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Trademarks and Behavioral Targeting

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Consumer Preference Data Sources



Themes

- Trademark owners want veto rights on associations
 - TM lawsuits
 - State anti-keyword laws
- Data sources are fighting each other, not just TM owners
 - Opt-in privacy laws (ex: DPI)
 - Websites extending reach (ex: retargeting, Beacon)
 - RealNames => Omnibox
- Intermediaries use TMs to read consumers' minds