

## Sage Journals

### We value your privacy

We and our [partners](#) store and/or access information on a device, such as cookies and process personal data, such as unique identifiers and standard information sent by a device for personalised advertising and content, advertising and content measurement, audience research and services development. With your permission we and our partners may use precise geolocation data and identification through device scanning. You may click to consent to our and our 1469 partners' processing as described above. Alternatively you may click to refuse to consent or access more detailed information and change your preferences before consenting. Please note that some processing of your personal data may not require your consent, but you have a right to object to such processing. Your preferences will apply to this website only. You can change your preferences or withdraw your consent at any time by returning to this site and clicking the "Privacy" button at the bottom of the webpage.

ACCEPT ALL

MORE OPTIONS

DECLINE ALL



Bhagat Sanjai, Bizjak John, and Coles Jeffrey L. (1998), "The Shareholder Wealth Implications of Corporate Lawsuits," *Financial Management*, 27(4), 5-27.

[Crossref](#)

[Google Scholar](#)

---

Bhagat Sanjai, Brickley James A., and Coles Jeffrey L. (1994), "The Costs of Inefficient Bargaining and Financial Distress: Evidence from Corporate Lawsuits," *Journal of Financial Economics*, 35(2), 221-47.

[Crossref](#)

[Google Scholar](#)

---

Bhagat Sanjai, and Umesh U.N. (1997), "Do Trademark Infringement Lawsuits Affect Brand Value? A Stock Market Perspective," *Journal of Market Focused Management*, 2(2), 127-48.

[Crossref](#)

[Google Scholar](#)

---

Bizjak John M., and Coles Jeffrey L. (1995), "The Effect of Private Antitrust Litigation on the Stock-Market Valuation of the Firm," *American Economic Review*, 85(3), 436-61.

[Google Scholar](#)

---

Borgman Steven R. (2000), "The New Federal Cybersquatting Laws," *Texas Intellectual Property Law Journal*, 8(265), <http://www.tiplj.org/wp-content/uploads/Volumes/v8/v8p265.pdf>.

[Google Scholar](#)

---

Boyd D. Eric, Chandy Rajesh K., and Cunha Marcus Jr., (2010), "When Do Chief Marketing Officers Affect Firm Value? A Customer Power Explanation," *Journal of Marketing Research*, 47(6), 1162-76.

[Crossref](#)

[Google Scholar](#)

---

Brav Alon, and Heaton John B. (2002), "Competing Theories of Financial Anomalies," *Review of Financial Studies*, 15(2), 575-606.

[Crossref](#)

[Google Scholar](#)

---

Brennan Michael J., and Xia Yihong (2001), "Assessing Asset Pricing Anomalies," *Review of Financial Studies*, 14(4), 905-42.

[Crossref](#)

[Google Scholar](#)

---

Cao Zixia, and Sorescu Alina (2013), "Wedded Bliss or Tainted Love? Stock Market Reactions to the Introduction of Cobranded Products," *Marketing Science*, 32(6), 939-59.

[Crossref](#)

[Google Scholar](#)

---

Cesareo Ludovica, and Stöttinger Barbara (2015), "United We Stand, Divided We Fall: How Firms Can Engage Consumers in Their Fight Against Counterfeits," *Business Horizons*, 58(5), 527-37.

[Crossref](#)

[Google Scholar](#)

---

Chaudhry Peggy E., and Stumpf Stephen A. (2011), "Consumer Complicity with Counterfeit Products," *Journal of Consumer Marketing*, 28(2), 139-51.

[Crossref](#)

[Google Scholar](#)

---

Chaudhry Peggy E., and Zimmerman Alan (2013), "The Global Growth of Counterfeit Trade," in *Protecting Your Intellectual Property Rights*, Benko R., ed. New York: Springer, 7-31.

[Crossref](#)

[Google Scholar](#)

---

Chen Yubo, Ganesan Shankar, and Liu Yong (2009), "Does a Firm's Product-Recall Strategy Affect Its Financial Value? An Examination of Strategic Alternatives During Product-Harm Crises," *Journal of Marketing*, 73(6), 214-26.

[Crossref](#)

[Google Scholar](#)

Chen Yubo, Liu Yong, and Zhang Jurui (2012), "When Do Third-Party Product Reviews Affect Firm Value and What Can Firms Do? The Case of Media Critics and Professional Movie Reviews," *Journal of Marketing*, 76(2), 116–34.

