

TRADEMARKS AND UNFAIR COMPETITION

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University of Baltimore School of Law

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OVERVIEW

This course considers the use of trademarks as a critical intellectual property device designed to prevent consumer confusion over the origin of products and services and the misappropriation of commercial goodwill. In addition to addressing traditional legal questions that arise from acquiring, infringing upon, and losing trademark rights under the Lanham Act and the common law, the course focuses upon special issues raised by the Internet; the free speech implications of trademarks; and issues relating to false advertising and common law unfair competition.

MEETING TIMES

The Trademarks and Unfair Competition class meets weekly at the University of Baltimore School of Law in Room 1002 on Mondays from 4:45 pm to 7:30 pm, with the exception of holidays or cancellations.

COURSE MATERIALS

The required course texts is:

Jane C. Ginsburg, Jessica Litman, Mary L. Kevlin, *Trademark and Unfair Competition Law: Cases and Materials*, 5th ed.

Foundation Press, *Hardcover*

ISBN: 9781609300753

Jane C. Ginsburg, Jessica Litman, Mary L. Kevlin, *Trademark and Unfair Competition Law: Cases and Materials*, *5th ed.*, **2015 SUPPLEMENT (AVAILABLE ELECTRONICALLY ON TWEN)**

In addition, handouts may be provided periodically in class. Recommended resources are J. Thomas McCarthy, *McCarthy on Trademarks and Unfair Competition*, and J. Astrachan, D. Thomas and P. Rosden, *The Law of Advertising*.

ATTENDANCE POLICIES

Attendance is mandatory and it is my practice to supplement this syllabus with material for class discussion, some of which will find its way into the exam. The exam has often been 5-6 essay questions, so if you miss 20 or 25 percent of the exam because the question was discussed in class but was not contained in this syllabus, you will be unhappy. Advanced preparation as well as class participation is expected. Internet or other network access is prohibited during class. If I see you looking down and smiling, I will know it's not due to something I said. Audio or video recording of classes is permitted, but is the sole responsibility of interested students. Please try to be in your seat when class begins.

SYLLABUS

*****THE BOLDED CASES AND TEXT ARE THE PAGES YOU MUST READ**

Class 1:

***George & Company v. Imagination* 575 F. 3d 383 (posted on TWEN – DO NOT READ ABANDONMENT)**

Introduction to Trademarks

Casebook pp. 1-21

1. **Top Tobacco, L.P v. North Atlantic Operating Company, Inc.**
2. **Restatement of the Law (Third) Unfair Competition §1**
3. International News Service v. Associated Press
4. Cheney Bros v. Doris Silk Corp
5. Sears, Roebuck & Co. v. Stiffel Co.
6. Compco Corp v. Day-Brite Lighting, Inc.
7. Bonito Boats v. Thunder Craft Boats
8. National Basketball Association v. Motorola
9. Barclays Capital, Inc. v. Theflyonthewall.com

Class 2:

Concepts of Trademarks and Unfair Competition

Casebook pp. 21-56 (SKIM THIS MATERIAL)

Subject Matter of Trademark Protection

Casebook pp. 57-85

1. **Kellogg Co. v. National Biscuit Co.**
2. **Coca-Cola Co. v. Koke Co. Of America**
3. **Peaceable Planet, Inc. v. TY, Inc.**
4. Mishawaka Rubber & Woolen Manufacturing Co. v. S.S. Kresge Co.
5. **Qualitex Co. v. Jacobson Products Co., Inc.**
6. **Traffix Devices, Inc. v. Market Displays, Inc.**
7. Note: Service Marks
8. Note: Trademark Actions Before the Trademark Tribunals and Before the Federal Judicial Courts

Class 3:

Distinctiveness of Trademarks

Casebook pp. 85-114

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1. **Swatch AG v. Beehive Wholesale, LLC (on TWEN)**
2. **Abercrombie & Fitch Co. v. Hunting World, Inc.**
3. **In the Matter of the Application of Quik-Print Copy Shops, Inc.**
4. **Zobmondo Entertainment, LLC. V. Falls Media, LLC**
5. In Re Vertex Group, LLC
6. **Rock and Roll Hall of Fame and Museum v. Gentile**
7. **Wal-mart Stores, Inc. v. Samara Brothers, Inc.**
8. **American Waltham Watch Co. v. United States Watch Co.**
9. Restatement of the Law (Third) Unfair Competition §13
10. Board of Supervisors For Louisiana State University Agricultural and Mechanical College v. Smack Apparel Co.
11. Chrysler Group LLC v. Moda Group LLC
12. 15 U.S.C. §1054 [Lanham Act §4]
13. 15 U.S.C. §1127 [Lanham Act §45]
14. 15 U.S.C. §1064 [Lanham Act §14]

