

# Buffalo Intellectual Property Law Journal

---

Volume 7 | Number 2

Article 4

---

7-1-2010

## Table of Contents

Buffalo Intellectual Property Law Journal

Follow this and additional works at: <https://digitalcommons.law.buffalo.edu/buffaloipjournal>

---

### Recommended Citation

Buffalo Intellectual Property Law Journal, *Table of Contents*, 7 Buff. Intell. Prop. L.J. i (2010).  
Available at: <https://digitalcommons.law.buffalo.edu/buffaloipjournal/vol7/iss2/4>

This Front Matter is brought to you for free and open access by the Law Journals at Digital Commons @ University at Buffalo School of Law. It has been accepted for inclusion in Buffalo Intellectual Property Law Journal by an authorized editor of Digital Commons @ University at Buffalo School of Law. For more information, please contact [lawscholar@buffalo.edu](mailto:lawscholar@buffalo.edu).

# BUFFALO INTELLECTUAL PROPERTY LAW JOURNAL

---

VOLUME VII

Summer 2010

Issue 2

---

## TABLE OF CONTENTS

### ARTICLES

**GOOGLE ANALYTICS: ANALYZING THE LATEST WAVE OF  
LEGAL CONCERNS FOR GOOGLE IN THE U.S. AND THE E.U.**

*Raizel Liebler & Keidra Chaney* 135

**PROGRESS, INNOVATION AND TECHNOLOGY: A DELICATE  
“GOOGLE” BALANCE**

*Robert I. Reis* 176

**INCREASING REVENUE IN DEVELOPING NATIONS  
THROUGH INTELLECTUAL PROPERTY RIGHTS: WHY A  
DIVERSIFIED APPROACH TO INTELLECTUAL PROPERTY  
PROTECTION WITH A FOCUS ON GEOGRAPHICAL  
INDICATIONS IS THE BEST METHOD**

*Philip Matthews* 201

**BUFFALO INTELLECTUAL  
PROPERTY  
LAW JOURNAL**

Volume VII, Issue 2  
Summer 2010

**Buffalo, New York**  
Copyright 2012  
Buffalo Intellectual Property Law Journal

**University at Buffalo Law School  
The State University of New York**

**University at Buffalo Law School**  
**THE STATE UNIVERSITY OF NEW YORK**

Nancy L. Zimpher, B.A., M.A., Ph.D.  
*Chancellor of the State University of New York*

Satish Tripathi, B.Sc., M.Sc., M.S., M.S., Ph.D., D.Sc.  
*President of the State University of New York at Buffalo*

Harvey G. Stenger Jr., B.S., Sc.D.  
*Interim Provost and Executive Vice President for Academic Affairs*

*Administration*

Makau W. Mutua, L.B., LL.M., LL.M., S.J.D.	<i>Dean</i>
James A. Gardner, B.A., J.D.	<i>Vice Dean for Academic Affairs</i>
James Newton, B.A., J.D.	<i>Vice Dean for Administration</i>
Kim Diana Connolly, B.A., J.D., LL.M.	<i>Director of Clinical Legal Education</i>
Charles P. Ewing, B.A., J.D., Ph.D.	<i>Vice Dean for Legal Skills</i>
Angela P. Harris, B.A., M.A., J.D.	<i>Acting Vice Dean for Research and Faculty Development</i>
Errol E. Meidinger, B.A., M.A., J.D., Ph.D.	<i>Director of Baldy Center for Law and Social Policy</i>
James A. Wooten, B.A., M.A., M.Phil., J.D., Ph.D.	<i>Law Library Director and Vice Dean for Legal Information Services</i>

