

Trademark Squatters: Theory and Evidence from Chile

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Highlights

- We explore the phenomenon of trademark squatting: a situation in which someone other than the original brand owner obtains a trademark on a brand;
- We provide empirical evidence for the existence and importance of trademark squatting;
- Our model shows that brand owners react to unexpected squatting by filing more trademarks;
- We show empirically that squatting leads brand owners that have been exposed to squatting to respond strategically and over-protect their brands by registering disproportionately many trademarks.

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