

ALLIANCE AGAINST BAIT & CLICK

Statement from the Alliance Against Bait & Click on Google's trademark advertising policy changes:

Google is advancing its interests at the expense of companies large and small at a time when those companies face enormous challenges due to harsh economic conditions. This further exposes the self-interest guiding Google's advertising policies, which permits dishonest marketers to mislead consumers. The Alliance Against Bait & Click adamantly opposes Google's change in their U.S. policy and their decision to reduce trademark protections in more than 190 countries around the world.