Trademark Law

Website – Posted materials: A General Information handout, a Course Agenda/Syllabus and the first set of readings (Readings—Part I) are posted on the course Willamette University WISE system website (Tab: Law 258 00 16/SP).

First Class Assignment (Tuesday 1.12):

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

2. Under Resources on the website **read** the General Information handout and **look through** the Course Agenda/Syllabus (focus on the big picture).

3. On Readings—Part I (posted under Resources on the website) **read** assignments A and B under Context. The two Supplemental Readings in Assignment A (links posted under Resources on the website) provide some additional early historical context not in the casebook, so just focus on the early development portions at the beginning of each and don’t worry about the rest.

4. **Come prepared to discuss** the origins and evolution of trademark law, the related policies that support its existence, how United States has come out regarding policy, how that position affects United States trademark law’s relationship to other forms of IP and unfair competition law, its doctrinal implementation and why that is all relevant to practicing lawyers.