INSTRUCTOR’S COURSE INFORMATION

In anticipation of the first class, I would like everyone to read *Quality Inns Int’l v. McDonald’s Corp.*, 695 F. Supp. 198 (D. Md. 1988), Compiled Handouts at Page 114 (especially at 124-27, concerning “survey testimony”), a copy of which has been (or will be) emailed to each enrolled student.

**Attendance, Preparation, and Participation:** Your attendance, preparation, and participation are required, and will contribute to your final grade. Please e-mail me in the event that you must miss a class. If you miss a class, you will be required to listen to the podcast (assuming one is available) for the class you missed. Please see “The Rules on Attendance and Listening to Podcasts,” below.

Class members are expected to read and understand the assigned materials *in advance*, so that they may engage in an informed discussion of those materials in class. Those who are late to class or unprepared may be treated as absent. The instructor reserves the right to raise or lower your grade by a half-grade to reflect your attendance, preparation, and participation. In addition, every class member is required to submit an anonymous course evaluation, which will be conducted during class time near the end of the course under the supervision of a secretary or proctor.

**The Rules on Attendance and Listening to Podcasts:** The rules of the New York State Court of Appeals, the American Bar Association, and the Law School all require law students to be in good and regular attendance in the courses for which they are registered. To comply with these rules, you must attend at least...
85% of your regularly-scheduled classes. Thus, you may miss no more than 15% of your classes. As this is a two-credit course, you may miss no more than four hours of class in a semester, and *must also submit notes in conformity with the following.*

To ensure that you have been exposed to all of the available content of this course, I intend to have every class recorded and made available as a podcast. If you must miss a class for any reason, you are required to listen to the podcast for that class *and, within two weeks of the missed class, submit to me by e-mail a complete copy of your notes from that class.* (Listening to the podcast of a class does *not* constitute attendance at that class.) No one will receive a grade in this class unless he or she has attended each class or listened to the podcast (assuming one is available) for any missed class.

I will provide a sign-in sheet for each class. Each student is responsible for signing in. The non-appearance of your signature on such sheet for a given class will be dispositive evidence that you were absent from such class. Falsification of sign-in sheets is a violation of the Code of Academic Conduct. If you exceed the permitted absences by failing to sign in, you will be administratively withdrawn from the course. No prior notice may be given, and you will receive notification from the Office of Academic Records indicating the withdrawal. Any such withdrawal may have serious adverse effects upon your financial aid, academic standing, and date of graduation. If you are excessively absent from several classes, you may face additional sanctions, including but not limited to denial of certification of good and regular attendance to the New York State Board of Law Examiners, or other state bar examiners.

If you believe you must be absent from class for more than the permitted number of hours, you should speak with the Senior Assistant Dean for Student Affairs (or the Director of Student Affairs) and me as soon as possible. Accommodations may be made for students who must be absent for religious reasons and in cases of truly compelling hardship.

Please keep track of your absences, because it would be unfortunate and disappointing if you were to do a substantial part of the required work and receive no credit for it.
**Purpose of the Course:** The purpose of this course is to familiarize the student with the U.S. law of intellectual property. By the end of the course, the student should be able to identify significant intellectual property issues as they arise in practice, so that he or she may either address them personally or seek the advice of counsel having the knowledge necessary to provide the client with effective intellectual property assistance.

**My Availability:** You can reach me by e-mail at Neal.R.Platt@Hofstra.Edu. To make an appointment, please call or e-mail me at Neal.R.Platt@Hofstra.Edu to set up a mutually convenient time.

**Class Web Page:** You are required to register on the TWEN site for this class with an e-mail address that you check at least once each day. Go to [www.lawschool.westlaw.com](http://www.lawschool.westlaw.com) and select “TWEN” from the menu of items along the top of the page next to the current date. You will then be asked for your Westlaw password and for registration information, including your e-mail address (which, incidentally, need not be the e-mail address issued by the Law School). To maximize the effectiveness of the TWEN system, please provide all requested information. You will then be given the opportunity to register for the TWEN website dedicated to this course (by choosing “Drop/Add a Course”). Registration and participation are an essential part of this course. Each student is responsible for ensuring that his or her e-mail address, as listed on TWEN, is current and in good working order. Students must check the website regularly throughout the semester, and (just in case of last-minute cancellation or delay) immediately before leaving for class.

**Text:** There is no assigned case book, as reading assignments are compiled in the Compiled Handouts and various handouts to be distributed in class. All handouts will also be posted on the TWEN site. If you do not receive a handout in class at the time of distribution, or if you lose your copy, it will be your responsibility to download and print a copy from the TWEN site.

As I did not wish to require you to obtain either a full casebook or a statutory supplement, I have included in the Compiled Handouts an unedited copy of a statutory supplement published by the U.S. Patent & Trademark Office. The student
is not required to read the supplement as a whole, but only such authorities contained in the supplement as are cited in the Reading List.

**Examination:** Subject to possible adjustment for class attendance, preparation, or participation, the course will be graded on the basis of a final, sit-down, closed-book examination to which you may bring no printed, written, or recorded materials of any kind. The examination will be 2½ hours in duration, and will consist of short answers and one or more essays.

**Computers and Cell Phones:** Computers are to be used during class for taking notes and for no other purpose. During class, *you may not load a browser or be online*, whether for text-messaging, surfing the web, instant messaging, BLACKBERRY MESSENGER, e-mail, or any other functionality. Your cell phone ringer and vibrator must be turned off during class, as incoming calls and messages are distracting to you, even if no one else knows they’re coming in. If, during any particular class, you have no choice but to be available in case of a medical or other emergency threatening a child or an incapacitated person in your care, you must obtain permission from me to leave your cell phone on during that class. Even a single violation of this rule may result in your being prohibited from bringing a laptop or cell phone to class.
READING LIST

UNIT I. — DISCERNING THE OUTER LIMITS OF TRADEMARK PROTECTION.