Alan S. Carrel, B.A., J.D.	<i>Vice Dean</i>
Marlene M. Cook, B.S., M.S., Ph.D.	<i>Vice Dean for Resource Management</i>
Ilene R. Fleischmann, B.A., M.A.	<i>Vice Dean for Alumni, Public Relations and Communications</i>
Karen R. Kaczmarek, B.A., J.D.	<i>Associate Dean for Development</i>
BobbyJo LaDelfa, B.S., M.S., Ph.D.	<i>Director of Records and Registration</i>
Lisa M. Patterson, A.B., J.D.	<i>Associate Dean for Career Services</i>
Melinda R. Saran, B.A., M.P.H., J.D.	<i>Vice Dean for Student Affairs</i>
Lillie V. Wiley-Upshaw, B.A., M.A.	<i>Vice Dean for Admissions and Financial Aid</i>

*Faculty*

Makau W. Mutua, LL.B., LL.M., LL.M., S.J.D.	<i>SUNY Distinguished Professor, Floyd H. and Hilda L. Hurst Faculty Scholar</i>
David M. Engel, A.B., M.A., J.D.	<i>SUNY Distinguished Service Professor</i>
Charles P. Ewing, B.A., J.D., Ph.D.	<i>SUNY Distinguished Service Professor</i>
Guyora Binder, A.B., J.D.	<i>University at Buffalo Distinguished Professor</i>
Alfred S. Konefsky, B.A., J.D.	<i>University at Buffalo Distinguished Professor</i>
Lucinda M. Finley, B.A., J.D.	<i>Frank G. Raichle Professor of Trial and Appellate Advocacy and Vice Provost for Faculty Affairs</i>
James A. Gardner, B.A., J.D.	<i>Joseph W. Belluck and Laura L. Aswad Professor of Civil Justice</i>
Martha T. McCluskey, B.A., J.D., J.S.D.	<i>Professor, William J. Magavern Faculty Scholar</i>
David A. Westbrook, B.A., J.D.	<i>Professor, Floyd H. and Hilda L. Hurst Faculty Scholar</i>
Dianne Avery, B.A., M.A.T., J.D.	<i>Professor</i>
Robert S. Berger, A.B., J.D.	<i>Professor</i>
Kim Diana Connolly, B.A., J.D., LL.M.	<i>Professor</i>
Rebecca R. French, B.A., J.D., LL.M., Ph.D.	<i>Professor</i>
Philip Halpern, B.A., J.D.	<i>Professor</i>
George Kannar, B.A., J.D.	<i>Professor</i>
Susan V. Mangold, A.B., J.D.	<i>Professor</i>
Isabel S. Marcus, B.A., M.A., J.D., Ph.D.	<i>Professor</i>
Lynn M. Mather, B.A., Ph.D.	<i>Professor</i>
Errol E. Meidinger, B.A., M.A., J.D., Ph.D.	<i>Professor</i>

