

Foreword

It is a pleasure to welcome you to the second edition of *Pharmaceutical Trademarks – A Global Guide*.

Building on the success of the inaugural edition, *Pharmaceutical Trademarks 2010/2011* provides trademark professionals with comprehensive guidance on the key issues involved in the protection, enforcement and marketing of pharmaceutical brands.

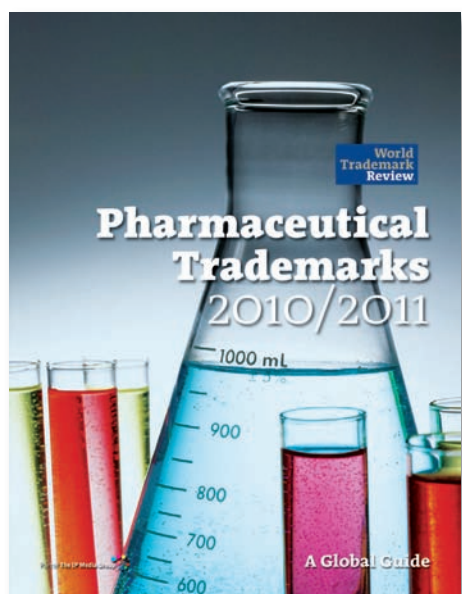
Written by experts from leading firms across the globe, the guide is designed to help the busy practitioner to make an international comparison of the practices and procedures governing pharmaceutical marks. To achieve this, this year's edition presents analysis from 18 key jurisdictions, with a regional chapter investigating the particular challenges arising from similarities between pharmaceutical trademarks in the European Union.

Although the chapters in this book offer valuable insight on law and practice governing pharmaceutical trademarks, they do not seek to provide specific legal advice and should not be read as such. However, only those firms and organisations with specialist expertise in the field of pharmaceutical trademarks were invited to contribute, and the authors raise a number of critical points that rights holders and their advisers should take into consideration when constructing an international pharmaceutical protection strategy.

I am grateful to all of the authors for their commitment to and participation in this valuable project, and would also like to thank the Pharmaceutical Trade Marks Group for all its assistance during the production of *Pharmaceutical Trademarks 2010/2011*.

Trevor Little

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