

# CONSIDERING THE WHO, WHAT, WHEN, WHERE AND HOW OF MEASURING DILUTION

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## Abstract

*The Trademark Dilution Revision Act of 2006 (TDRA) extended the cause of action for trademark dilution, clarifying that dilution may occur by blurring and tarnishment. However, certain considerations must necessarily be taken into account when measuring dilution. This paper considers factors related to measuring trademark dilution. Specifically, this article considers the who, what, when, where, and how of measuring dilution.*

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