

SPRING SEMESTER, 2020

COURSE MATERIALS
ADVANCED TRADEMARK LAW

COURSE LAW 594AW

ROOM A110

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COURSE OVERVIEW
ADVANCED TRADEMARK LAW

This course will explore current developments in trademark and advertising law, primarily through recent federal court decisions under the Lanham Act. Course work includes in-depth treatment of complex areas of practice such as right of publicity and invasion of privacy, extraterritorial application of trademark laws, trademark issues in contextual advertising, litigation strategies, and recent legal developments in the field of trademark law. Trademark Law is a prerequisite for this class.

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Course Procedures

1. Assignments should be prepared thoroughly before the class meeting indicated. The required reading is set forth in the materials attached is from our primary text Graeme B. Dinwoodie & Mark D. Janis, *Trademarks and Unfair Competition: Law and Policy* (5th ed. 2018) (you can also use the third or fourth editions, which are virtually the same). Other assigned readings will be handed out during class.
2. This course will utilize TWEN as an online extension of the law school classroom. You will be able to access course materials, participate in class discussions and exchange email messages. The TWEN password is “594A”.
3. Your class participation is critical to your receiving the maximum benefit from the class and to the overall success of the entire exercise. Therefore, I will assume that each student has prepared carefully and students may be selected from time to time to serve as the primary discussion resource.
4. Your grade will be based on your class participation (you should use all reasonable effort to attend every class), a 20-page paper on a pre-approved trademark topic and a final presentation given at the conclusion of the semester.
5. If you miss more than three (3) classes, for any reason, you will not be permitted to take the final exam.
6. Critical thinking and analysis are important elements of any academic endeavor and, therefore, you are encouraged to collaborate with other students *in this course* to develop open and wide-ranging class discussions.
7. I can be contacted at my office phone number 305-777-1721 or via email jaime.vining@friedlandvining.com. I am available to confer with you informally regarding any issue or problem concerning this course.

ADVANCED TRADEMARK LAW
Course Schedule and Syllabus

Text: Graeme B. Dinwoodie & Mark D. Janis,
Trademarks and Unfair Competition: Law and Policy (5th ed. 2018)

<u>Assignment</u>	<u>Class Date</u>	<u>Subject</u>
<i>Jackson v. Grupo Indus. Hotelero, S.A.</i> , 2009 U.S. Dist. LEXIS 116770 (S.D. Fla. Apr. 28, 2009)	January 14	Introduction and Trademark Review
<i>TWEN</i>	January 21	<i>TWEN ASSIGNMENT</i>
pp. 923-951	January 28	Right of Publicity
pp. 951-981	February 4	Right of Publicity (cont'd)
pp. 699-735	February 11	Cybersquatting & Online Advertising
pp. 735-753	February 18	ICANN, UDRP & gTLDs
pp. 875-890	February 25	False Advertising
pp. 890-910	March 3	False Advertising (cont'd) Paper Topics are DUE
N/A	March 10	<i>NO CLASS (SPRING BREAK)</i>
Class Handouts	March 17	Anti-counterfeiting
Class Handouts	March 24	Anti-counterfeiting (cont'd)
N/A	March 31	<i>Presentations</i>
N/A	April 7	<i>Presentations</i>
N/A	April 14	<i>Presentations</i>
N/A	April 21	<i>Presentations</i> Papers are DUE