Class 4:

Use and Ownership

Casebook pp. 121-174

1. **Thoroughbred Legends, LLC v. Walt Disney Co.**
2. **American Express Co. V. Gotez**
3. **Bell v. Streetwise Records, LTD**
4. Crystal Entertainment & Filmworks Inc. v. Jurado
5. **15 U.S.C. §1127 [Lanham Act §45]**
6. **Note: Token Use**
7. In Re Dell, Inc.
8. **Larry Harmon Pictures Corp v. Williams Restaurant Corp.**
9. Note: Foreign Commerce
10. Grupo Gigante SA de CV v. Dallo & Co., Inc.
11. **ITC LTD. V. Punchgini**
12. **Aktieselskabet AF 21. November 2001 v. Fame Jeans, Inc.**
13. **Blue Bell, Inc. v. Farah Manufacturing Co.**
14. City of New York v. Tavern on the Green
15. United Drug Co. v. Theodore Rectanus Co.
16. **Thirty Rent-A-Car System v. Thrift Cars, Inc.**
17. Dudley v. HealthSource Chiropractic Inc.,
18. **Dawn Donut Co. v. Hart's Food Stores, Inc.**
19. **Hana Financial, Inc. v. Hana Bank, 135 S. Ct. 907 (2015).**

Class 5:

Registration of Trademarks

Casebook pp. 177-202

1. **15 U.S.C. §1051(a) [Lanham Act §1(a)]**
2. **15 U.S.C. §1051(b) [Lanham Act §1(b)]**
3. **The Policies Underlying “Intent to Use”**
4. Note: US Registration Under Section 44
5. Note: Madrid Protocol Extensions to the US
6. **William M. Borchard, How to Get and Keep a Trademark**
7. **Note: Advantages of Trademark Registration on the Principal Register**
8. Note: The Supplemental Register
9. Note: The Notice of Registration
10. Note: Maintenance and Renewal of Registration: Sections 8 and 9 of the Lanham Act
11. **Constructive Use as of Filing Date**
12. Larami Corp. v. Talk to Me Programs, Inc.
13. Compagnie Gervais Danone v. Precision Formulations, LLC

Bars to Registration

Casebook pp. 203-278

1. **Section 2(a) of the Lanham Act: Immoral, Scandalous, Disparaging or Deceptive Matter and False Suggestion of a Connection**
2. **In Re Fox**
3. **Boston Red Sox Baseball Club Limited Partnership v. Sherman**
4. **In Re Lebanese Arak Corp.**
5. Bayer Aktiengesellschaft v. Stamatios Mouratidis
6. Note: The Difference Between Deceptive Terms and Deceptively Misdescriptive Terms
7. Hornby v. TJX Companies, Inc.
8. 15 U.S.C. § 1052(b) and (c) [Lanham Act § 2(b) and (c)]
9. Note: Refusals Under 2(b)
10. In re Richard M. Hoefflin
11. **Section 2(d) of The Lanham Act: Likely Confusion**
12. **Coach Services, Inc v. Triumph Learning LLC**
13. Note: Differences in Likely Confusion Analysis for Registration and for Infringement Purposes

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14. In Re Viterra Inc.
15. **Nutrasweet Co v K&S Foods Inc.**
16. Person's Co. v. Christman
17. First Niagara Ins. v. First Niagara Financial
18. Sections 2(e)(2) and (3) of the Lanham Act: Geographic Terms
19. **In Re NewBridge Cutlery Co., 776 F.3d 854 (Fed. Cir. 2015)- ON TWEN**
20. **In Re Joint-Stock Company "Baik"**
21. In Re Miracle Tuesday, LLC
22. In re Spirits International, NV
23. Note: Special Protection for Wines and Spirits
24. Note: Geographically Suggestive Marks
25. 15 U.S.C. §1502 [Lanham Act §2(e)(4)]
26. In Re Quadrillion Publishing Ltd
27. Note: Numerals, Letters and Initials
28. 15 U.S.C. §1052(e)(5) [Lanham Act §2(e)(5)]
29. In Re Becton, Dickinson and Co.
30. In Re Vertex Group LLC
31. **Blackhorse v. Pro-Football, Inc. (Supplement, Page 6)**

