INTELLECTUAL PROPERTY SURVEY
LAW 7065-001

Fall 2012
Wednesdays and Thursdays
1:40 p.m. to 3:05 p.m.
Room 107

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Online content: To join our TWEN page, log in to Westlaw and click on the TWEN tab on the top of the home page. You can then select “Add Course” and click on INTELLECTUAL PROPERTY SURVEY 7065-001.

Class 1: Introduction to Intellectual Property
Read pp. 1-18.
Watch EVERYTHING IS A REMIX (Kirby Ferguson 2011), Parts 1-4 (available at Vimeo and TWEN).
Read blog post http://brokenpianoforpresident.com/2012/07/19/jack-daniels-lawsuit-the-full-scoop/ and view images of the cease and desist letter, book cover and Jack Daniels logo (available at TWEN).

Class 2: Trademark Distinctiveness
Class 3: Trade Dress and Non-Word Marks

Class 4: Trademark Acquisition, Use and Priority
Skim pp. 907-919, 922-928.