



The Handbook of European Brand Rights Management: How to Develop, Manage and Protect Your Trademarks, Domains, Designs and Copyrights

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In Europe, a series of mechanisms is now in place to allow brands to grow quickly from one level to the next. Major players have more options for building their brand equity on a continental basis. American challengers have the chance to compete on a much larger scale than their size might otherwise warrant.

Designed as a practical guide to the commercial mechanics of managing a brand in Europe, this book targets an audience of brand managers, rights holders, brand consultants and investors. Drawing on a wide range of professional expertise and commercial experience, it gives an easy-to-follow account of how trademarks, domains, designs and copyright can be combined within a brand strategy.

By using commercial rights as a set of tools as well as a legal safeguard, brand owners will be better placed to maintain their distinctive position, justify the premium they charge and find extra streams of revenue.

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