

Intellectual Property Law

Fall 2019

First Week Assignments

<p>Unit 1: Introduction to IP; Theories of IP Protection; IP Policy</p>	<p>U.S. Constitution Article 1, Section 8, Clause 8</p> <p>Casebook (“MML”) Volume I, pp. 1-10, 16-23, 26-28, 31-39</p> <p>Research intellectual property issues potentially (or actually) affecting the person or entity you are assigned below. The research need not be in-depth, but you should understand at least one way in which intellectual property shapes, hinders, or helps this person or entity. Write a short essay (approximately 300 words) based on your research. Bring two hard copies of this essay to class.</p> <ul style="list-style-type: none">• P!nk (last names A-E)• Hershey (last names F-L)• Dow Chemical (last names M-P, U-V)• Instagram (last names R-T) <p>You may find it helpful to use the following questions as a guide in preparing your essay.</p> <ul style="list-style-type: none">• Which categories of intellectual property (patents, trade secrets, copyrights, trademarks) are likely to be important to this company, and why?• Identify at least one general policy argument that your assigned company would likely put forth about intellectual property protection.<ul style="list-style-type: none">○ What is that argument and why would your entity espouse it?○ What might a policy-related counter-argument to that position be?○ What types of organizations, groups or individuals are likely to vocalize this counter-argument? <p>Fill out the Opening Student Survey, available on TWEN.</p>
<p><u>Trade Secret Law (Vol. I)</u></p>	
<p>Unit 2: Subject Matter, Disclosure; Misappropriation</p>	<p>MML pp. 42-54; 56 (note 5); 60 (bottom)-64; 70-75; 77-81; 82-86; 89-93</p>