

PLI publishes in three book formats: treatises, answer books, and course handbooks. Bibliographic information is available for all content, and PLI gives you the details you need to complete a citation. PLI also provides PDF chapters of each book that match the print version, including the front matter.

The Bluebook: A Uniform System of Citation is the most widely used legal citation manual for citing in legal memoranda, court documents, and law journals. Book citations using *Bluebook* format typically include the author’s full name, the title of the book, the section or page cited, the editor’s name (if applicable), the edition (if applicable), the year of publication and, in some cases, the publisher.

Below are sample citations for a treatise, an answer book, and a course handbook in *Bluebook* format:

TREATISE

Practice documents: Briefs, motions, memoranda, opinions

Kathleen E. McCarthy, Kane on Trademark Law: A Practitioner’s Guide 8-1 (7th ed. 2020 & Supp. 2024).

Academic documents: Law review, journal articles

KATHLEEN E. MCCARTHY, KANE ON TRADEMARK LAW: A PRACTITIONER’S GUIDE 8-1 (7th ed. 2020 & Supp. 2024).

The screenshot shows a search result page on the PLI PLUS website. The page title is "Chapter 8: Protecting a Trademark from Infringement" from the book "Kane on Trademark Law: A Practitioner's Guide (Seventh Edition)". The page includes a search bar, navigation buttons, and a list of practice areas. Callout boxes on the left side of the image point to specific metadata fields:

- Chapter title:** Chapter 8: Protecting a Trademark from Infringement
- Book title (click link to see table of contents):** Kane on Trademark Law: A Practitioner's Guide (Seventh Edition)
- Publication date:** Date: Sep 2020
- Supplement date:** Supplement Date: Jun 2024
- Book author(s):** Author(s): Kathleen E McCarthy (King & Spalding)
- Print page numbers can be found by opening a PDF chapter of the book, which is identical to the print version:** This callout points to the "Table of Contents" link in the bottom right corner of the page.

The page also displays the following information:

- Format:** Treatise Chapter
- Chapter Type:** Expert analysis
- PLI Item #:** 293629
- Practice Area(s):** Communications and telecommunications, Digital and mass media, Enforcement (Intellectual property rights), Intellectual property, Likelihood of confusion, Online and traditional advertising, Trademark infringement, Trademarks

At the bottom of the page, there is a section titled "Chapter 8: Protecting a Trademark from Infringement" with the text "It is not enough to:" followed by a list of five bullet points:

- carefully select a mark to ensure that the mark is protectable;
- search and clear the mark for possible conflicts;
- use the mark properly, publicly, and continuously in connection with the goods or services;
- register the mark with the USPTO; and
- file the necessary registration maintenance documents.

ANSWER BOOK

Practice documents: Briefs, motions, memoranda, opinions

H. Allen Black, Players and Terms in International Shipping, Maritime Law Answer Book 24-1 (2024 ed.)

Academic documents: Law review, journal articles

H. Allen Black, *Players and Terms in International Shipping*, MARITIME LAW ANSWER BOOK 24-1 (2024 ed.)

The screenshot shows the PLI PLUS search results page for 'Chapter 24: Players and Terms in International Cargo Shipping'. The page includes a search bar, navigation links, and a list of search results. A callout box points to the chapter title, another to the book title (with a note to click the link for the table of contents), a third to the publication date, and a fourth to the chapter author(s). A fifth callout box points to a PDF icon in the top right corner, with a note that print page numbers can be found by opening the PDF chapter. A 'Table of Contents' link is also visible in the top right corner of the search results area.

Chapter title

Book title
(click link to see table of contents)

Publication date

Chapter author(s)

Print page numbers can be found by opening a PDF chapter of the book, which is identical to the print version

Table of Contents

COURSE HANDBOOK

Practice documents: Briefs, motions, memoranda, opinions

Jordan Eth & Jocelyn Greer, The Risk in Disclosing Risk Factors, Securities Litigation 2024: From Investigation to Trial 177.

Academic documents: Law review, journal articles

Jordan Eth & Jocelyn Greer, *The Risk in Disclosing Risk Factors*, SECURITIES LITIGATION 2024: FROM INVESTIGATION TO TRIAL 177.

Chapter title

Book title
(click link to see table of contents)

Publication date

Chapter author(s)

Print page numbers can be found by opening a PDF chapter of the book, which is identical to the print version

PLI PLUS Search Browse My Research PLI.edu Help KD

< Back to Title 20 of 31 Results < Previous Next >

Chapter 16: Jordan Eth and Jocelyn Greer, The Risk in Disclosing Risk Factors (March 2024)

Securities Litigation 2024: From Investigation to Trial

Format: Course Handbook Chapter Date: Apr 2024

Associated PLI Program: Securities Litigation

Submitted By: Jordan Eth (Morrison & Foerster LLP)

PLI Item #: 387124

Practice Area(s): Class actions, Discovery, Dispute resolution, Litigation, Motions (Litigation), Securities and other financial products, Securities litigation

Search across chapter

Chapter 16 [Table of Contents](#)

Jordan Eth and Jocelyn Greer, The Risk in Disclosing Risk Factors (March 2024)

Submitted by: Jordan Eth
Morrison & Foerster LLP

Every public company, in just about every public filing and press release, discloses "risk factors." Why? Well, for one, it's good practice to inform shareholders of the risks facing the company to help them make informed investment decisions. Also, issuers are required to do so pursuant to an SEC rule—Item 105 of Regulation S-K—which mandates that companies include a discussion of meaningful risks in certain filings and offering documents.

But many companies put in multiple pages of risk factors in the belief—based on statutes and case law—that doing so reduces their exposure to securities litigation. For example, the Private Securities Litigation Reform Act of 1995 (the "PSLRA")