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weak links in the  
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has always been  
subject to  
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transitions.  
How those  
transitions are

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the shape they  
take is crucial  
to the ability  
of IP to  
achieve its  
stated goals  
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brand differentiation. Yet the need for change can run headlong into a desire for coherence. A search for coherence tests the limits of the concept of "intellectual property," is

imperiled by overlaps between different IP regimes, and calls for a unifying normative theme. This volume assembles contributors from across IP

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to explore  
these  
questions,  
including  
whether  
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