[Crossref](#)

[Google Scholar](#)

---

*Church & Dwight Co. Inc. v. Clorox Company* (2012), 1:11-cv-01865.

[Google Scholar](#)

---

Cohen Dorothy (1991), "Trademark Strategy Revisited," *Journal of Marketing*, 55(3), 46–59.

[Crossref](#)

[Google Scholar](#)

---

Collins-Dodd Colleen, and Zaichkowsky Judy L. (1999), "National Brand Responses to Brand Imitation: Retailers Versus Other Manufacturers," *Journal of Product and Brand Management*, 8(2), 96–105.

[Crossref](#)

[Google Scholar](#)

---

Commuri Suraj (2009), "The Impact of Counterfeiting on Genuine Item Consumers' Brand Relationships," *Journal of Marketing*, 73(3), 86–98.

[Crossref](#)

[Google Scholar](#)

---

Conway-Jones Danielle (2002), "Remedying Trademark Infringement: The Role of Bad Faith in Awarding an Accounting of Defendant's Profits," *Santa Clara Law Review*, 42, 863–927.

[Google Scholar](#)

---

Corgill Dennis S. (1996), "Measuring the Gains of Trademark Infringement.," *Fordham Law Review*, 65, 1909–85.

[Google Scholar](#)

---

Dhaliwal Amrita (2016), "Determinants Affecting Consumer Behaviour with Regard to Counterfeit Products," *International Journal of Scientific Research and Management*, 4(6), 4243–49.

[Google Scholar](#)

---

Duhan Dale F., and Sheffet Mary Jane (1988), "Gray Markets and the Legal Status of Parallel Importation," *Journal of Marketing*, 52(3), 75-83.

[Crossref](#)

[Google Scholar](#)

---

Eilert Meike, Jayachandran Satish, Kalaignanam Kartik, and Swartz Tracey A. (2017), "Does It Pay to Recall Your Product Early? An Empirical Investigation in the Automobile Industry," *Journal of Marketing*, 81(May), 111-29.

[Crossref](#)

[Google Scholar](#)

---

Eisend Marin, and Schuchert-Güler Pakize (2006), "Explaining Counterfeit Purchases: A Review and Preview," *Academy of Marketing Science Review*, 2006(12), 1-25.

[Google Scholar](#)

---

*Eli Lilly and Company v. Nelson et al.* (2013), 1:13-cv-01800.

[Google Scholar](#)

---

Epstein Larry G., and Schneider Martin (2008), "Ambiguity, Information Quality, and Asset Pricing," *Journal of Finance*, 63(1), 197-228.

[Crossref](#)

[Google Scholar](#)

---

Fang Eric, Lee Jongkuk, Palmatier Robert, and Guo Zhaoyang (2016), "Understanding the Effects of Plural Marketing Structures on Alliance Performance," *Journal of Marketing Research*, 53(4), 628-45.

[Crossref](#)

[Google Scholar](#)

---

Fang Eric, Lee Jongkuk, and Yang Zhi (2015), "The Timing of Codevelopment Alliances in New Product Development Processes: Returns for Upstream and Downstream Partners," *Journal of Marketing*, 79(1), 64-82.

[Crossref](#)

[Google Scholar](#)

---

*Federal Express Corporation v. JetEx Management Services, Inc.* (2014), 2:09-cv-02269.

[Google Scholar](#)

---

Germann Frank, Ebbes Peter, and Grewal Rajdeep (2015), "The Chief Marketing Officer Matters!" *Journal of Marketing*, 79(3), 1-22.

[Crossref](#)

[Google Scholar](#)

---

Geyskens Inge, Gielens Katrijn, and Dekimpe Marnik G. (2002), "The Market Valuation of Internet Channel Additions," *Journal of Marketing*, 66(2), 102-19.

[Crossref](#)

[Google Scholar](#)

---

Gielens Katrijn, van de Gucht Linda M., Steenkamp Jan-Benedict E.M., and Dekimpe Marnik G. (2008), "Dancing with a Giant: The Effect of Wal-Mart's Entry into the United Kingdom on the Performance of European Retailers," *Journal of Marketing Research*, 45(5), 519-34.

[Crossref](#)

[Google Scholar](#)

---

Gill Manpreet, Sridhar Shrihari, and Grewal Rajdeep (2017), "Return on Engagement Initiatives: A Study of a Business-to-Business Mobile App," *Journal of Marketing*, 81(4), 45-66.

