

## The Knockoff Economy How Imitation Sparks Innovation

"Knowledge commons" describes the institutionalized community governance of the sharing and, in some cases, creation, of information, science, knowledge, data, and other types of intellectual and cultural resources. It is the subject of enormous recent interest and enthusiasm with respect to policymaking about innovation, creative production, and intellectual property. Taking that enthusiasm as its starting point, *Governing Knowledge Commons* argues that policymaking should be based on evidence and a deeper understanding of what makes commons institutions work. It offers a systematic way to study knowledge commons, borrowing and building on Elinor Ostrom's Nobel Prize-winning research on natural resource commons. It proposes a framework for studying knowledge commons that is adapted to the unique attributes of knowledge and information, describing the framework in detail and explaining how to put it into context both with respect to commons research and with respect to innovation and information policy. Eleven detailed case studies apply and discuss the framework exploring knowledge commons across a wide variety of scientific and cultural domains.

*The Knockoff Economy How Imitation Sparks Innovation* Oxford University Press  
A Top Editor's Take on the State of Journalism Today—and His Prescient Forecast of Its Future "This is a personal and insightful book about one of the most important questions of our time: how will journalism make the transition to the digital age? Steve Shepard made that leap bravely when he went from being a great magazine editor to the first dean of the City University of New York journalism school. His tale is filled with great lessons for us all." —Walter Isaacson, bestselling author of *Steve Jobs* "An insightful and convivial account of a bright, bountiful life dedicated to words, information and wonder." —Kirkus Reviews (Starred Review) "This is two compelling books in one: Shepard's story of his life in print journalism, and a clearheaded look at the way journalism is evolving due to electronic media, social networking, and the ability of anyone with a computer and an opinion to make him- or herself heard." —Booklist Shepard's book will resonate with many and should be read by anyone interested in the flow of information today and its simpact on society as a whole." —Library Journal "The book is in part a memoir, a tale of a life lived at the height of print journalism when print journalism itself was at its height. But it is also an analysis, an examination of the new challenges facing an old industry as it ambles and occasionally sprints its way into the digital age." —The Washington Post About the Book: "My personal passage is, in many ways, a microcosm of the larger struggle within the journalism profession to come to terms with the digital reckoning. Will the new technologies enhance journalism . . . or water it down for audiences with diminished attention spans? What new business models will emerge to sustain quality journalism?" Stephen B. Shepard has seen it all. Editor-

in-chief of BusinessWeek for more than 20 years, Shepard helped transform the magazine into one of the most respected voices of its time. But after his departure, he saw it collapse—another victim of the digital age. In *Deadlines and Disruption*, Shepard recounts his five decades in journalism—a time of radical transformations in the way news is developed, delivered, and consumed. Raised in the Bronx, Shepard graduated from City College and Columbia, joined BusinessWeek as a reporter, and rose to the top editorial post. He has closed the circle by returning to the university that spawned him, founding the Graduate School of Journalism at the City University of New York. In the digital age, anyone can be a journalist. Opinion pieces are replacing original reporting as the coin of the realm. And an entire generation is relying on Facebook friends and Twitter feeds to tell them what to read. Is this the beginning of an irreversible slide into third-rate journalism? Or the start of a better world of interactive, multimedia journalism? Will the news industry live up to its responsibility to forge a well-informed public? Shepard tackles all the tough questions facing journalists, the news industry, and, indeed, anyone who understands the importance of a well-informed public in a healthy democracy. The story of Shepard's career is the story of the news industry—and in *Deadlines and Disruption*, he provides peerless insight into one of the most critical issues of our time.

