



FALL 2026 COURSE SYLLABUS

Course Number: 327-R01

Course Title: Trademark Law

Credit Hours: 3

Grading Mode: LETTER GRADE

Meeting Time(s): MON/WED 6:05 p.m.— 7:30 p.m.

Meeting Mode: Online

Exam Time(s): Dec 9, 6:00 p.m.

Exam Mode: ON CAMPUS

Prerequisite(s): N/A

Corequisite(s): N/A

Instructor(s): Irwin R. Kramer

Contact Info: ikramer@gmu.edu

Office Hours:

Taking questions after class; available “virtually” anytime by appointment via Zoom

Reading(s) & Supplement(s):

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

1. Beebe & Kramer, *Trademark Law: An Open-Access Casebook* (2026)
2. Kramer, *Selected Federal Trademark Statutes* (2026)

Course Overview:

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.

Learning Outcomes: When the law meets pop culture, the combination is as entertaining as it is fascinating. In Trademark Law, we explore the legal battles behind the most iconic brands of our time. Proving that law can be stranger than fiction, this course looks behind the logos, slogans, product names, and celebrity feuds that surround us every day. With proper class preparation and active participation, you will leave this class understanding:

1. How Trademarks Promote Commercial Interests
2. The Importance of Trademarks to Consumers
3. What It Takes to Register, Protect, and Defend a Brand
4. The Limitations of Trademark Protection, As Well As Defenses to Infringement Claims and Related Forms of Unfair Competition

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

Grading Policies:

Grading Component	Percentage
Final Examination Dec. 9, 2026 6:00 p.m. [†]	100%* [3-hour closed book; multiple choice (MBE format)]
*Class Preparation & Participation	Much depends on exam performance. But those who contribute to the quality of our class may merit an increase in the quality of their grades. For those whose point totals border the next highest grade, the instructor has the discretion to increase a grade by one half-step based on strong class performance, participation in our Canvas discussion forum, and timely completion of assignments. In a course built on discussion and engagement, your contributions truly matter. Students will be assigned to regular on-call panels, but volunteers are always welcome and encouraged to drive the discussion. The instructor also retains full discretion to call on any student outside the active panel at any time to ensure a dynamic, fully engaged classroom environment.

[†] Final Examination will be conducted in-person at Mason Square (Arlington campus).

Class Policies

Class Recording Policy: Classes will be recorded and posted to Canvas along with accompanying slides, which are provided solely for the purpose of your review and for the instructor's use in future instruction. In return, students agree not to reproduce or to post videos and slides on other platforms where the instructor's embarrassing antics may go viral.

Attendance: Per AR 3-1.4, “maintenance of matriculation requires regular class preparation, participation and attendance, registration in the course of study required for the student’s program (full-time or part-time), successive registration for each fall and spring term of each academic year until study is completed, and compliance with all other relevant requirements.”

Absences: Per AR 4-1.1, “if a student is absent for any reason for more than 20 percent of the sessions of a course, the student is not eligible for credit in that course. A student who is not present for at least 75 percent of a session of the course is absent from that session.” Hence, students missing five of this course’s 26 scheduled classes will not be eligible for credit.

Participation & Preparation: This is a highly interactive course. Your nightly participation is essential in a small class requiring everyone’s engagement. With no commute required, I expect everyone to be logged in and on camera to start each session. Just as lawyers must show up prepared, on time, and ready to contribute, I expect the same from you.

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.

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 GEOGMastu79, and for checking the Canvas page regularly.

Use of Technology & AI: Although the instructor encourages students to experiment with AI tools and to consider the interesting intellectual property issues raised by this new technology, please refrain from using it during class time.

Course Outline: Following this outline, I have posted all class assignments on our Canvas page. As I continually edit the casebook to shorten readings or clarify issues, you should not print out more than two weeks' worth of reading assignments. Should page designations change in that process, I will update both this syllabus and the assignments pages to reflect such changes.

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3. Irwin R. Kramer, The Donald's New Game of Trademark Monopoly: 9

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CALI EXERCISE: [Trademark Policy](#) [45 minutes]

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Student Resources

[Antonin Scalia Law School Academic Regulations](#)

[GMU Common Course Policies Addendum](#)

[Mason Square Services](#)

[Mason Square Police](#)

Van Metre Hall, Room 110

Emergency - Dial 911

Escort Services - 703-993-8070

Dispatch – 703-993-2810

[Student Support and Advocacy Center \(SSAC\)](#)

Mason Square Sexual Assault Services:

Van Metre Hall, Room 222D

703-993-8186

[Notice of Mandatory Reporting of Sexual Assault, Sexual Harassment, Interpersonal Violence, and Stalking](#): As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If a student wishes to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. Students may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

[Mason Square Clinic](#)

Van Metre Hall, Room B102

703-993-2831

[Counseling and Psychological Services](#)

[Student Health Services](#)

[Student Disability Services](#)

[Student Conduct](#)

[University Life](#)