Table of Contents

INTRODUCTION V

ABOUT THE AUTHOR VII

Chapter 1. Trademark Subject Matter 1
Trademark Subject Matter Review 1
Trademarks 1
Service Marks 2
Nontraditional Trademarks 2
Certification Marks 3
Collective Marks 3
Trade Dress 4
Product Packaging 4
Product Design 4
Trade Names 5
Distinctiveness 5
Inherently Distinctive Marks 6
Suggestive Marks 6
Arbitrary Marks 6
Fanciful Marks 7
Distinguishing Between Inherently Distinctive and Descriptive Marks 7
Marks That Require Secondary Meaning (Descriptive Terms) 7
Acquiring Secondary Meaning 8
Generic Terms 9
Generic Marks as a Whole 10
Limitations on Trademark Subject Matter 10
Immoral, Deceptive, Scandalous, and Disparaging Matter 11
Deceptively Misdescriptive Marks 12
Geographic Marks 13
Primarily Geographically Descriptive Marks 13
Primarily Geographically Deceptively Misdescriptive Marks 13
Surnames 14
The Functionality Doctrine 14
Trademark Subject Matter Checklist 15
Illustrative Problems 18
Problem 1.1 18
Analysis 19

Problem 1.2 19
Analysis 20
Points to Remember 20

Chapter 2. Obtaining Trademark Rights 23
Obtaining Trademark Rights Review 23
Obtaining Trademark Rights 23
Use 23
Priority from Use 25
Federal Trademark Registration 25
The Supplemental and Principal Registers 25
Use-Based Applications 26
Intent-to-Use Applications 27
Grounds for Refusing Registration 27
Maintaining Trademark Rights 28
Maintenance Filings 28
Section 8 Declaration of Use 28
Section 9 Renewal of Registration 28
Incontestability 28
Inter Partes Proceedings 29
Notice of Opposition 29
Cancellation 30
Concurrent Registration 30
Loss of Trademark Rights 30
Obtaining Trademark Rights Checklist 31
Illustrative Problems 34
Problem 2.1 34
Analysis 35
Problem 2.2 36
Analysis 37
Points to Remember 38

Chapter 3. Trademark Infringement 39
Trademark Infringement Review 39
Ownership of a Valid Trademark 40
Use in Commerce 40
Likelihood of Confusion 41
The Strength of the Mark 42
The Proximity of the Goods 42
The Similarity of the Marks 42
Evidence of Actual Confusion 43
The Marketing Channels Used 43
The Type of Goods and the Degree of Care a Purchaser Is Likely to Exercise in Purchasing the Goods 43

The Defendant's Intent in Using the Mark....43
The Likelihood of Expansion of the Product Lines....44
Other Forms of Confusion....44
Reverse Confusion....44
Initial Interest Confusion....44
Post-Sale Confusion....45
Defenses to Trademark Infringement....45
Genericness....45
Functionality....45
Abandonment....46
Unsupervised Licenses....46
Assignments in Gross....46
Fair Use....47
Secondary Liability....48
False Advertising....48
Dilution....49
Trademarks and the Internet....52
Domain Names....52
Cybersquatting....52
Counterfeiting....53
Remedies....53
Injunctive Relief....53
Damages....54
Trademark Infringement Checklist....54
Illustrative Problems....59
Problem 3.1....59
Analysis....60
Problem 3.2....61
Analysis....62
Points to Remember....63

Chapter 4. Patentable Subject Matter....65
Patentable Subject Matter Review....65
Overview....65
Utility Patents....65
Machine....66
Manufactures and Compositions of Matter....66
Process....66
Judicial Exceptions....67
Laws of Nature....67
Natural Phenomena....67
Abstract Ideas....67
The Mayo Patent Eligibility Framework: Analyzing Attempts to Patent Ineligible Subject Matter....68
Natural Phenomena....69

Laws of Nature and Abstract Ideas 69
Patentable Subject Matter Checklist 70
Illustrative Problems 72
Problem 4.1 72
Analysis 72
Problem 4.2 73
Analysis 73
Points to Remember 74

Chapter 5. Utility, Disclosure, Novelty, and Nonobviousness 77
Utility, Disclosure, Novelty, and Nonobviousness Review 77
Utility 77
The Disclosure Requirement 78
Enablement 78
Written Description 79
Best Mode 79
Novelty 79
Pre-AIA Novelty—§ 102(a) 80
Pre-AIA Bars to Patentability—§ 102(b) 82
Other Pre-AIA Novelty Provisions 83
Abandonment—§ 102(c) 84
Foreign Patenting—§ 102(d) 84
Secret Prior Art—§ 102(e) 84
Derivation—§ 102(f) 84
Priority—§ 102(g) 84
Novelty After the America Invents Act 85
Nonobviousness 86
Determine the Scope and Content of the Prior Art 87
Determine the Differences Between the Claims and the Prior Art 87
Determine the Level of Ordinary Skill in the Art 87
Determine if the Subject Matter Is Obvious 87
Note Secondary Considerations 88
Utility, Disclosure, Novelty, and Nonobviousness Checklist 88
Illustrative Problems 92
Problem 5.1 93
Analysis 93
Problem 5.2 94
Analysis 95
Points to Remember 96