The adulteration and fraudulent manufacture of medicines is an old problem, vastly aggravated by modern manufacturing and trade. In the last decade, impotent antimicrobial drugs have compromised the treatment of many deadly diseases in poor countries. More recently, negligent production at a Massachusetts compounding pharmacy sickened hundreds of Americans. While the national drugs regulatory authority (hereafter, the regulatory authority) is responsible for the safety of a country's drug supply, no single country can entirely guarantee this today. The once common use of the term counterfeit to describe any drug that is not what it claims to be is at the heart of the argument. In a narrow, legal sense a counterfeit drug is one that infringes on a registered trademark. The lay meaning is much broader, including any drug made with intentional deceit. Some generic drug companies and civil society groups object to calling bad medicines counterfeit, seeing it as the deliberate conflation of public health and intellectual property concerns. *Countering the Problem of Falsified and Substandard Drugs* accepts the narrow meaning of counterfeit, and, because the nuances of trademark infringement must be dealt with by courts, case by case, the report does not discuss the problem of counterfeit medicines. Do copyright laws directly cause people to create works they otherwise wouldn't create? Do those laws directly put substantial amounts of money into authors' pockets? Does culture depend on copyright? Are copyright laws a key driver of competitiveness and of the knowledge economy? These are the key questions William Patry addresses in *How to Fix Copyright*. We all share the goals of increasing creative works, ensuring authors can make a decent living, furthering culture and competitiveness and ensuring that knowledge is widely shared, but

what role does copyright law actually play in making these things come true in the real world? Simply believing in lofty goals isn't enough. If we want our goals to come true, we must go beyond believing in them; we must ensure they come true, through empirical testing and adjustment. Patry argues that laws must be consistent with prevailing markets and technologies because technologies play a large (although not exclusive) role in creating consumer demand; markets then satisfy that demand. Patry discusses how copyright laws arose out of eighteenth-century markets and technology, the most important characteristic of which was artificial scarcity. Artificial scarcity was created by the existence of a small number gatekeepers, by relatively high barriers to entry, and by analog limitations on copying. Markets and technologies change, in a symbiotic way, Patry asserts. New technologies create new demand, requiring new business models. The new markets created by the Internet and digital tools are the greatest ever: Barriers to entry are low, costs of production and distribution are low, the reach is global, and large sums of money can be made off of a multitude of small transactions. Along with these new technologies and markets comes the democratization of creation; digital abundance is replacing analog artificial scarcity. The task of policymakers is to remake our copyright laws to fit our times: our copyright laws, based on the eighteenth century concept of physical copies, gatekeepers, and artificial scarcity, must be replaced with laws based on access not ownership of physical goods, creation by the masses and not by the few, and global rather than regional markets. Patry's view is that of a traditionalist who believes in the goals of copyright but insists that laws must match the times rather than fight against the present and the future.

This is a general reference work on all aspects of intellectual property, including international treaties and conventions, analyses of all fields of intellectual property, its administration, enforcement and teaching, technological and legal developments, and WIPO's work in its Member States. It covers issues including electronic commerce, biotechnology, traditional knowledge and management of copyright and related rights and WIPO's vision and approaches to meet new challenges with a widening circle of partners. Can be used as a key reference work by creators, innovators, intellectual property lawyers, government officials, university teachers and students.

This study develops and applies a rigorous methodology to estimate the incidence of counterfeit and pirated items in world trade.

"Manu Saadia has managed to show us one more reason, perhaps the most compelling one of all, why we all need the world of Star Trek to one day become the world we live in." — Chris Black, Writer and Co-Executive Producer, Star Trek: Enterprise What would the world look like if everybody had everything they wanted or needed? Treconomics, the premier book in financial journalist Felix Salmon's imprint PiperText, approaches scarcity economics by coming at it backwards — through thinking about a universe where scarcity does not exist. Delving deep into the details and intricacies of 24th century society, Treconomics

explores post-scarcity and whether we, as humans, are equipped for it. What are the prospects of automation and artificial intelligence? Is there really no money in Star Trek? Is Treconomics at all possible?

Fashion is a lot more than providing an answer to primary needs. It is a way of communication, of distinction, of proclaiming a unique taste and expressing the belonging to a group. Sometimes to an exclusive group. Currently, the fashion industry is moving towards hyperspace, to a multidimensional world that is springing from the integration of smart textiles and wearable technologies. It is far beyond aesthetics. New properties of smart textiles let designers experiment with astonishing forms and expressions. There are also surprising contrasts and challenges: a new life for natural fibers, sustainable fabrics and dyeing techniques, rediscovered by eco-fashion, and "artificial apparel," made of wearable electronic components. How is this revolution affecting the strategies of the fashion industry?

