## Santa-Clara University

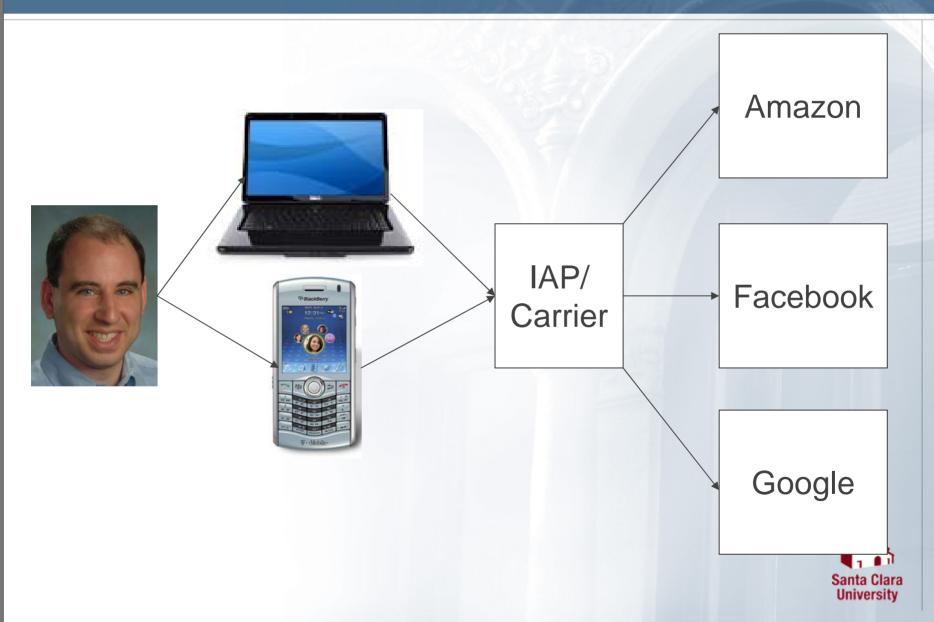
## **Trademarks and Behavioral Targeting**

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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