Chapter 6. Patent Infringement 99
Patent Infringement Review 99

Patent Rights 99
Term 100
Standing and Venue 100
Infringement 100
Claim Construction 100
Direct Infringement 102
Literal Infringement 102
The Doctrine of Equivalents 102
Indirect Infringement 103
Induced Infringement 103
Contributory Infringement 103
Defenses to Patent Infringement 104
Invalidity 104
Experimental Use 104
Inequitable Conduct 105
Patent Exhaustion 105
Patent Misuse 105
Laches 106
Remedies 106
Injunctions 106
Preliminary Injunction 106
Permanent Injunction 106
Damages 107
Established Royalty 107
Lost Profits 107
Reasonable Royalty 107
Increased Damages and Attorney Fees 109
Patent Infringement Checklist 110
Illustrative Problems 113
Problem 6.1 114
Analysis 115
Problem 6.2 116
Analysis 118
Points to Remember 119

Chapter 7. Copyright Requirements and Copyrightable Subject Matter 121

Copyright Requirements and Copyrightable Subject Matter Review 121
Requirements 121
Original Work of Authorship 121
Independent Creation 122
Creativity 122
Fixation 122

Formalities 123
Publication 123
Notice 123
Registration 124
Deposit 124
Categories of Eligible Subject Matter 124
Literary Works 125
Musical and Dramatic Works 125
Pantomimes and Choreographic Works 125
Pictorial, Graphic, and Sculptural Works 125
Motion Pictures and Other Audiovisual Works 126
Sound Recordings 126
Architectural Works 126
Other Categories 126
Compilations and Collective Works 126
Literary Characters 127
Limitations on Copyrightable Subject Matter 127
Facts 127
Ideas 128
The Merger and Scènes à Faire Doctrines 128
The Useful Article Doctrine 129
Copyright Subject Matter Checklist 129
Illustrative Problems 132
Problem 7.1 132
Analysis 133
Problem 7.2 133
Analysis 134
Points to Remember 135

Chapter 8. Copyright Ownership, Rights, and Infringement 137
Copyright Ownership, Rights, and Infringement Review 137
Duration 137
Ownership 138
A Joint Work 138
A Work Made for Hire 138
Rights 139
Derivative Works 139
Public Distribution 139
Public Performance 140
Public Display 140
Moral Rights 140
Copyright Infringement 141
Copying 141

Improper Appropriation of Protected Expression.....142
Identifying Protected Expression.....142
Comparing the Protected Expression to the Alleged Infringing Work.....143
A Note on the *De Minimis* Doctrine.....143
Indirect Infringement.....143
Generally.....143
Dual Use Technologies.....144
Copyright Ownership, Rights, and Infringement Checklist.....145
Illustrative Problems.....149
Problem 8.1.....149
Analysis.....149
Problem 8.2.....150
Analysis.....151
Points to Remember.....153

Chapter 9. Copyright Infringement: Defenses and Remedies.....155
Copyright Infringement: Defenses and Remedies Review.....155
Defenses and Safe Harbors.....155
Fair Use.....155
Purpose and Character of the Use.....156
The Nature of the Copyrighted Work.....158
The Amount and Substantiality of the Portion Used in Relation to the Copyrighted Work as a Whole.....158
The Effect of the Use upon the Plaintiff's Potential Market for the Value of the Copyrighted Work.....159
DMCA Safe Harbors.....159
Eligibility.....160
Activities.....160
Transistory Digital Network Communications.....161
System Caching.....161
Information Residing on Systems or Networks at Direction of Users.....161
Information Location Tools.....161
Other Defenses.....161
Independent Creation.....161
Consent/License.....161
Inequitable Conduct.....162
Copyright Misuse.....162
Statute of Limitations.....162
Remedies.....162
Injunctions.....162

Damages 162
Actual Damages and Profits 162
Statutory Damages 162
Attorney Fees 163
Copyright Infringement: Defenses and Remedies Checklist 163
Illustrative Problems 166
Problem 9.1 166
Analysis 167
Problem 9.2 169
Analysis 170
Points to Remember 171

Chapter 10. Trade Secrets 173
Trade Secrets Review 173
Defining a Trade Secret 173
Subject Matter 174
Economic Value 174
Secrecy 175
Not Generally Known or Readily Ascertainable 175
Maintenance of Secrecy 175
Disclosure of Trade Secrets 176
Misappropriation of Trade Secrets 177
Improper Means 177
Breach of Confidence 177
Indirect Liability 178
Defenses to Trade Secret Misappropriation 178
Remedies for Trade Secret Misappropriation 179
Damages 179
Injunctive Relief 179
Departing Employees 180
The Defend Trade Secrets Act 181
Trade Secret Subject Matter and Misappropriation Checklist 181
Illustrative Problems 184
Problem 10.1 184
Analysis 184
Problem 10.2 185
Analysis 187
Points to Remember 188