Fashion law encompasses a wide variety of issues that concern an article of clothing or a fashion accessory, starting from the moment they are designed and following them through distribution and marketing phases, all the way until they reach the end-user. Contract law, intellectual property, company law, tax law, international trade, and customs law are of fundamental importance in defining this new field of law that is gradually taking shape. This volume focuses on the new frontiers of fashion law, taking into account the various fields that have recently emerged as being of great interest for the entire fashion world: from sustainable fashion to wearable technologies, from new remedies to cultural appropriation to the regulation of model weight, from advertising law on the digital market to the impact of new technologies on product distribution. The purpose is to stimulate discussion on contemporary problems that have the potential to define new boundaries of fashion law, such as the impact of the heightened ethical sensitivity of consumers (who increasingly require effective solutions), that a comparative law perspective renders more interesting. The volume seeks to sketch out the new legal fields in which the fashion industry is getting involved, identifying the new boundaries of fashion law that existing literature has not dealt with in a comprehensive manner.

At age twelve, Sophie learns that the remarkable abilities that have always caused her to stand out identify her as an elf, and after being brought to Eternalia to hone her skills, discovers that she has secrets buried in her memory for which some would kill.

"In business, imitation gets a bad rap: some business leaders see imitators as 'me too' players forced to copy because they have nothing original to offer. In Copycats, Oded Shenkar challenges this viewpoint. He reveals how imitation - the exact or broad-brushed copying of an innovation - is as critical to prosperity as innovation, especially when the two are used together."--Inside jacket.

From the shopping mall to the corner bistro, knockoffs are everywhere in today's marketplace. Conventional wisdom holds that copying kills creativity, and that

laws that protect against copies are essential to innovation - and economic success. But are copyrights and patents always necessary? This book argues that creativity can not only survive in the face of copying, but can thrive

Introduction -- China's Sputnik moment -- Copycats in the Coliseum -- China's alternate Internet universe -- A tale of two countries -- The four waves of AI -- Utopia, dystopia, and the real AI crisis -- The wisdom of cancer -- A blueprint for human co-existence with AI -- Our global AI story

The Bush Administration has notoriously argued that detainees at Guantanamo do not enjoy constitutional rights because they are held outside American borders. But where do rules about territorial legal limits such as this one come from? Why does geography make a difference for what legal rules apply? Most people intuitively understand that location affects constitutional rights, but the legal and political basis for territorial jurisdiction is poorly understood. In this novel and accessible treatment of territoriality in American law and foreign policy, Kal Raustiala begins by tracing the history of the subject from its origins in post-revolutionary America to the Indian wars and overseas imperialism of the 19th century. He then takes the reader through the Cold War and the globalization era before closing with a powerful explanation of America's attempt to increase its extraterritorial power in the post-9/11 world. As American power has grown, our understanding of extraterritorial legal rights has expanded too, and Raustiala illuminates why America's assumptions about sovereignty and territory have changed. Throughout, he focuses on how the legal limits of territorial sovereignty have diminished to accommodate the expanding American empire, and addresses how such limits ought to look in the wake of Iraq, Afghanistan, and the war on terror. A timely and engaging narrative, *Does the Constitution Follow the Flag?* will change how we think about American territory, American law, and ultimately-the changing nature of American power.

Rick Rouse is a US Army deserter who, after running away to China, gets a job at Fengxian Amusement Park, a family destination heavily inspired by Western culture, featuring Rambie (the deer with a red headband), Ratman (the caped crusader with a rat's tail), Bumbo (small ears, big behind) and other original characters. The park's general manager is convinced that Rick was destined to greet Fengxian customers, dressed as none other than Ricky Rouse. But when American terrorists take the entire park hostage, only Ricky Rouse can save the day. In a furry costume. This original graphic novel is a relentless action comedy, a satire of US-China relations, a parody of Western entertainment and a curious look at China, a country that, once we look past its often outrageous infringements, is a culture ripe with innovation and a unique, courageous spirit. It is introduced by Christopher Sprigman, Professor of Law at New York University and author of *The Knockoff Economy*. Tittel and Aggs flip our cheeriest, most-beloved icons on their heads to create a story as thrilling as it is bizarre. In their world, an amusement park is a thing of gloom, friendly cartoon characters are out for blood and the copycat Ricky Rouse is a hero to root for. Their story of

knockoffs behaving badly is a true original itself. Bianca Bosker, The Huffington Post

