
Foreword from the ABA Forum on Franchising Chair

The ABA Forum on Franchising is proud to have partnered once again with the ABA Intellectual Property Law Section to produce the second edition of *The Intellectual Property Handbook: A Practical Guide for Franchise, Business and IP Counsel Practitioners*. I have vivid memories of attending the intensive session during the Forum's annual meeting in Boston where the first edition of this publication was used as the textbook for the course. Since that time this monograph has served as my primary source of all information related to intellectual property issues. This new edition is well timed to serve as an invaluable resource for a new generation of franchise and intellectual property attorneys.

This book would not have been possible without the hard work and dedication of our two coeditors, Chris Bussert and Jim Sims. Chris and Jim's dedication to this project made the release of this monolith possible and in record time. We also recognize the dedicated efforts of the chapter authors: Chapter 1: "Trademarks—United States" by Christopher P. Bussert and Sherin Sakr; Chapter 2: "Trademarks—International" by Ann K. Ford; Chapter 3: "Domain Names and Trademarks on the Internet" by Jonathan S. Jennings; Chapter 4: "Copyrights" by Susan Upton Douglass; Chapter 5: "Patents" by Craig Madson, Laura Burson, and Martin Bader; Chapter 6: "Trade Secrets" by Henry Su and Mike Lockerby; and Chapter 7: "Technology: The New Frontier in Intellectual Property" by Michael Lindsey.

I would also like to thank Jim Goniea for his tireless efforts as the publications officer for the Forum, both for his management of the development of this and several other books that will benefit the membership of the Forum and for ensuring the Forum's pipeline for publications remains robust for years to come. I would also like to issue a special thank-you to Paul Jones for his many years of service on the Forum's Publications Committee and for managing the Forum's book sales at each annual meeting

for the past several years. Finally, I would like to thank the other members of the Forum's Publications Committee and the ABA professional staff for making this publication possible.

Karen Satterlee
Chair, Forum on Franchising
2015–2017

Foreword from ABA-IPL Section Chair

Since 1894, the ABA Section of Intellectual Property Law (ABA-IPL) has contributed significantly to the protection of intellectual property in the United States and elsewhere. With approximately 20,000 members, the Section is the largest organization of intellectual property lawyers in the world.

Together with the ABA Forum on Franchising, ABA-IPL is pleased to offer this second edition of *The Intellectual Property Handbook: A Practical Guide for Franchise, Business, and IP Counsel*. This treatise represents another successful collaborative effort between the Forum and the Section, and we hope readers will agree it is a valuable resource for the attorneys identified in the treatise's subtitle, as well as for anyone with an interest in domestic and international intellectual property. I would especially like to thank the two editors, Chris Bussert (one of my partners) and Jim Sims, for all of their time and effort spent bringing the *Handbook* to fruition. In addition, I want to extend my thanks and appreciation to the authors: Martin Bader, Laura Burson, Chris (who also served as a coauthor), Susan Upton Douglass, Ann Ford, Jonathan Jennings, Mike Lindsey, Mike Lockerby, Craig Madson, Sherin Sakr, and Henry Su. The ABA-IPL also acknowledges the coordinating role played by Mark Dickson, chair of its Content Advisory Board, as well as those of Stephen Gillen, chair of its Books Editorial Board; Barbara Grahn, vice chair of its Content Advisory Board and Books Editorial Board; and Amy Mandel, its Director of Communications and Publications.

On behalf of ABA-IPL, I am proud of the Section's relationship with the Forum on Franchising, as well as its continued involvement in this important project. In maintaining and updating this unique work, we hope you will appreciate its new edition of *The Intellectual Property Handbook* for the valuable strategic resource it is.

Theodore H. Davis, Jr.
Chair, American Bar Association Section of Intellectual Property Law
2015–2016