Trademark Law
(Chiappetta)

Website – Posted materials: General Information, a Course Outline & Syllabus and the first set of readings (Readings—Part I) can all be found on the course Willamette University WISE system website (Tab: Law 258 00 16/FA).

First Class Assignment (Monday, August 22):

1. **Ensure** you can access and navigate the course WISE website.

2. **Read** the General Information handout and **look through** the Course Outline & Syllabus (to get a sense of the big picture).

3. **Read** Assignments A and B under Context on Readings—Part I. Focus on Assignment A as we will likely not get beyond those topics, but do the reading in Assignment B as it will provide helpful context for understanding the materials in Assignment A. The two Supplemental Readings in Assignment A (links posted under Resources on the website) provide some early historical context not in the casebook; just focus on the early historical portions at the beginning of each article and don’t worry about the rest.

4. **Come prepared to discuss:** What core legal rights does trademark law provide, how the regime’s origins and the evolution of the economy and related social policies affected the regime’s creation and focus, how the United States has come out regarding the regime’s policy justification and why, why that outcome limits a trademark owner’s rights, why trademark owners continue to put pressure on the regime to expand those rights and why these issues are relevant to practicing lawyers.