

AMA Manual of Style

You are looking at 1-1 of 1 items for: **med-9780195176339-div2-178**

Trademark

Annette Flanagin

Print Publication Year: 2007 Published Online: 2009

Publisher: Oxford University Press

ISBN: eISBN:

DOI: 10.1093/jama/9780195176339.022.199

Item type: section

Trademark and unfair-competition laws are designed to prevent a competitor from selling goods or services under the auspices of another. Trademark law, not copyright law, protects trademarks, service marks, and trade names. Trademarks are legally registered words, names, symbols, sounds, or colors or any combination of these items that are used to identify and distinguish goods from those goods manufactured and sold by others and to indicate the source or origin of the goods (eg, brand names). Examples of commonly recognized trademarks include Time magazine, NBC, and Coca-Cola. A service mark is the same as a trademark except that it