

**CRITICAL ANALYSIS OF ONLINE TRADEMARK
INFRINGEMENT IN SRI LANKA:
THE UNITED KINGDOM AS A REFERENCE POINT.**



by

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ABSTRACT

This dissertation explores the critical analysis of online trademark infringement in Sri Lanka, using the United Kingdom as a reference point. The research focuses on the intersection of intellectual property law and information technology law, aiming to address the challenges posed by the unauthorized use of trademarks in the digital realm. By comparing Sri Lanka's legal framework with that of the United Kingdom, known for its robust trademark protection mechanisms, this study seeks to identify best practices and propose solutions for enhancing trademark protection in Sri Lanka. The research methodology includes a comprehensive review of real cases, legal provisions, and enforcement strategies. This comparative analysis highlights the gaps in Sri Lanka's current legal system, particularly in dealing with the complexities of online trademark infringement. The study also examines the role of internet intermediaries and the effectiveness of existing legal remedies in both jurisdictions. Key findings reveal that while Sri Lanka has made legislative efforts to protect trademarks, significant challenges remain in effectively curbing online violations. In contrast, the United Kingdom's well-established legal framework provides valuable insights and practical solutions that could be adapted to improve Sri Lanka's trademark protection. The dissertation concludes with actionable recommendations for policymakers and legal professionals in Sri Lanka, emphasizing the need for legislative reforms, technological advancements, and collaborative efforts to combat online trademark infringement and safeguard intellectual property rights.

Key Words: Intellectual Property Law, Online Trademark, Online Trademark Infringement, E-commerce