Class 6:

Loss of Trademark Rights

Casebook pp. 279-314

1. **Bayer Co. v. United Drug Co.**
2. Stix Products, Inc. v. United Merchants & Mfrs., Inc.
3. Note: Protecting Trademarks Against Genericism
4. **King-Seeley Thermos Co. v. Aladdin Industries, Inc.**
5. **El Dupont De Nemours & Co. v. Yoshida International, Inc.**
6. In re Country Music Association
7. Note: Legislative "Clarification" of Standards to Assess Genericism
8. Note: De Facto Secondary Meaning
9. **America Online, Inc. v. AT&T Corp.**
10. Facebook, Inc. v. Teachbook.com
11. Welding Services Inc. v. Forman
12. **Harley Davidson v. Grottanelli**
13. H-D Michigan v. Top Quality Serv.
14. Note: Dial 1-800-[G-E-N-E-R-I-C]
15. Recapturing Generic Terms?
16. **Miller's Ale House v. Boynton Carolina Ale House**

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Abandonment

Casebook page 315-348

17. **Wells Fargo & Company v. ABD Insurance and Financial Services (on TWEN)**
18. **15 USC §1127 [Lanham Act §45]**
19. **Silverman v. CBS, Inc.**
20. ITC Limited v. Punchgini
21. Crash Dummy movie v. Mattel, Inc.
22. Specht v. Google, Inc.
23. Grocery Outlet Inc. v. Albertson's Inc.
24. **Standard for Proving Abandonment**
25. Note: The Song is Ended (but the Melody Lingers on)
26. **American Association for Justice v. American Trial Lawyer's Ass'n**
27. **Clark & Freeman Corp. v. Heartland Co. Ltd.**
28. **Eva's Bridal Ltd v. Halanick Enterprises, Inc.**
29. Freecycle Sunnyvale v. Freecycle Network
30. Patsy's Italian Restaurant v. Banas
31. **Sample Trademark Licensing Provisions**
32. **Specht v. Google, Inc. (Supplement, Page 22)**

Class 7:

Infringement - Defendant's use in Commerce

Casebook pp. 349-366

1. **15 USC Section 1114 [Lanham Act Section 32(1)]**
2. **Naked Cowboy v. CBS**
3. Karl Storz Endoscopy-America, Inc. v. Surgical Technologies, Inc.
4. 1-800 Contacts, Inc. v. Lens.com, Inc.
5. Rescue.com Corp v. Google, Inc.
6. Note: Use in Commerce and the Debate Over "Trademark Use"
7. **Steele v. Bulova Watch Co.**
8. **McBee v. Delica**

Infringement-Likelihood of Confusion

Casebook pp. 366-421

9. **Restatement of the Law (Third) Unfair Competition Section 20
Standard of Infringement**

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10. **Polaroid Corp v. Polarad Elects. Corp.**
11. **Restatement of the Law (Third) Unfair Competition Section 21 Proof of Likelihood of Confusion: Market Factors**
12. *George & Company v. Imagination* 575 F. 3d 383 (posted on TWEN)
13. *Pizzero Uno Corp. v. Temple*, 747 F. 2d 1522 (4th Cir. 1984).
14. **E&J Gallo Winery v. Consorzio Del Gallo Nero**
15. Banfi Products Corp. v. Kendall-Jackson Winery Ltd
16. Leelanau Wine Cellars, Ltd v. Black & Red, Inc.
17. Note: Is Likelihood of Confusion a Question of Fact or a Question of Law?
18. **Maker's Mark Distillery, Inc. v. Diageo North America, Inc.**
19. Robert G. Bone, Taking the Confusion Out of Likelihood of Confusion: Towards a More Sensible Approach to Trademark Infringement
20. **Mobil Oil Corp v. Pegasus Petroleum Corp**
21. Blockbuster Entertainment Group v. Laylco, Inc.
22. **Network Automation, Inc. v. Advanced Systems Concepts, Inc.**
23. Rosetta Stone Ltd. v. Google, Inc.

