

INTERNATIONAL TRADEMARK ASSOCIATION

Powerful Network Powerful Brands

655 Third Avenue, New York, NY 10017-5646

Telephone: +1 (212) 642-1733

email: wknox@inta.org

Facsimile: +1 (212) 768-7796

OFFICERS OF THE ASSOCIATION

TISH L. BERARD *President*
DAVID LOSSIGNOL *President Elect*
AYALA DEUTSCH *Vice President*
TIKI DARE *Vice President*
ZEEGER VINK *Treasurer*
JOMARIE B. FREDERICKS *Secretary*
ANNA CARBONI *Counsel*
ETIENNE SANZ DE ACEDO *Chief Executive Officer*

The Trademark Reporter Committee

EDITORIAL BOARD

EDITOR-IN-CHIEF, CHAIR

JESSICA ELLIOTT CARDON

STAFF EDITOR-IN-CHIEF

WILLARD KNOX

Senior Editors

GLENN MITCHELL

RAFFI V. ZEROUNIAN

FABRIZIO MIAZZETTO

PAMELA S. CHESTEK

BRYAN K. WHEELLOCK

ELISABETH KASZARN FEKETE

ANDREW J. GRAY IV

Senior Staff Editor

BEVERLY HARRIS

Editors

TARA AARON
GIULIA ABBAGNALE
BRUCE W. BABER
JOLIEN BARBIER
MARTIN J. BERAN
DANIEL R. BERESKIN
SHELDON BURSHTEN
ROBERT H. CAMERON
SUJATA CHAUDHRI
JACQUELINE CHORN
THEODORE H. DAVIS JR.
ANNE DESMOUSSEAUX
MEGHAN DILLON
KAREN L. ELBURG
MATTHEW EZELL
DÉSIRÉE FIELDS
ALFRED C. FRAWLEY
LESLEY MCCALL GROSSBERG
MICHAEL HANDLER
NATHAN HARRIS

GUY HEATH
JANET L. HOFFMAN
BARRY R. HORWITZ
BRUCE ISAACSON
E. DEBORAH JAY
DANIELLE JOHNSON
SIEGRUN D. KANE
PETER J. KAROL
J. MICHAEL KEYES
REMCO KLÖTERS
JENNIFER KWON
SCOTT J. LEBSON
JOHN LINNEKER
NELS T. LIPPERT
JOEL G. MACMULL
DOUGLAS N. MASTERS
J. DAVID MAYBERRY
BRYCE J. MAYNARD
J. THOMAS MCCARTHY
MARCOS MERCADO

GEORGE W. MOXON II
AMANDA NYE
BRENDAN O'CALLAGHAN
BRANDON M. RESS
MICHIEL RIJSDIJK
JENNIFER S. SICKLER
RINITA SIRCAR
RANDEL S. SPRINGER
SARA SULEIMAN
PAUL TACKABERRY
IFEYINWA A. UFONDU
MARTIN VIEFHUES
VERENA VON BOMHARD
JEFFREY A. WAKOLBINGER
NADALINE WEBSTER
RITA WEEKS
JORDAN S. WEINSTEIN
JOHN L. WELCH
JIAN XU
JOSEPH S. YANG

Advisory Board

MILES J. ALEXANDER
WILLIAM M. BORCHARD
CLIFFORD W. BROWNING
LANNING G. BRYER
SANDRA EDELMAN
ANTHONY L. FLETCHER

ROBERT M. KUNSTADT
THEODORE C. MAX
KATHLEEN E. MCCARTHY
JONATHAN MOSKIN
VINCENT N. PALLADINO
JOHN B. PEGRAM
ROBERT L. RASKOPF

PASQUALE A. RAZZANO
SUSAN REISS
PIER LUIGI RONCAGLIA
HOWARD J. SHIRE
JERRE B. SWANN, SR.
STEVEN M. WEINBERG

The views expressed in *The Trademark Reporter* are those of the individual authors and do not necessarily reflect those of INTA.

The Trademark Reporter (ISSN 0041-056X) is published electronically six times a year by the International Trademark Association, 655 Third Avenue, New York, NY 10017-5646 USA. INTA, the INTA logo, INTERNATIONAL TRADEMARK ASSOCIATION, POWERFUL NETWORK POWERFUL BRANDS, THE TRADEMARK REPORTER, and inta.org are trademarks, service marks, and/or registered trademarks of the International Trademark Association in the United States and certain other jurisdictions.

GUIDELINES FOR SUBMITTING A MANUSCRIPT TO *THE TRADEMARK REPORTER*

The Trademark Reporter (TMR) invites all submissions that concern trademark law and related topics under U.S. and international law, including articles, commentaries, and book reviews. Submissions may be sent via email to Willard Knox, Staff Editor-in-Chief, at wknox@inta.org.

Please see the TMR Style and Submission Guide at www.inta.org/TMR/Pages/StyleGuide.aspx

THE TRADEMARK REPORTER ONLINE

International Trademark Association: Issues of *The Trademark Reporter* beginning with Volume 105, Number 1, 2015, are available to the public at www.inta.org/TMR. All issues are available to INTA members free of charge at <https://www.inta.org/TMR>.

HeinOnline: Issues of *The Trademark Reporter*, beginning with Volume 1, Number 1, 1911, are available through HeinOnline's database service under "Law Journal Library" at <https://www.heinonline.org>.

LexisNexis: Issues of *The Trademark Reporter*, beginning with Volume 31, Number 1, 1941, are available through the LexisNexis database service under "Law Reviews & Journals" at <https://www.lexis.com>.

Westlaw: Issues of *The Trademark Reporter*, beginning with Volume 80, Number 1, 1990, are available through the Westlaw database service under "Treatises & Other Materials" at <https://www.westlaw.com>.

PRINTED COPIES

Printed copies of *The Trademark Reporter* can be ordered from William S. Hein & Co., Inc. (order@wshein.com).