15. Brand identities, search engines, and secondary markets

This chapter examines brand identities, search engines, and secondary markets and their operation in the information society. It considers jurisdiction and online trademark disputes, as well as search engine optimization and the role of Google and the impact of its search engine services on brand profile and market presence. The chapter goes on to examine secondary markets and the liability of sellers of counterfeit products for the abuse of trademarks. The chapter concludes with a summary of the changing nature of online branding and the diminishing impact of domain names to cement brand identity, as well as the growing influence of developments to web browser functionality on consumer behaviour.
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