

CONTENTS

Preface	3
Abbreviations used	5
 PART ONE	 7
1. Introduction	7
2. What is a trade mark?	9
3. History of trade marks	11
4. Trade mark law in the UK	13
5. Trade mark law overseas	27
6. International Treaties and conventions	41
7. The trade mark search	49
8. Famous brands and their design	57
 PART TWO	
1. Introduction	111
2. Directory of Lists of trade names	115
Index to Part Two	197