

**AIPLA—JTA
joint meeting**
Trade Dress Protection
April 2009

Panel Participants

- ◆ Fumihiko Hirose
- ◆ George Lewis
- ◆ Yoshikazu Iwase
- ◆ Don Studebaker
- ◆ Hiroko Kanomata
- ◆ Ken Nakayama (co-moderator)
- ◆ Mark Guetlich (co-moderator)

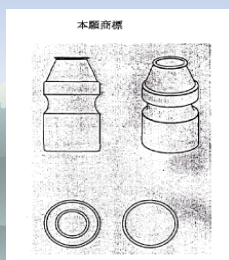
Vehicles for Protection

- ◆ Trademark Law
- ◆ Unfair Competition Law
- ◆ Design (Patent) Law
- ◆ Copyright Law
- ◆ General Torts

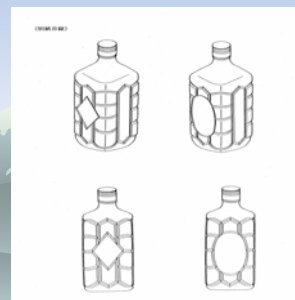
Examples

- ◆ Product container configuration
- ◆ Product configuration
- ◆ Appearance of shop
- ◆ Assortment of products (Packing)
- ◆ Significance of letters

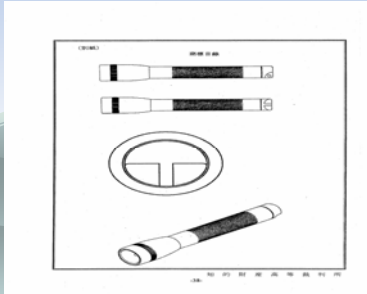
Product Container Configuration



Product Container Configuration



Product Configuration



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Product Configuration



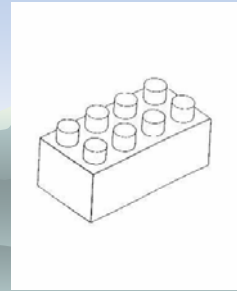
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Product Configuration



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Product Configuration



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Product Configuration



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Product Configuration



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Appearance of shop



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Assortment of products (Packing)



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Assortment of products (Packing)



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Significance of letters



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◆ Thank you.

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