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## A LINGUISTIC LOOK AT TRADEMARK DILUTION

Ronald R. Butters<sup>†</sup>

### *Abstract*

*Trademark dilution, despite its significance as a cause of action in trademark law, has not been as heavily analyzed by scholars within the field of linguistics and law as one might expect. This article reviews contributions that linguists have made to trademark law and suggests that established linguistic methodologies might assist legal practitioners in formulating causes of actions based on trademark dilution.*

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