

Title:

Yahoo To Prohibit Competitive Keyword Bids Containing Trademarks

Word Count:

503

Summary:

Yahoo Search Marketing (searchmarketing.yahoo.com) has recently announced its advertisers of a

Under the new policy, no reference to a trademark can be made (except for ads placed by the tr

Keywords:

yahoo,google,paid search,SEO,SEM,search engine,news,internet,marketing,online,advertising,keyw

Article Body:

Yahoo Search Marketing (searchmarketing.yahoo.com) has recently announced its advertisers of a

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The previous policy allowed references to competitors' trademarks and comparisons as long as t

It is really good to see Yahoo making a big step forward in regulating abuse and misuse of tra

The question is why would Yahoo change its policies and apparently offer Google an even bigger

However, a more plausible one is that Yahoo makes preparations for a much larger scale movemen

Until further industry news, there's one thing to rejoice: from now on, no "better than Botox"

* - the products and services covered by the new policy are: Sponsored Search, Local Advertisi

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