[Crossref](#)

[Google Scholar](#)

---

Global Innovation Policy Center (2018), *U.S. Chamber International IP Index* [http://www.theglobalipcenter.com/wp-content/uploads/2018/02/GIPC\\_IP\\_Index\\_2018.pdf](http://www.theglobalipcenter.com/wp-content/uploads/2018/02/GIPC_IP_Index_2018.pdf).

[Google Scholar](#)

---

Groening Christopher, Mittal Vikas, and Zhang Yan "Anthea" (2016), "Cross-Validation of Customer and Employee Signals and Firm Valuation," *Journal of Marketing Research*, 53(1), 61-76.

[Crossref](#)

[Google Scholar](#)

---

Hantler Steven B., Schwartz Victor E., and Goldberg Phil S. (2004), "Extending the Privilege to Litigation Communications Specialists in the Age of Trial by Media," *CommLaw Conspectus*, 13, 7-34.

[Google Scholar](#)

---

Heald Paul (1988), "Money Damages and Corrective Advertising: An Economic Analysis," *University of Chicago Law Review*, 55(2), 629-58.

[Crossref](#)

[Google Scholar](#)

---

Heckman J. (1979), "Sample Selection Bias as a Specification Error," *Econometrica*, 47(January), 153-61.

[Crossref](#)

[Google Scholar](#)

---

Homburg Christian, Vollmayr Josef, and Hahn Alexander (2014), "Firm Value Creation Through Major Channel Expansions: Evidence from an Event Study in the United States, Germany, and China," *Journal of Marketing*, 78(May), 38-61.

[Crossref](#)

[Google Scholar](#)

---

*H-D Michigan, LLC et al. v. Ayala et al.* (2011), 2:10-cv-01187.

[Google Scholar](#)

---

Keller Kevin Lane, and Lehmann Donald R. (2006), "Brands and Branding: Research Findings and Future Priorities," *Marketing Science*, 25(6), 740-59.

[Crossref](#)

[Google Scholar](#)

---

Kirmani Amna, and Rao Akshay R. (2000), "No Pain, No Gain: A Critical Review of the Literature on Signaling Unobservable Product Quality," *Journal of Marketing*, 64(April), 66-79.

[Crossref](#)



Kopp Steven W., and Suter Tracy A. (2000), "Trademark Strategies Online: Implications for Intellectual Property Protection," *Journal of Public Policy & Marketing*, 19(1), 119–31.

[Crossref](#)

[Google Scholar](#)

---

Krasnikov Alexander, Mishra Saurabh, and Orozco David (2009), "Evaluating the Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence," *Journal of Marketing*, 73(6), 154–66.

[Crossref](#)

[Google Scholar](#)

---

Levy Ari (2016), "Amazon's Counterfeit Problem Is Getting Worse and Sellers Are Enraged," (accessed July 31, 2016), <http://finance.yahoo.com/news/amazons-counterfeit-problem-getting-worse-133458927.html>.

[Google Scholar](#)

---

Lewellen Jonathan, and Shenken Jay (2002), "Learning, Asset Pricing Tests and Market Efficiency," *Journal of Finance*, 57(3), 1113–45.

[Crossref](#)

[Google Scholar](#)

---

Maltby Emily (2010), "Name Choices Spark Lawsuits: Start-Ups Can Get Mired in Costly Trademark Scuffles with Bigger Firms," *The Wall Street Journal* (June 24), <http://www.wsj.com/articles/SB10001424052748704895204575321230041321508>.

[Google Scholar](#)

---

Mizik Natalie (2014), "Assessing the Total Financial Performance Impact of Brand Equity with Limited Time-Series Data," *Journal of Marketing Research*, 51(6), 691–706.

[Crossref](#)

[Google Scholar](#)

---

Mizik Natalie, and Jacobson Robert (2008), "The Financial Value Impact of Perceptual Brand Attributes," *Journal of Marketing Research*, 45(February), 15–32.

[Crossref](#)

[Google Scholar](#)

---

Nia Arghavan, and Zaichkowsky Judith Lynne (2000), "Do Counterfeits Devalue the Ownership of Luxury Brands?" *Journal of Product and Brand Management*, 9(7), 485-97.