Teresa A. Miller, B.A., J.D., LL.M.	<i>Professor</i>
James G. Milles, B.A., M.A., M.L.I.S., J.D.	<i>Professor</i>
Athena D. Mutua, B.A., J.D., M.A., LL.M.	<i>Professor</i>
R. Nils Olsen, B.A., J.D.	<i>Professor</i>
Stephanie L. Phillips, B.S., J.D.	<i>Professor</i>
Robert I. Reis, B.A., J.D., LL.M.	<i>Professor</i>
John Henry Schlegel, B.A., J.D.	<i>Professor</i>
Robert J. Steinfeld, B.A., A.M., J.D., LL.M., Ph.D.	<i>Professor</i>
Winnifred F. Sullivan, B.A., J.D., Ph.D.	<i>Professor</i>
Anthony H. Szczygiel, B.A., J.D.	<i>Professor</i>
James A. Wooten, B.A., M.A., M.Phil., J.D., Ph.D.	<i>Professor</i>
Angela P. Harris, B.A., M.A., J.D.	<i>Visiting Professor</i>
Mark Bartholomew, B.A., J.D.	<i>Associate Professor</i>
Irus Braverman, LL.B., M.A., S.J.D.	<i>Associate Professor</i>
S. Todd Brown, B.A., J.D.	<i>Associate Professor</i>
Michael Halberstam, B.A., J.D., Ph.D.	<i>Associate Professor</i>
Stuart G. Lazar, A.B., J.D., LL.M.	<i>Associate Professor</i>
Sagit Leviner, LL.B., LL.M., S.J.D.	<i>Associate Professor</i>
Tara J. Melish, B.A., J.D.	<i>Associate Professor</i>
Jessica Owley, B.A., M.L.A., M.S., J.D., Ph.D.	<i>Associate Professor</i>
Rick Su, B.A., J.D.	<i>Associate Professor</i>
Mateo Taussig-Rubbo, B.A., M.Phil., J.D., Ph.D.	<i>Associate Professor</i>
Ruqaiyah A. Yearby, B.S., M.P.H., J.D.	<i>Associate Professor</i>
Wentong Zheng, B.A., M.A., J.D., Ph.D.	<i>Associate Professor</i>
Thomas F. Disare, B.A., J.D.	<i>Clinical Professor</i>
George M. Hezel, A.B., M.A., J.D.	<i>Clinical Professor</i>
Suzanne E. Tomkins, B.A., J.D.	<i>Clinical Professor</i>
Christine Bartholomew, B.A., J.D.	<i>Lecturer in Law</i>
Nan L. Haynes, B.A., J.D.	<i>Lecturer in Law</i>
Patrick Long, A.B., J.D.	<i>Lecturer in Law</i>
Johanna Oreskovic, B.A., M.A., Ed.M., J.D.	<i>Lecturer in Law</i>
Chris Pashler, B.A., J.D.	<i>Lecturer in Law</i>
Stephen Paskey, B.A., J.D.	<i>Lecturer in Law</i>
Laura B. Reilly, B.A., J.D.	<i>Lecturer in Law</i>
Melinda R. Saran, B.A., M.P.H., J.D.	<i>Teaching Faculty</i>
Barbara A. Sherk, B.S., M.S., J.D.	<i>Teaching Faculty</i>

#### *Faculty Emeriti*

James B. Atleson, B.A., J.D., LL.M.	<i>SUNY Distinguished Teaching Professor Emeritus</i>
Thomas E. Headrick, B.A., B.Litt., LL.B., Ph.D.	<i>SUNY Distinguished Service Professor Emeritus</i>
Kenneth F. Joyce, B.A., LL.B., LL.M.	<i>SUNY Distinguished Teaching Professor Emeritus</i>
Elizabeth B. Mensch, B.A., M.A.T., J.D., LL.M.	<i>SUNY Distinguished Teaching Professor Emerita</i>
Barry B. Boyer, B.A., J.D.	<i>Professor Emeritus</i>
David B. Filvaroff, S.B., LL.B.	<i>Professor Emeritus</i>
Janet S. Lindgren, B.A., J.D.	<i>Professor Emerita</i>
Wade J. Newhouse, B.A., J.D.	<i>Professor Emeritus</i>

The *Buffalo Intellectual Property Law Journal* is published biannually at Joe Christensen, Inc. 1540 Adams Street, Lincoln, NE 68521. Editorial and General Offices are located at the University at Buffalo, John Lord O'Brian Hall, Room 404, Buffalo, NY 14260-1100. Inquiries are also accepted by telephone at (716) 645-3091. Periodicals postage is paid at Lincoln, NE and at additional mailing offices.

Current subscriptions for Volume 8 are: \$40.00 for domestic mailing; \$45.00 for foreign mailing. All requests for Vol. 8 are to be made to the *Law Journal*. All remittances, payable in advance, are to be made in U.S. Currency and payable at a United States bank. Please enclose your check or money order made payable to the *Buffalo Intellectual Property Law Journal* with the order. For back volumes and subsequent single issues, microform, and/or on-line service, contact William S. Hein & Co., Inc., 1285 Main Street, Buffalo, NY, 14209-1987, (800) 828-7581. For prices of single issues and back volumes, microform, and/or on-line service, please contact William S. Hein & Co.