Class 8:

Infringement-Likelihood of Confusion Continued

Casebook pp. 422-458

1. **Mastercrafters Clock & Radio Co. v. Vacheron & Constantin-Le Coultre Watches, Inc.**
2. Jeremy N. Sheff, Veblen Brands
3. **Munsingwear, Inc .v .Jockey International**
4. Harlem Wizards Entertainment Basketball, Inc. v. NBA Properties, Inc.
5. Dreamwerks Production, Inc v. SKG Studio
6. Medic Alert Foundation v. Corel Corp
7. **Anheuser-Busch, Inc. v. Balducci Publications**
8. **Inwood Labs, Inc. v. Ives Labs, Inc.**
9. Georgia Pacific v. Von Drehle; Georgia Pacific v. Myers
10. **Tiffany and Company v. Ebay, Inc.**
11. Rosetta Stone Ltd. V. Google, Inc.

Lanham Act

Casebook pp. 459-487

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12. 15 USC Section 1125(a)(1)(A) [Lanham Act Section 43(a)(1)(A)]

13. Note: The Expanding Scope of Section 43(a)

14. DC Comics v. Powers

15. Pretty Girl, Inc. v. Pretty Girl Fashions, Inc.

16. Two Pesos, Inc. v. Taco Cabana, Inc.

17. Hammerton, Inc. v. Heisterman

18. Louis Vuitton Malletier v. Dooney & Bourke, Inc.

19. Conopco, Inc. v. May Dept. Stores Co.

20. McNeil Nutritionals, LLC v. Heartland Sweeteners, LLC

Class 9:

Lanham Act- Marketing Concepts and Techniques, False Endorsement, False Designation of Origin

Casebook pp. 489-540

1. Original Appalachian Artworks, Inc v. The Toy Loft, Inc.

2. **Jeffrey Milstein, Inc. v. Greger, Lawlor, Roth, Inc.**

3. **Best Cellars Inc. v. Grape Finds at Dupont, Inc.**

4. Best Cellars v. Wine Made Simple

5. Note: Rights of Publicity and Section 43(a)

6. **Allen v. National Video, Inc.**

7. **Tom Waits v. Frito-Lay, Inc.**

8. **White v. Samsung Electronics America, Inc.**

9. **America Online v. LCGM, Inc.**

10. Note: Authors' and Performer' Moral Rights

11. **Dastar Corporation v. Twentieth Century Fox Film Corp.**

12. **Bretford Mfg., Inc. v. Smith System Mfg. Corp.**

Class 10:

Defenses to Infringement

Casebook pp. 541-605

1. **15 U.S.C §1065 [Lanham Act Section 15]**

2. **Note: Section 33 of the Lanham Act**

3. **Park 'N Fly, Inc. v. Dollar Park and Fly, Inc.**

4. **Note: Incontestable Registration and Strength of the Mark**

5. ***In Re Bose Corp.**

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6. Sovereign Military Hospitaller Order of Saint John of Jerusalem of Rhodes and of Malta v. Florida Priory of the Knights Hospitallers of the Sovereign Order of Saint John of Jerusalem, Knights of Malta, The Ecumenical Order
7. **Fair Use: Section 33(b)(4)**
8. **United States Shoe Corp. v. Brown Group Inc.**
9. Kelly-Brown v. Winfrey
10. **Car-Freshner Corp. v. S.C. Johnson & Son Inc.**
11. **KP Permanent Make-Up, Inc. v. Lasting Impression I, Inc.**
12. **Jay Franco & Sons, Inc. v. Franek**
13. **Christian Louboutin SA v. Yves St Laurent America Holding, Inc.**
14. Au-Tomotive Gold, Inc. v. Volkswagen of America
15. **Pro-Football Inc v. Harjo**
16. Oriental Fin. Group, Inc. v. Cooperativa de Ahorro y Credito Oriental
17. **New kids on the Block v. News America Publishing**
18. **Swarovski Aktiengesellschaft v. Buidling # 19, Inc.**
19. Kassbaum v. Steppenwolf Productions, Inc.
20. **WCVB-TV v. Boston Athletic Association**
21. Toyota Motor Sales USA, Inc. v. Tabari
22. **Kelly-Brown v. Winfrey (Supplement, Page 34)**

Class 11:

Defenses to Infringement

Casebook pp. 605-664

1. Note: Failed Nominative Fair Use Defenses
2. **Smith v. Chanel, Inc.**
3. **First Sale**
4. **College Savings Bank v. Florida Prepaid Postsecondary Education Expense Board**
5. **Rogers v. Grimaldi**
6. **Louis Vuitton Malletier SA v. Warner Brothers Entertainment Inc**
7. **ESS Entertainment 2000, Inc. v. Rock Star Videos, Inc.**
8. **Cliffs Notes, Inc. v. Bantam Doubleday Dell Publishing Group, Inc.**
9. **Dr. Seuss Enterprises, LP v. Penguin Books USA, Inc.**
10. **Butt Wiper, p. 650. See visual.**
11. Rochelle Dreyfuss, Reconciling Trademark Rights and Expressive Values: How to Stop Worrying and Learn to Love Ambiguity
12. **Mattel Inc v. Universal Music International**

