

2010 Review: Brand Owners Weigh In on Google Adwords Appeal

January 20, 2011 Jeffrey Becker

PRACTICES Intellectual Property

In *Rosetta Stone Ltd. v. Google Inc.*, a U.S. District Court held that Google was not liable to Rosetta Stone for selling to Google's advertisers the right to use the Rosetta Stone trademark as a keyword to trigger advertisements for Rosetta Stone's competitors. Rosetta Stone appealed the ruling to the U.S. Court of Appeals for the Fourth Circuit. This article examines the issues, implications to search engine businesses, the District Court's reasoning, and several points raised in the appeal.

[Read the full article.](#)