[Crossref](#)

[Google Scholar](#)

---

Park U. David, Borah Abhishek, and Kotha Suresh (2016), "Signaling Revisited: The Use of Signals in the Market for IPOs," *Strategic Management Journal*, 37 (November), 2362-77.

[Crossref](#)

[Google Scholar](#)

---

Phau Ian, and Teah Min (2009), "Devil Wears (Counterfeit) Prada: A Study of Antecedents and Outcomes of Attitudes Towards Counterfeits of Luxury Brands," *Journal of Consumer Marketing*, 26(1), 15-27.

[Crossref](#)

[Google Scholar](#)

---

Phelps Shirelle, and Lehman Jeffrey (2005), *West's Encyclopedia of American Law*, 2nd ed., Vol. 8. Detroit: Gale.

[Google Scholar](#)

---

Raassens Néomie, Wuyts Stefan, and Geyskens Inge (2012), "The Market Valuation of Outsourcing New Product Development," *Journal of Marketing Research*, 49(5), 682-95.

[Crossref](#)

[Google Scholar](#)

---

Raghu T.S., Woo Wonseok, Mohan S.B., and Raghav Rao H. (2008), "Market Reaction to Patent Infringement Litigations in the Information Technology Industry," *Information Systems Frontiers*, 10(1), 61-75.

[Crossref](#)

[Google Scholar](#)

[Google Scholar](#)

---

Ross Terence P. (2000), *Intellectual Property Law: Damages and Remedies*. New York: Law Journal Press.

[Google Scholar](#)

---

Rozin Paul, and Royzman Edward B. (2001), "Negativity Bias, Negativity Dominance, and Contagion," *Personality and Social Psychology Review*, 5(4), 296–320.

[Crossref](#)

[Google Scholar](#)

---

Satomura Takuya, Wedel Michel, and Pieters Rik (2014), "Copy Alert: A Method and Metric to Detect Visual Copycat Brands," *Journal of Marketing Research*, 51(1), 1–13.

[Crossref](#)

[Google Scholar](#)

---

Shleifer Andrei (2000), *Inefficient Markets: An Introduction to Behavioral Finance*. Oxford, United Kingdom: Oxford University Press.

[Crossref](#)

[Google Scholar](#)

---

Sorescu Alina B., Chandy Rajesh K., and Prabhu Jaideep C (2007), "Why Some Acquisitions Do Better Than Others: Product Capital as a Driver of Long-Term Stock Return," *Journal of Marketing Research*, 44(February), 57–72.

[Crossref](#)

[Google Scholar](#)

---

Sorescu Alina B., Warren Nooshin L., and Ertekin Larisa (2017), "Event Study Methodology in the Marketing Literature: An Overview," *Journal of the Academy of Marketing Science*, 45(2), 186–207.

[Crossref](#)

[Google Scholar](#)

---

Spence Michael (1973), "Job Market Signaling," *Quarterly Journal of Economics*, 87(3), 355–74.

[Crossref](#)

[Google Scholar](#)

---

Stevens Gregg, Subar Lorin, and Burdge Ronald L. (2012), "Confidentiality in Settlement Agreements Point/Counterpoint," *GPSolo*, 29(6), 24–29.

[Google Scholar](#)

---

Swaminathan Vanitha, and Moorman Christine (2009), "Marketing Alliances, Firm Networks, and Firm Value Creation," *Journal of Marketing*, 73(5), 52–69.

[Crossref](#)

[Google Scholar](#)

---

Swaminathan Vanitha, Murshed Feisal, and Hulland John (2008), "Value Creation Following Merger and Acquisition Announcements: The Role of Strategic Emphasis Alignment," *Journal of Marketing Research*, 45(1), 33–47.

[Crossref](#)

[Google Scholar](#)

---

Tushnet Rebecca (2011), "Running the Gamut from A to B: Federal Trademark and False Advertising Law," *University of Pennsylvania Law Review*, 159(5), 1305–84.

[Google Scholar](#)

---

Tversky Amos, and Kahneman Daniel (1992), "Advances in Prospect Theory: Cumulative Representation of Uncertainty," *Journal of Risk and Uncertainty*, 5(4), 297–323.

[Crossref](#)

[Google Scholar](#)

---

*Unilever Supply Chain, Inc. v. Koolpets Products, Inc. et al.* (2011), 1:11-cv-03241.

