

Contents

<i>Notes on the contributors</i>	<i>page</i> vii
<i>Foreword by Rochelle Dreyfuss</i>	xii
<i>Editors’ preface</i>	xiv
<b>Part I Trade marks and brands</b>	<b>1</b>
1 What is the value of a brand to a firm? DON O’SULLIVAN, KWANGHUI LIM AND JANICE LUCK	3
2 The social benefits and costs of trade marks and brands CHRISTINE GREENHALGH	23
<b>Part II Personal reputation</b>	<b>43</b>
3 Legal and cultural approaches to the protection of the contemporary celebrity brand in the Asia Pacific region DAVID TAN	45
4 No personality rights for pop stars in Hong Kong? PETER K. YU	64
5 Fashioning personality rights in Australia MEGAN RICHARDSON AND ANDREW T. KENYON	86
<b>Part III Brands and personality</b>	<b>99</b>
6 Protection of reputation in the trade mark and copyright laws of Malaysia and Singapore: divergence and a cultural exploration KHAW LAKE TEE, TAY PEK SAN AND NG-LOY WEE LOON	101

vi	Contents	
7	Reproduction rights in US trade mark law GRAEME W. AUSTIN	119
8	From magic charms to symbols of wealth: well-known trade marks in Indonesia CHRISTOPH ANTONS	142
9	Names as brands: moral rights and the ‘unreasonable’ pseudonym in Australia ELIZABETH ADENEY	156
	<b>Part IV Measures</b>	179
10	The use of survey evidence in Australian trade mark and passing off cases VICKI HUANG, KIMBERLEE WEATHERALL AND ELIZABETH WEBSTER	181
11	The place of expert evidence in unfair competition cases: the Australian experience SAM RICKETSON	203
	<b>Part V New horizons</b>	231
12	Geographical Indications: Europe’s strange chimera or developing countries’ champion? MELISSA DE ZWART	233
13	Branding indigenous peoples’ traditional knowledge SUSY FRANKEL	253
	<i>Index</i>	268