Since the 1980s, globalization and neoliberalism have brought about a comprehensive restructuring of everyone's lives. People are being 'disciplined' by neoliberal economic agendas, 'transformed' by communication and information technology changes, global commodity chains and networks, and in the Global South in particular, destroyed livelihoods, debilitating impoverishment, disease pandemics, among other disastrous disruptions, are also globalization's legacy. This collection of geographical treatments of such a complex set of processes unearths the contradictions in the impacts of globalization on peoples' lives. Globalizations Contradictions firstly introduces globalization in all its intricacy and contrariness, followed on by substantive coverage of globalization's dimensions. Other areas that are covered in depth are: globalization's macro-economic faces globalization's unruly spaces globalization's geo-political faces ecological globalization globalization's cultural challenges globalization from below fair globalization. Globalizations Contradictions is a critical examination of the continuing role of international and supra-national institutions and their involvement in the political economic management and determination of global restructuring. Deliberately, this collection raises questions, even as it offers geographical insights and thoughtful assessments of globalization's multifaceted 'faces and spaces.'

In early twentieth-century China, Chen Diexian (1879–1940) was a maverick entrepreneur—at once a prolific man of letters and captain of industry, a magazine editor and cosmetics magnate. He tinkered with chemistry in his private studio, used local cuttlefish to source magnesium carbonate, and published manufacturing tips in how-to columns. In a rapidly changing society, Chen copied foreign technologies and translated manufacturing processes from abroad to produce adaptations of global commodities that bested foreign brands. Engaging in the worlds of journalism, industry, and commerce, he drew on literati practices associated with late-imperial elites but deployed them in novel ways within a culture of educated tinkering that generated industrial innovation. Through the lens of Chen's career, Eugenia Lean explores how unlikely individuals devised unconventional, homegrown approaches to industry and science in early twentieth-century China. She contends that Chen's activities exemplify "vernacular industrialism," the pursuit of industry and science outside of conventional venues, often involving ad hoc forms of knowledge and material work. Lean shows how vernacular industrialists accessed worldwide circuits of law and science and experimented with local and global processes of manufacturing to navigate, innovate, and compete in global capitalism. In doing so, they presaged the approach that has helped fuel China's economic ascent in the twenty-first century. Rather than conventional narratives that depict China as belatedly borrowing from Western technology, Vernacular Industrialism in China offers a new understanding of industrialization, going beyond material factors to

show the central role of culture and knowledge production in technological and industrial change.

Focuses on the novel issues raised for IP law by 3D printing for the major IP systems around the world.

When a pseudonymous programmer introduced “a new electronic cash system that’s fully peer-to-peer, with no trusted third party” to a small online mailing list in 2008, very few paid attention. Ten years later, and against all odds, this upstart autonomous decentralized software offers an unstoppable and globally-accessible hard money alternative to modern central banks. The Bitcoin Standard analyzes the historical context to the rise of Bitcoin, the economic properties that have allowed it to grow quickly, and its likely economic, political, and social implications. While Bitcoin is a new invention of the digital age, the problem it purports to solve is as old as human society itself: transferring value across time and space. Ammous takes the reader on an engaging journey through the history of technologies performing the functions of money, from primitive systems of trading limestones and seashells, to metals, coins, the gold standard, and modern government debt. Exploring what gave these technologies their monetary role, and how most lost it, provides the reader with a good idea of what makes for sound money, and sets the stage for an economic discussion of its consequences for individual and societal future-orientation, capital accumulation, trade, peace, culture, and art. Compellingly, Ammous shows that it is no coincidence that the loftiest achievements of humanity have come in societies enjoying the benefits of sound monetary regimes, nor is it coincidental that monetary collapse has usually accompanied civilizational collapse. With this background in place, the book moves on to explain the operation of Bitcoin in a functional and intuitive way. Bitcoin is a decentralized, distributed piece of software that converts electricity and processing power into indisputably accurate records, thus allowing its users to utilize the Internet to perform the traditional functions of money without having to rely on, or trust, any authorities or infrastructure in the physical world. Bitcoin is thus best understood as the first successfully implemented form of digital cash and digital hard money. With an automated and perfectly predictable monetary policy, and the ability to perform final settlement of large sums across the world in a matter of minutes, Bitcoin’s real competitive edge might just be as a store of value and network for final settlement of large payments—a digital form of gold with a built-in settlement infrastructure. Ammous’ firm grasp of the technological possibilities as well as the historical realities of monetary evolution provides for a fascinating exploration of the ramifications of voluntary free market money. As it challenges the most sacred of government monopolies, Bitcoin shifts the pendulum of sovereignty away from governments in favor of individuals, offering us the tantalizing possibility of a world where money is fully extricated from politics and unrestrained by borders. The final chapter of the book explores some of the most common questions surrounding Bitcoin: Is Bitcoin mining a waste of energy? Is

