



# Linguistic Battles in Trademark Disputes

*R. Shuy*

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## **Linguistic Battles in Trademark Disputes** R. Shuy

Battles over knowledge, authority, and power are often fought when two different fields address the same issues. This book takes an important step towards showing how quite different fields, law and linguistics, can work together effectively in trademark cases. After presenting the basics of each field, readers are shown how linguistics was used in ten trademark lawsuits, five of which had opposing linguists on each side. Finally, helpful suggestions are given to both linguists and lawyers.

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