

*This is your Release #18 (May 2022)*

# **Likelihood of Confusion in Trademark Law**

*Second Edition*

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In this release to *Likelihood of Confusion in Trademark Law*, Richard Kirkpatrick updates and expands the treatise, including new case law integrated into the text throughout. Highlights include:

**New color illustration of trademark and trade dress infringement cases:** An illustration from *Sabhnani v. Mirage Brands, LLC* (perfumes and colognes, see Appendix A49) has been added to Appendix A.

**Consumers and their degree of care:** New commentary in section 6:2 looks at empirical research into actual consumer behavior and how it contradicts both old assumptions and new constructs of consumer behavior. These validated studies suggest many types of empirical proofs—other than surveys—that may be relevant, admissible, and influential in trademark litigation, depending on the case.

For this release, the **Table of Cases** and the **Index** have been updated.

Thank you for purchasing *Likelihood of Confusion in Trademark Law*. If you have questions about this product, or would like information on our other products, please contact customer service at [info@pli.edu](mailto:info@pli.edu) or at (800) 260-4PLI.

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# **FILING INSTRUCTIONS**

## **Likelihood of Confusion in Trademark Law**

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**REMOVE OLD PAGES  
NUMBERED:**

- Title page to 4-84
- 6-1 to App. A-3
- A-1 to I-8

**INSERT NEW PAGES  
NUMBERED:**

- Title page to 4-85
- 6-1 to App. A-3
- App. A-71 to I-8

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