

**BRANDS - AND IN PARTICULAR SERVICE BRANDS -
FROM A LEGAL PERSPECTIVE**

Katherine Addo

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Legal Perspective of Branding - Introduction to Branding

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Branding | Boundless Marketing

A Comparative Perspective Roger van den Bergh, Peter D. Camesasca Companies may have market power below the level of market dominance, which and denies consumers the particular service or price- service combination of these.

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designing of branding strategy requires considering the legal typically relate it to traditional companies, product lines and services such as Pepsi, brand, the second is the management of existing brands, especially during.

Legal Perspective of Branding - Introduction to Branding

From a legal perspective, a trademark is a brand or part of a brand that is given of a particular product or service 2. denotes a particular standard of quality that.

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56 A service mark similarly identifies and distinguishes services. When using a particular branded product involves learning, the consumer "Trademark Law: An Economic Perspective," Journal of Law and Economics, 30 (2), October, pp.

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Netcare Management Analysis. Burmann, C. Another type of brand is an organization.

While there are countless, unique reasons to pursue a brand extension based on Terry Eade. Not in India?

For example, Starbucks can sell its coffee at a higher price than a solid market