UNIT II. - OVERVIEW OF INTELLECTUAL PROPERTY.

Chart of Relationships Between Patents, Trademarks & Copyrights from *1 J. McCarthy, Trademarks and Unfair Competition* § 6.6 (2014), Compiled Handouts at Page 11.

U.S. CONST. art. I, § 8, cls. 1, 3 & 8, Compiled Handouts at Page 12.

UNIT III. - WHAT IS A TRADEMARK?


Word Marks:

*Coca-Cola Co. v. Koke Co. of America*, 254 U.S. 143 (1920), Compiled Handouts at Page 15.
The Scale of Distinctiveness:

Professor’s Notes on the Scale of Distinctiveness, Compiled Handouts at Page 18.

*Murphy Door Bed Co. v. Interior Sleep Systems, Inc.*, 874 F.2d 95 (2d Cir. 1989), Compiled Handouts at Page 22.

Trade Dress, Color Marks, Sound Marks:

*Two Pesos, Inc. v. Taco Cabana, Inc.*, 505 U.S. 763 (1992), Compiled Handouts at Page 34.


Lecture Only - The Colors of Sweetener Packets


Secondary Meaning:


Functionality:

Lanham Trademark Act of 1946, § 2(e)(5), at Compiled Handouts at Page 316.


Lanham Trademark Act of 1946, § 23(c), at Compiled Handouts at Page 327.

UNIT IV. - ACQUISITION OF COMMON LAW
(NON-REGISTRATION) RIGHTS.

Adoption & Use:

Lecture Only.

Ownership as Between Joint Users:


UNIT V. — INFRINGEMENT.

Professor’s Notes on three elements of a cause of action in trademark infringement: (1) distinctiveness; (2) likelihood of confusion; and (3) priority, Compiled Handouts at Page 111.

Professor’s Notes on the Polaroid factors, Compiled Handouts at Page 112.


Rescuecom Corp. v. Google, Inc., 562 F.3d 123 (2d Cir. 2009), Compiled Handouts at Page 159.

Unregistered Marks:


UNIT VI. - PRIORITY.

Priority as Between Unregistered Users:


Priority as Between Registered & Unregistered Users:


Lecture on Priority.

Priority as Between U.S. User & Foreign User Whose Mark is Famous in the U.S.:

ITC Ltd. v. Punchgini, Inc., 482 F.3d 135 (2d Cir. 2007), Compiled Handouts at Page 189.

UNIT VII. - REGISTRATION.

Different Types of Application (Use/Intent to Use):


Different Types of Marks (Trademarks, Service Marks, Collective Marks, Certification Marks):

Lecture Only.

Principal Register:


Supplemental Register:


Registers of the Several States:

Lecture Only

International Trademark Filing:

Excerpt from United States Patent & Trademark Office website note on Madrid Protocol, Compiled Handouts at Page 244, also available at:

https://www.uspto.gov/trademark/laws-regulations/madrid-protocol#

Bars to Registration:


Immoral, Deceptive, Scandalous or Disparaging Matter:


Primarily Descriptive or Misdescriptive Terms, Geographic Terms, Surnames:

(Lecture Only).
Fraud on the Office as Grounds for Denial of Application or Cancellation of Registration:

Lecture Only.
Confusion:


Assignment:


Incontestability:


UNIT VIII. — LOSS OF TRADEMARK RIGHTS.

Actual Abandonment:

Constructive Abandonment by Genericism:


Constructive Abandonment by Assignment in Gross, Naked Licensing, or Failure to Police:


UNIT IX. — FALSE REPRESENTATIONS AND DILUTION.

False Representations:

Dilution:


Cyberpiracy:


ICAAN Uniform Domain Name Dispute Resolution Policy — Lecture only.

Gripe Sites:

Lecture Only.

**UNIT X. — REMEDIES.**


**END OF READING LIST**
CERTAIN UNIVERSITY & LAW SCHOOL POLICIES

Hofstra prohibits sexual and other discriminatory harassment, stalking, domestic and dating violence, sexual assault and other sexual misconduct (collectively, “Gender Based Offenses”). If you or someone you know believes they have been subjected to any of these Gender Based Offenses, help is available. To make a report, or for more information about Hofstra’s Student Policy Prohibiting Discriminatory Harassment, Relationship Violence, and Sexual Misconduct, click the link below or contact the Title IX Coordinator at (516) 463-5841 or StudentTitleIXCoordinator@hofstra.edu, or Public Safety at (516) 463-6606; Confidential resources and support are also available from clinicians in Student Counseling Services (516-463-6791), medical professionals at the Health and Wellness Center (516-463-6745), and clergy in the Interfaith Center.

The Law School has adopted a “Credit Hour Policy.” A “credit hour” is an amount of work that reasonably approximates not less than one hour of classroom or direct faculty instruction (calculated as 50 minutes of classroom time) and two hours (120 minutes) of out-of-class student work per week for fifteen weeks (including one week for final exams), or the equivalent amount of work over a different amount of time. These requirements apply equally to all courses taught in the Law School, including distance education courses.

For specific policy wording relating to the following important matters: Academic Dishonesty; Student Access Services; Deadlines and Grading Policies; Absences for Religious Observance; Hofstra’s Student Policy Prohibiting Discriminatory Harassment; Wording for Syllabuses; Relationship Violence and Sexual Misconduct (please contact the Title IX Officer for Student Issues at (516) 463-5841); and the Center for Academic Excellence, click the following link:

https://www.hofstra.edu/about/administration/provost/provost-hofstra-policies.html