[Google Scholar](#)

---

U.S. Department of Homeland Security (2013), *Intellectual Property Rights Seizures Statistics Fiscal Year 2013*, <https://www.cbp.gov/sites/default/files/documents/2013%20IPR%20Stats.pdf>.

[Google Scholar](#)

Van Horen Femke, and Pieters Rik (2012), "When High-Similarity Copycats Lose and Moderate-Similarity Copycats Gain: The Impact of Comparative Evaluation," *Journal of Marketing Research*, 49(February), 83–91.

[Crossref](#)

[Google Scholar](#)

---

Warlop Luk, and Alba Joseph W. (2004), "Sincere Flattery: Trade-Dress Imitation and Consumer Choice," *Journal of Consumer Psychology*, 14(1/2), 21–27.

[Crossref](#)

[Google Scholar](#)

---

Warren Nooshin, and Sorescu Alina (2017), "Interpreting Returns to New Product Announcements: How the Past Shapes Investors' Expectations of the Future," *Journal of Marketing Research*, 54(5), 799–815.

[Crossref](#)

[Google Scholar](#)

---

Wilcox Keith, Kim Hyeong Min, and Sen Sankar (2009), "Why Do Consumers Buy Counterfeit Luxury Brands?" *Journal of Marketing Research*, 46(April), 247–59.

[Crossref](#)

[Google Scholar](#)

---

Wiles Michael A., Morgan Neil A., and Rego Lopo L. (2012), "The Effect of Brand Acquisition and Disposal on Stock Returns," *Journal of Marketing*, 76(January), 38–58.

[Crossref](#)

[Google Scholar](#)

---

World Intellectual Property Organization (2017), *World Intellectual Property Indicators 2017*, [http://www.wipo.int/edocs/pubdocs/en/wipo\\_pub\\_941\\_2017.pdf](http://www.wipo.int/edocs/pubdocs/en/wipo_pub_941_2017.pdf).

[Google Scholar](#)

---

Yan Sophia (2016), "Alibaba's Jack Ma: Fake Goods Are Better Than the Real Deal," CNN (June 14), <http://money.cnn.com/2016/06/14/technology/alibaba-jack-ma-fake-goods/>.

## Supplementary Material

Please find the following supplemental material available below.

For Open Access articles published under a [Creative Commons License](#), all supplemental material carries the same license as the article it is associated with.

For non-Open Access articles published, all supplemental material carries a non-exclusive license, and permission requests for re-use of supplemental material or any part of supplemental material shall be sent directly to the copyright owner as specified in the copyright notice associated with the article.

 [handsoffmybrand.pdf](#) | 222.85 KB

### Similar articles:

---



Restricted access

[Employment Discrimination Lawsuits and Corporate Stock Prices](#)

Show details ▾

---



Restricted access

[Litigation settlements, litigation stakes, and financial distress costs](#)

Show details ▾

---



Restricted access

[Evaluating the Financial Impact of Branding Using Trademarks: A Framework and Empirical Evidence](#)

Show details ▾

---

[View more](#)

### Sage recommends:

---

**SAGE Knowledge**

Book chapter

[Intellectual Property and Defending Position](#)

Show details ▾

---

**SAGE Knowledge**

Entry

[Patent Infringement](#)

Show details 

---

**SAGE Knowledge**

Book chapter

[Brands, Trademarks, and the Law](#)

Show details 

---

[View more](#)

You currently have no access to this content. Visit the [access options](#) page to authenticate.

[View full text](#) | [Download PDF](#)

### Also from Sage

CQ Library

Elevating debate

Sage Data

Uncovering insight

Sage Business Cases

Shaping futures

Sage Campus

Unleashing potential

Sage Knowledge

Multimedia learning resources

Sage Research Methods

Supercharging research

Sage Video

Streaming knowledge

Technology from Sage

Library digital services

We value your privacy We and our partners store and/or access information on a device, such as cookies and process personal data, such as unique identifiers and standard information sent by a device for personalised advertising and content, advertising and content measurement, audience research and services development. With your permission we and our partners may use precise geolocation data and identification through device scanning. You may click to consent to our and our 1469 partners' processing as described above. Alternatively you may click to refuse to consent or access more detailed information and change your preferences before consenting. Please note that some processing of your personal data may not require your consent, but you have a right to object to such processing. Your preferences will apply to this website only. You can change your preferences or withdraw your consent at any time by returning to this site and clicking the "Privacy" button at the bottom of the webpage.