Subscriptions are renewed automatically upon expiration unless the subscriber sends notice of termination at least 30 days prior to the renewal date. All notification of change of address should include old and new addresses, including zip code and be directed to the *Journal's* office. Please notify at least 30 days in advance to ensure prompt delivery.

Domestic claims of non receipt of issues should be made within 90 days of mailing date, foreign mailings within 180 days; otherwise, the regular back issue rate will be charged for replacement.

For information regarding subscriptions, copyright, permission to reprint, permission to photocopy, or advertising, please contact the *Law Journal* at (716) 645-3901, or by mail at the Editorial Office, University at Buffalo, John Lord O'Brian Hall, Room 404, Buffalo, NY 14260-1100.

\*\*\*\*\*

The *Buffalo Intellectual Property Law Journal* welcomes manuscripts relevant to the discipline of intellectual property. Text should be typewritten, double-spaced, with one-inch margins and consecutively numbered pages. Footnotes should be numbered consecutively. In preparing text and footnotes, author should consult the style presented in *The Bluebook: A Uniform System of Citation* (The Harvard Law Review Association ed., 18<sup>th</sup> ed. 2005). Parallel citation to U.S.P.Q. should be included where applicable. For question of literary style not included in *The Bluebook* authors should consult *The Chicago Manual of Style* (University of Chicago Press, 14 ed. 1993). All citations should be placed in the footnotes, even if the authority is mentioned in the text. For more information on submission, contact the *Law Journal* at (716) 645-3091, or by mail at the Editorial Office, University at Buffalo, John Lord O'Brian Hall, Room 404, Buffalo, NY 14260-1100.

\*\*\*\*\*

All articles Copyright 2012 by the *Buffalo Intellectual Property Law Journal*, except when otherwise expressly indicated. Please address your written request to the *Law Journal* for permission to reprint an article or any portion thereof.

\*\*\*\*\*

The *Buffalo Intellectual Property Law Journal* is on the Worldwide web at  
<http://www.law.buffalo.edu/orgs/biplj>

# BUFFALO INTELLECTUAL PROPERTY LAW JOURNAL

---

---

VOLUME VII

Summer 2010

Issue 2

---

---

*Editor-in-Chief*  
AARON ADOFF

*Executive Managing Editor*  
NICOLE ETTINGER

*Executive Articles Editor*

KATIE IRELAND

*Assistant Executive  
Articles Editor*  
DAVID BISHOP

*Executive Notes Editor*

ANANT KISHORE

*Assistant Executive  
Notes Editor*

NEWMAN HOFFMAN

*Executive Publications  
Editor*

BRENDAN CULLINANE

*Executive Publications  
Editor*

AMANDA ROSENFELD

*Executive Technology  
Editor*

ANTHONY SCALIA

*Executive Technology  
Editor*

XIN WANG

## EDITORS

ANNA GOLDMAN  
IN SUNG PARK

MAX KINSKY

SARAH STERNICK  
YANG XU

## SENIOR ASSOCIATES

KATHLEEN ELLIS  
WILL LEFEUVRE  
LAUREN OPSAHL  
NATE SMITH

DANIELLE MCGINNIS  
MARLENE MORALES  
LEIA SCHMIDT  
JILLIAN STIEFEL

NATALIE KROUKOVA  
LEAH NUCHERENO  
KRIS SEGETI  
JENNY VO

## CLERKS

ADIL AHSANUDDIN  
STEWART FORBES  
EMERY LEWIS  
TYSON PRINCE  
AARON SAYKIN

MATTHEW BIBIN  
JUSTIN HENDRICKS  
ADAM LYNCH  
MICHAEL ROOT  
JEFFERY TYRPAK  
HEATHER YOUNGMAN

JOZENDA FERNANDEZ  
JOSEPHINE LEE  
MICHAEL OLIVER  
JI HYUN RYU  
JILLIAN VENCI