

Acknowledgments

My work in this field commenced almost ten years ago. At that time, I was sitting on the bench as a judge at the Regional Court of Stuttgart in Germany. In the beginning, it was little more than curiosity about the vexing problems in international trademark and unfair competition conflicts. However, it quickly became obvious that the complexity of the topic invited—indeed, required—an extensive scholarly endeavor and that my fascination (not to say obsession) strongly suggested a return to full-time academia. This is the path I took when I decided to transform my ideas into a book. In 2014, the manuscript was approved by the Faculty of Law at the University of Zurich (Switzerland) as a postdoctoral habilitation thesis. The text that was submitted for print is current as of December 2015.

I have presented ideas, concepts, and excerpts from this book at a number of conferences and other academic fora, including the 2008 and 2009 fellows' sessions at the Stanford Program in International Legal Studies, the 2009 Stanford JSD colloquium, the 2009 Bay Area Fellows' Intellectual Property and Technology Law Workshop at Berkeley University School of Law, the 2011 Habilitationskolloquium at the Max Planck Institute for Comparative and International Private Law, and the 2011 Global Fellow Forum sessions that I attended as a Global Fellow from Practice and Government at New York University School of Law. I am grateful for all the helpful comments I received on these and other occasions. In addition, I am indebted to my many colleagues and friends for enduring the discussions that I forced on them in recent years. I have benefited immensely from your collegiality, patience, and ideas.

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