Bitcoin for criminals? Who controls Bitcoin, and can they change it if they please? How can Bitcoin be killed? And what to make of all the thousands of Bitcoin knock-offs, and the many supposed applications of Bitcoin's 'blockchain technology'? The Bitcoin Standard is the essential resource for a clear understanding of the rise of the Internet's decentralized, apolitical, free-market alternative to national central banks.

? The luxury market has transformed from its traditional conspicuous consumption model to a new experiential luxury sensibility that is marked by a change in how consumers define luxury. In a global context, it is crucial to understand why consumers buy luxury, what they believe luxury is, and how their perception of luxury value impacts their buying behavior. This handbook aims to provide a holistic approach to luxury marketing with respect to the characteristics and the key challenges and opportunities of luxury brand management. Therefore, the multifaceted contributions by authors from different parts of the world will offer both a research and management perspective of luxury marketing and deliver a concentrated body of knowledge with contributions from diverse elements.

The Palgrave Encyclopedia of Strategic Management has been written by an international team of leading academics, practitioners and rising stars and contains almost 550 individually commissioned entries. It is the first resource of its kind to pull together such a comprehensive overview of the field and covers both the theoretical and more empirically/practitioner oriented side of the discipline.

As the United States struggles and the economies of Europe stagger, we fail to see a way out of this agonizing cycle of repeated financial meltdowns. In fact, there are thousands of ways to solve not only our recurring fiscal crises but our ongoing social and ecological debacles as well. Solutions are already in place where terrible problems once existed. The changes came about not through increased conventional taxation, enlightened self-interest, or government programs but by people simply rethinking the concept of money. With this restructuring, everything changes. In this visionary book, Bernard Lietaer and Jacqui Dunne explore the origins of our current monetary system—built on bank debt and scarcity—revealing the surprising and sometimes shocking ways its unconscious limitations give rise to so many serious problems. But there is hope. The authors present stories of ordinary people and their communities using new money, working in cooperation with national currencies, to strengthen local economies, create work, beautify cities, and provide education—and so much more is possible. These real-world examples are just the tip of the iceberg—over 4,000 cooperative currencies are already in existence. The book provides remedies for challenges faced by governments, businesses, nonprofits, local communities, and even banks. It demystifies a complex and critically important topic and will strike a deep chord with readers eager to find innovative, meaningful solutions that will do far more than restore prosperity—it will provide

the framework for an era of sustainable abundance.

“With *Deluxe: How Luxury Lost Its Luster*, [Dana] Thomas—who has been the cultural and fashion writer for *Newsweek* in Paris for 12 years—has written a crisp, witty social history that’s as entertaining as it is informative.” —*New York Times*

From the author of *Fashionopolis: The Price of Fast Fashion and the Future of Clothes* Once luxury was available only to the rarefied and aristocratic world of old money and royalty. It offered a history of tradition, superior quality, and a pampered buying experience. Today, however, luxury is simply a product packaged and sold by multibillion-dollar global corporations focused on growth, visibility, brand awareness, advertising, and, above all, profits. Award-winning journalist Dana Thomas digs deep into the dark side of the luxury industry to uncover all the secrets that Prada, Gucci, and Burberry don't want us to know. *Deluxe* is an uncompromising look behind the glossy façade that will enthrall anyone interested in fashion, finance, or culture.

Contends that creativity can thrive in the face of piracy, arguing that the imitation of great designs forces an industry to innovate more quickly, and looks at examples of areas in which the practice has been accepted.