13. **Mattel Inc v. Walking Mountain Productions**
14. **Protectmarriage.com v. Courage Campaign**
15. **Pennzoil-Quaker State Co. v. Miller Oil and Gas Operations, 779 F.3d 290 (5th Cir., 2015).**

Class 12:

Dilution

Casebook pp. 665-752

1. **Barton Beebe, The Suppressed Misappropriation Origins of Trademark Antidilution Law: The Landgericht Elberfeld's Odol Decision and Frank Schechter's The Rational Basis of Trademark Protection**
2. Sara Stadler, The Wages of Ubiquity in Trademark Law
3. **Ty Inc. v. Perryman**
4. Rebecca Tushnet, Gone in 60 Milliseconds: Trademark Law and Cognitive Science
5. Barton Beebe, Intellectual Property Law and The Sumptuary Code
6. **Note: History of Federal Dilution Statute**
7. **15 USC Section 1125© [Lanham Act Section 43(c)]**
8. **National Pork Board v. Supreme Lobster and Seafood Company**
9. Note: Surveying Dilution by "Blurring"
10. Coach Services, Inc. v. Triumph learning LLC
11. **Visa International Service Association v. JSL Corp.**
12. **Rolex Watch USA Inc v. AFP Imaging Corporation**
13. V Secret Catalogue, Inc. v. Moseley
14. **Louis Vuitton Malletier SA v. Haute Diggity Dog, LLC**
15. **Starbucks Corp v. Wolfe's Borough Coffee, Inc.**
16. Stacey L. Dogan & Mark A. Lemley, Parody as Brand (November 2, 2012)
17. **The Hershey Company v. Art Van Furniture, Inc.**
18. Levi Strauss & Co. v. Abercrombie & Fitch Trading Co.
19. **Mastercard International Inc v. Nader 2000 Primary Committee, Inc.**
20. Mattel, Inc. v. Universal Music International
21. Louis Vuitton Malletier SA v. Hyundai Motor America
22. Dilution Under State Law
23. **Inter IKEA Systems BV v. Akea LLC (Supplement, Page 44)**
24. **Chanel, Inc v. Makarczyk (Supplement, Page 44)**

Class 13:

False Advertising

Casebook pp. 753-814

1. Rebecca Tushnet, *Running the Gamut from A to B: Federal Trademark and False Advertising Law*
2. **15 USC Section 1125(a)(1)(B) [Lanham Act Section 43(a)(1)(B)]**
3. **Gordon and Breach Science Publishers SA v. America Institute of Physics**
4. **Fashion Boutique of Short Hills, Inc. v. Fendi USA, Inc.**
5. *Neuros Co., Ltd. v. KTurbo, Inc.*
6. **Coca-Cola Co. v. Tropicana Prods., Inc.**
7. *United Industries Corp. v. Clorox Co.*
8. **Schick Manufacturing, Inc. v. The Gillette Company**
9. *Clorox Co., Puerto Rico v. Proctor & Gamble Commercial Co.*
10. *Autodesk, Inc. v. Dassault Systemes Solidworks Corp*
11. **Church & Dwight Co v The Clorox Company**
12. **Innovation Ventures LLC v. NVE, Inc.**
13. **Coors Brewing Company v Anheuser-Busch Co.**
14. **McNeil-PPC, Inc. v. Pfizer Inc.**
15. *Pernod Ricard USA, LLC v. Bacardi USA, Inc.*
16. *Serbin v. Ziebart International Corp.*
17. *Ortho Pharmaceutical Corp. v. Cosprophar, Inc.*
18. *Famous Horse, Inc. v. 5th Avenue Photo, Inc.*
19. Please read the *Lexmark International, Inc. v. Static Control Components, Inc.* (it is listed on the course materials page).
20. **Lexmark International, Inc. v. Static Control Components, Inc., 134 S.Ct.1377 (2014) – ON TWEN.**

