart Goebel
  - Page 1165

### INTERNATIONAL ANNUAL REVIEW
- The Twelfth Annual International Review of Trademark Jurisprudence—Rosemarie Christofolo, Pier Luigi Roncaglia and Christy Hubbard
  - Page 267
**INTERNET**

The Anticybersquatting Consumer Protection Act: Developments Through Its First Six Years—Joseph J. Weissman ................................................................. 1058

Bubbles and Squeaks: “Irrational Exuberance” and Its Impact (or Lack Thereof) on Damages Under the Lanham Act in the Dot.Com Era—Robert Morrill, Cate Elsten and Kevin Arst ........................................................... 1006

Domain Name Law and Practice: An International Handbook (Book Review)—Torsten Bettinger, Editor .... 1450

Establishing Geographic Rights in Trademarks Based on Internet Use—W. Scott Creasman .......................... 1016

Free Speech and “Sucking”—When Is the Use of a Trademark in a Domain Name Fair?—W. Scott Creasman ............................................................................... 1034

The Internet Auction House and Secondary Liability—Will eBay Have to Answer to *Grokster*?—Deborah J. Peckham ................................................................................... 977

Revisiting Initial Interest Confusion on the Internet—Daniel C. Glazer and Dev R. Dhamija .......................... 952

**LANHAM ACT**

Annual Review: The Fifty-Seventh Year of Administration of the Lanham Trademark Act of 1946—David J. Kera and Theodore H. Davis, Jr. ......................................................... 1

**LIABILITY**

The Internet Auction House and Secondary Liability—Will eBay Have to Answer to *Grokster*?—Deborah J. Peckham ................................................................................... 977

Trademark Licensors and Product Liability Claims—A European Perspective—Conrad Weinmann .................. 1394

**MARKETING**

An International Look at Ambush Marketing—Edward Vassallo, Kristin Blemaster and Patricia Werner .......... 1338

**MYANMAR**

Protecting Trade Marks in Myanmar: Strategies for Foreign Trade Mark Owners—Alec Christie .................. 1357

**NONTRADITIONAL MARKS**

Brand Sense: Building Powerful Brands Through Touch, Taste, Smell, Sight and Sound (Book Review)—Martin Lindstrom ........................................................................... 946
NONTRADITIONAL MARKS (continued)
Cinnamon Buns, Marching Ducks and Cherry-Scented Racecar Exhaust: Protecting The Nontraditional Trademarks—Jerome Gilson and Anne Gilson LaLonde......773
Recent Trends in European Trademark Law: Of Shape, Senses and Sensation—David Vaver ...........................................895

SECONDARY MEANING
From Genericism to Trademark Significance:
Deconstructing the De Facto Secondary Meaning Doctrine—Marc C. Levy........................................................1197

SINGAPORE
Protecting Well-Known Trade Marks: Perspectives From Singapore—Burton Ong..................................................1221

SURVEYS
Daubert’s Impact on Survey Experts in Lanham Act Litigation—Kenneth A. Plevan .................................................596
A “Reading” Test or a “Memory” Test: Which Survey Methodology Is Correct?—Jerre B. Swann ..........................876
Response to the Article Entitled, “A ‘Reading’ Test or a ‘Memory’ Test: Which Survey Methodology Is Correct?”—Henry D. Ostberg, Ph.D .........................1446

TRADE DRESS
Trade Dress 101: Best Practices for the Registration of Product Configuration Trade Dress With the USPTO—Karen Feisthamel, Amy Kelly and Johanna Sistek ....1374

TREATIES
International Trademark Treaties With Commentary (Book Review)—Ellen P. Winner and Aaron W. Denberg..................................................946

TTAB
TTAB Delay: A “Qualitative” View—Anthony Fletcher ..........583
<table>
<thead>
<tr>
<th>UNITED KINGDOM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection of Famous Trademarks Against Use for Unrelated Goods and Services: A Comparative Analysis of the Law in the United States, the United Kingdom and Canada and Recommendations for Canadian Law Reform—Stephanie Chong</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Mark Use (Book Review)—Jeremy Phillips and Ilanah Simon</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHAT'S IN A NICKNAME? OR, CAN PUBLIC USE CREATE PRIVATE RIGHTS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter M. Brody</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USPTO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade Dress 101: Best Practices for the Registration of Product Configuration Trade Dress With the USPTO—Karen Feisthamel, Amy Kelly and Johanna Sistek</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WELL-KNOWN MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting Well-Known Trade Marks: Perspectives From Singapore—Burton Ong</td>
</tr>
</tbody>
</table>

| Protection of Famous Trademarks Against Use for Unrelated Goods and Services: A Comparative Analysis of the Law in the United States, the United Kingdom and Canada and Recommendations for Canadian Law Reform—Stephanie Chong | 642 |

<table>
<thead>
<tr>
<th>WELL-KNOWN MARKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-Known Marks &amp; China’s System of Well-Known Mark Protection—An Qinghu</td>
</tr>
</tbody>
</table>