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## A PSYCHOLOGICAL STUDY OF TRADE-MARK INFRINGEMENT (CLASSIC REPRINT) (PAPERBACK)



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Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Excerpt from **A Psychological Study of Trade-Mark Infringement** This study is concerned with the application of psychology to an important division of law, the infringement of trade-marks, and its chief purpose is to help the courts and the Patent Office to decide more accurately the questions of trade-mark infringement and unfair competition. Our experiments have led us to the discovery of serious theoretical and practical objections to the present judicial procedure. Under the judicial procedure it is practically impossible to judge questions of infringement or non-infringement of similar trade-marks consistently. Psychology can place at the disposal of the courts established facts, bearing on questions of confusion, such as have never been arrived at before in any reported case. Straightforward psychological methods can determine whether the mark complained of does actually cause confusion, what the exact amount of the confusion is, and how it compares with the extent of confusion between other litigated trade-marks. The present study proceeds from the conviction that in giving definite answers to these questions psychology can be of material assistance to the courts. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at [This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.](#)



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