Consumer Preference Data Sources

- Amazon
- Facebook
- Google
- IAP/Carrier
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**