

A seminar with

Professor

**DAN L. BURK**

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School of Law



Professor Burk gives a lecture about

**Google™ Keyword Advertising:  
How consumers lose in the fight over  
Internet trademarks**

The presentation will be followed by discussion as well as short presentations by researchers from The IT University and from the Department of Media, Cognition, and Communication, University of Copenhagen.

The seminar takes place on

**Wednesday, September 30<sup>th</sup>, 2009  
13.00-16.00  
Room 2A08  
The IT University of Copenhagen**

The seminar is jointly organized by the IT University of Copenhagen and the Department of Media, Cognition, and Communication, University of Copenhagen.