A comprehensive, rigorous, and up-to-date introduction to growth economics that presents all the major growth paradigms and shows how they can be used to analyze the growth process and growth policy design. This comprehensive introduction to economic growth presents the main facts and puzzles about growth, proposes simple methods and models needed to explain these facts, acquaints the reader with the most recent theoretical and empirical developments, and provides tools with which to analyze policy design. The treatment of growth theory is fully accessible to students with a background no more advanced than elementary calculus and probability theory; the reader need not master all the subtleties of dynamic programming and stochastic processes to learn what is essential about such issues as cross-country convergence, the effects of financial development on growth, and the consequences of globalization. The book, which grew out of courses taught by the authors at Harvard and Brown universities, can be used both by advanced undergraduate and graduate students, and as a reference for professional economists in government or international financial organizations. *The Economics of Growth* first presents the main growth paradigms: the neoclassical model, the AK model, Romer's product variety model, and the Schumpeterian model. The text then builds on the main paradigms to shed light on the dynamic process of growth and development, discussing such topics as club convergence, directed technical change, the transition from Malthusian stagnation to sustained growth, general purpose technologies, and the recent debate over institutions versus human capital as the primary factor in cross-country income differences. Finally, the book focuses on growth policies—analyzing the effects of liberalizing market competition and entry, education policy, trade liberalization, environmental and resource constraints, and stabilization policy—and the methodology of growth

policy design. All chapters include literature reviews and problem sets. An appendix covers basic concepts of econometrics.

How the leisure class has been replaced by a new elite, and how their consumer habits affect us all In today's world, the leisure class has been replaced by a new elite. Highly educated and defined by cultural capital rather than income bracket, these individuals earnestly buy organic, carry NPR tote bags, and breast-feed their babies. They care about discreet, inconspicuous consumption—like eating free-range chicken and heirloom tomatoes, wearing organic cotton shirts and TOMS shoes, and listening to the Serial podcast. They use their purchasing power to hire nannies and housekeepers, to cultivate their children's growth, and to practice yoga and Pilates. In *The Sum of Small Things*, Elizabeth Currid-Halkett dubs this segment of society "the aspirational class" and discusses how, through deft decisions about education, health, parenting, and retirement, the aspirational class reproduces wealth and upward mobility, deepening the ever-wider class divide. Exploring the rise of the aspirational class, Currid-Halkett considers how much has changed since the 1899 publication of Thorstein Veblen's *Theory of the Leisure Class*. In that inflammatory classic, which coined the phrase "conspicuous consumption," Veblen described upper-class frivolities: men who used walking sticks for show, and women who bought silver flatware despite the effectiveness of cheaper aluminum utensils. Now, Currid-Halkett argues, the power of material goods as symbols of social position has diminished due to their accessibility. As a result, the aspirational class has altered its consumer habits away from overt materialism to more subtle expenditures that reveal status and knowledge. And these transformations influence how we all make choices. With a rich narrative and extensive interviews and research, *The Sum of Small Things* illustrates how cultural capital leads to lifestyle shifts and what this forecasts, not just for the aspirational class but for everyone.

From the shopping mall to the corner bistro, knockoffs are everywhere in today's marketplace. Conventional wisdom holds that copying kills creativity, and that laws that protect against copies are essential to innovation--and economic success. But are copyrights and patents always necessary? In *The Knockoff Economy*, Kal Raustiala and Christopher Sprigman provocatively argue that creativity can not only survive in the face of copying, but can thrive. *The Knockoff Economy* approaches the question of incentives and innovation in a wholly new way--by exploring creative fields where copying is generally legal, such as fashion, food, and even professional football. By uncovering these important but rarely studied industries, Raustiala and Sprigman reveal a nuanced and fascinating relationship between imitation and innovation. In some creative fields, copying is kept in check through informal industry norms enforced by private sanctions. In others, the freedom to copy actually promotes creativity. High fashion gave rise to the very term "knockoff," yet the freedom to imitate great designs only makes the fashion cycle run faster--and forces the fashion industry to be even more creative. Raustiala and Sprigman carry their analysis from food

to font design to football plays to finance, examining how and why each of these vibrant industries remains innovative even when imitation is common. There is an important thread that ties all these instances together--successful creative industries can evolve to the point where they become inoculated against--and even profit from--a world of free and easy copying. And there are important lessons here for copyright-focused industries, like music and film, that have struggled as digital technologies have made copying increasingly widespread and difficult to stop. Raustiala and Sprigman's arguments have been making headlines in *The New Yorker*, the *New York Times*, the *Financial Times*, the *Boston Globe*, *Le Monde*, and at the *Freakonomics* blog, where they are regular contributors. By looking where few had looked before--at markets that fall outside normal IP law--*The Knockoff Economy* opens up fascinating creative worlds. And it demonstrates that not only is a great deal of innovation possible without intellectual property, but that intellectual property's absence is sometimes better for innovation.

