

**TRADEMARK LAW**  
Law 327 (R01)  
**George Mason University**  
**Antonin Scalia Law School**  
Tuesdays & Thursdays  
6:05 p.m. – 7:30 p.m.  
Fall 2024

Irwin R. Kramer  
[ikramer@gmu.edu](mailto:ikramer@gmu.edu)

**OFFICE HOURS:** Taking questions after class; available “virtually” anytime by appointment [<https://gmu.zoom.us/j/6064590465>].

**Course Description:** Covers procedural and substantive law in obtaining trademark registrations in the U.S. Patent and Trademark Office and enforcement and licensing of federal and state registrations after they are obtained. Topics include trademark ownership, registration, misappropriation, infringement, and dilution in the context of words, phrases, symbols, slogans, product design, and trade dress.

**Course Materials:** The following assigned books have been [placed on Canvas for free](#) download---

1. Barton Beebe, TRADEMARK LAW, Kramer Adaptation (2024);
2. Kramer, Selected Federal Trademark Statutes (2024)

**Learning Outcomes:** When the law meets pop culture, the combination is as entertaining as it is fascinating. Unlike many legal topics, the issues arising in Trademark Law and the cases deciding them are actually fun to read. With proper class preparation and active participation, you will leave this class understanding:

- The Importance of Trademarks in Protecting the Business Interests of Clients
- The Value of Trademarks in Protecting Consumers
- The Prerequisites of Effective Trademark Registration and How to Protect a Client’s Brand
- The Limitations of Trademark Protection, As Well As Defenses to Claims of Trademark Infringement and Related Forms of Unfair Competition

If nothing else, I can assure you that, after taking this course, you will never read a billboard, watch a commercial, shop online or roam through a store the same way again.

**Problem-Oriented Assignments:** Beyond reading assignments, we will apply the law through several exercises in class and at home. If you complete them diligently, you will have lots of practice applying the law to scenarios quite similar to those you will be tested on. Where CALI

exercises or other problems are assigned as homework, you are expected to complete each prior to the class for which they are assigned to be marked present for that class.

**Class Attendance & Participation:** This is an interactive course. Your active and consistent participation is critical to the quality of our learning experience. This is particularly essential in a small class requiring everyone's engagement. Having eliminated the need to travel, I expect everyone to log into every single class with cameras on by the time we start. While there may still be occasions where this is not possible, students with more than four unexcused absences (or more than six regardless of the reason), will not be permitted to complete the course. Just as lawyers must attend to their tasks prepared, on time and ready to participate, I expect the same from you. If you do not believe you can meet this expectation, please do not register for this class.

**Grading:**

Grading Component	Percentage
Final Examination <sup>†</sup> December 10, 2024	100%* [3-hour closed book; multiple choice (in format of the Multistate Bar Examination) and/or short-answer questions]
*Class Preparation & Participation	Much depends upon exam performance. But those who contribute to the quality of our class may merit an increase in the quality of their grades. For students whose point totals border the next highest grade, the instructor has the discretion to increase a grade by one half-step based on strong preparation, class performance and timely/thorough completion of all assignments.

<sup>†</sup> Final Examination will be conducted in-person at Mason Square (Arlington campus).

**Class Recording Policy:** Classes will be recorded on Zoom and posted to Canvas. Any materials projected in class will likewise be available on the video. In return, students agree not to post this material on other platforms where the instructor's embarrassing antics may go viral.

**Course Web Site & CALI Site:** This course has a [Canvas page](#) that links to this syllabus, announcements, assignments, CALI exercises and materials. You are responsible for registering a [CALI account](#) using the school's case-sensitive authorization code of GEOGMAsu79, and for self-enrolling in the Canvas page and checking it regularly.

**Course Outline:** Following this outline, I have posted all class assignments on our Canvas page. If necessary, I will modify them to adjust to the pace of the class, posting the final version of upcoming assignments by Wednesday of the previous week.

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