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## Webvertising: Unfair Competition & Trademarks on the Internet

Does our advertisement on the Internet have to comply with the laws of every country where it can be received?

If so, what are the most important provisions and rules of unfair competition law of which we should be aware? Do we have to respect all trademarks existing in these countries? Can the company be sued in each of these countries?

## **TRADEMARK, ADVERTISING AND UNFAIR COMPETITION**

trademark, advertising, unfair competition and internet litigation Jenner & Block lawyers regularly litigate trademark and trade dress infringement matters on behalf of a broad array of clients in diverse industries including apparel, consumer products, media and entertainment, and sporting goods, among

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