Internet Domain Names

Casebook 815-924

****Read article on TWEN: Slutsof v. Instagram highlights unpredictability of domain name enforcement**

21. *ICANN and the Problem of Legitimacy* by Jonathan Weinberg
22. *Internet Corporation for Assigned Names and Numbers, Basic TLD Information*
23. *The DNS Wars* by Jessica Litman
24. **15 USC Section 1125(d)(1)**
25. **Fagnelli Plumbing Company v. Gillece Plumbing and Heating, Inc.**

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26. Sporty's Farm LLC v. Sportman's Market, Inc.
27. Southern Company v. Dauben, Inc.
28. Land's End, Inc. v. Remy
- 29. Gopets Ltd. V. Hise**
30. Verizon California Inc. v. Navigation Catalysts Sys., Inc.
- 31. Lucas Nursery and Landscaping, Inc. v. Grosse**
32. Utah Lighthouse Ministry v. Foundation for Apologetic Information and Research
- 33. Note: Section 43(d) and Gripe Sites**
- 34. People for the Ethical Treatment of Animals v. Doughney**
- 35. Lamparello v. Falwell**
36. Bad Faith in Cyberspace: Grounding Domain Name Theory in Trademark, Property and Restitution
- 37. Solid Host, NL v. Namecheap, Inc.**
38. Microsoft Corp v. Shah
39. Ford v. GreatDomains.com
40. Vulcan Golf, LLC v. Google Inc.
41. 15 USC Section 1125(d)(2)
42. Harrods Limited v. Sixty Internet Domain Names
- 43. Cable News Network LP v. CNNNews.com**
44. Note: In Rem Actions Regarding US Registrations of Foreign-Held Domain Names Corresponding to Foreign Trademarks
45. ICANN and the Uniform Trademark Domain Name Dispute Resolution Policy
46. Uniform Domain Name Dispute Resolution Policy
- 47. Dial-a-Mattress Operating Corp. v. Christopher E. Moakely**
48. Deutsche Welle v. Diamondware Limited
49. Plan.Net concept Spezialagentur fur interactive Komminkation GmbH v. Yikilmaz
- 50. The Orange Bowl Committee, Inc. v. Front and Center Tickets, Inc/ Front and Center Entertainment**
51. Direct Line Group Ltd v. Purge I.T.
52. Air Austral v. Tian Yi Tong Investment Ltd
53. Hoteles Turisticos Unidos SA HOTUSA v. Jomar Technologies
54. Southern California Regional Rail Authority v. Arkow
55. Note: New Top Level Domains and New Rights Protections Mechanisms
56. Sallen v. Corinthians Licenciamentos LTDA
57. Dluhos v. Strasberg
- 58. Barcelona.com, Inc. v. Excelentisimo Ayuntamiento de Barcelona**

Class 14:

Remedies

**** READ TAKOMA ACADEMY OPINION POSTED ON TWEN ****

Casebook pp. 925-981

1. **Nova Wines, Inc. v. Adler Fels Winery LLC**
2. **Note: Presumption of Irreparable Harm**
3. Note: Centrality of Injunctive Relief and Use of Alternative Dispute Resolution
4. **Home Box Office v. Showtime**
5. Soltex Polymer Corp. v. Fortex Industries, Inc.
6. Perfect Fit Indus. v. Acme Quilting Co.
7. Nikon, Inc. v. Ikon Corp.
8. Gucci America, Inc. v. Daffy's, Inc.
9. Maker's Mark Distillery, Inc. v. Diageo North America, Inc.
10. Already, LLC d/b/a Yums v. Nike, Inc.
11. **Taco Cabana Int'l, Inc. v. Two Pesos, Inc.**
12. **Banjo Buddies, Inc. v. Renosky**
13. **Big O Tire Dealers, Inc. v. Goodyear Tire & Rubber Co.**
14. **U-Haul International, Inc. v. Jartran, Inc.**
15. **Octane Fitness, LLC v. Icon Health & Fitness, Inc. 134 S.Ct. 1749 (2014) (on TWEN)**
16. **Nightingale Home Healthcare, Inc. v. Anodyne Therapy, LLC**
17. Trafficschool.com Inc. v. Edriver Inc.
18. Note: The Problem of Counterfeiting
19. **15 USC § 1127 [Lanham Act § 45]**
20. Rolex Watch, USA, Inc. v. Michel Co.
21. Hunting World, Inc. v. Reboans
22. Century 21 Real Estate, LLC v. Destiny Real Estate Properties
23. 18 USC § 2320
24. United States v. Torkington

FACULTY INFORMATION

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