A first work of non-fiction available in English by the James Joyce Foundation Award-winning Chinese author of *Brothers* is presented through a framework of ten common phrases in the Chinese vernacular to offer insight into the nation's modern economic gaps, cultural transformations and ubiquitous practices of deception.

Presenting a significant selection of seventy-eight essays, interviews, and symposia from the pioneering *AIGA Journal of Graphic Design*, *Design Culture* examines the coming of age of graphic design as a profession and its role in shaping our culture. A diverse group of leading designers, editors, academics, and professionals both within and outside the field offer stimulating views on the impact of graphic design on everyday life. Topics range from skateboard graphics to the NASA logo to Lucky Charms cereal, and are grouped under ten intriguing chapter headings, including: Love, Money, Power; Facts and Artifacts; Modern and Other Isms; Design 101; Public Works; Understanding Media; and Future Shocks. *Design Culture* brings new meaning to design issues for anyone interested in contemporary culture. Essays by: Philip B. Meggs, Fath Davis Ruffins, Natalia Ilyin, Rosemary Coombs, Steven Heller, Paula Scher, Rick Poynor, Michael Bierut, Lorraine Wild, Ellen Lupton, Paul Rand, Jeffery Keedy, Peter Fraterdeus, Gunar Swanson, Roy Behrens, Veronique Vienne, Paul Saffo, Jessica Helfand, Robin Kinross, Milton Glaser, Michal Rock, Ellen Shapiro, and many more. Co-published with the American Institute of Graphic Arts. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a *New York Times* bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in

areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

This study offers unique up-to-date analysis of the impact on global trade of counterfeit and pirated products, known as "fakes" by the general public. Using statistical analysis and drawing on a global dataset covering almost half million customs data on seizures, the study estimates the huge share of international trade commandeered by counterfeit and pirated goods. In 2013, international trade in such products represented up to 2.5% of world trade, or as much as USD 461 billion. This is the equivalent of the GDP of Austria, or the combined GDP of Ireland and the Czech Republic. Above all, it highlights that right holders, governments and the formal economy as a whole suffer from significant economic and social losses. It also gives an idea about the potential financial revenues collected by criminal networks that are behind such trade.<sup>^</sup>More specifically, counterfeit and pirated products amounted to up to 5 % of imports in 2013 in the European Union, or as much as EUR 85 billion (USD 116 billion). This suggests that the relative impact of counterfeiting is twice as high for a group of developed countries, such as the EU, than it is for the world as a whole. The scope of the phenomenon appears to be greater than a decade ago. Back in 2008, a previous OECD study estimated that counterfeit and pirated goods accounted for up to 1.9 % of world imports, or up to USD 200 billion, relying on the best data and more limited methods available at that time. In the context of today's revival of international trade in the global economy, there is no shortage of opportunities for counterfeiters and criminals. Counterfeit and pirated trade is a major threat to any modern, knowledge-based economy. Counterfeiting and piracy matter in an innovation driven global economy.<sup>^</sup>Intellectual property (IP) is a key value generator for firms, helping them succeed in competitive markets. At the macroeconomic level, IP protection and enforcement is one of the main drivers of innovation, which contributes to long term economic growth. Given the fundamental economic importance of IP, counterfeiting and piracy must be directly targeted as a threat to sustainable IP-based business models.

This volume offers a detailed analysis of the issues related to the protection of non-traditional marks. In recent years, the domain of trademark law and the scope of trademark protection has grown exponentially. Today, a wide variety of non-traditional marks, including colour, sound, smell, and shape marks, can be registered in many jurisdictions. However, this expansion of trademark protection has led to heated discussions and controversies about the impact of the protection of non-traditional marks on freedom of competition and, more generally, on socially valuable use of these or similar signs in unrelated non-commercial contexts. These tensions have also led to increasing litigation in this area across several jurisdictions. This book provides an overview of the debate and state of the law surrounding non-traditional marks at the international, regional, and national level. In particular, this book addresses relevant international treaties administered by the World Intellectual Property Organization

