

Table of Contents

About the Author	v
Table of Chapters	vii

Chapter 1 Introduction to Trademark Law

§ 1:1	The Basics	1-2
§ 1:1.1	What Is a Trademark?	1-2
§ 1:1.2	Trademark Versus Service Mark	1-3
§ 1:1.3	Trademark Versus Trade Name	1-4
§ 1:1.4	Certification and Collective Marks	1-4
§ 1:1.5	Relation Between Trademarks and Other Intellectual Property Rights.....	1-5
	[A] Trademarks and Unfair Competition	1-5
	[B] Patents	1-6
	[C] Copyrights	1-6
	[D] Trademarks, Patents, and Copyrights Compared.....	1-7
	[E] Use As Essential to Trademark Protection: Use It or Lose It	1-8
§ 1:2	Overview of Trademark Law	1-8
§ 1:2.1	Purpose of Trademarks.....	1-8
	[A] Identify Origin	1-8
	[B] Quality Assurance	1-9
	[C] Symbols of Goodwill.....	1-10
§ 1:3	The Legal Framework	1-11
§ 1:3.1	Consumer Protection: The Likelihood of Confusion Standard	1-12
	[A] Kinds of Confusion	1-12
	[B] The Average Purchaser	1-13
§ 1:3.2	Beyond Confusion: Protection of Trademark Owner’s Goodwill from Dilution.....	1-14
§ 1:3.3	The Equitable Nature of Trademark Rights: Bad Guys Finish Last	1-14
§ 1:3.4	Competition or Confusion, Free Speech or Free Ride?	1-15

Chapter 2 Trademark Selection

§ 2:1	Categories of Proposed Trademarks	2-2
§ 2:1.1	Generic	2-3
§ 2:1.2	Descriptive.....	2-5
[A]	Secondary Meaning.....	2-7
[B]	Misdescriptive/Deceptive	2-8
§ 2:1.3	Suggestive	2-9
§ 2:1.4	Arbitrary and Fanciful.....	2-10
§ 2:2	Drawing the Line Between Trademark Categories	2-11
§ 2:2.1	Generic Versus Descriptive Marks	2-12
§ 2:2.2	Descriptive Versus Suggestive Marks	2-14
§ 2:3	Surnames, Personal Names, and Geographic Terms As Trademarks	2-16
§ 2:3.1	Personal Names	2-17
[A]	Injunctive Relief in Personal Name Cases.....	2-17
[B]	Primarily Merely a Surname	2-18
§ 2:3.2	Nicknames: The Public Use Doctrine.....	2-20
§ 2:3.3	Geographic Terms.....	2-20
[A]	Primarily Geographically Descriptive Terms	2-20
[B]	Primarily Geographically Deceptively Misdescriptive Terms.....	2-21
§ 2:3.4	The Fair Use Defense	2-22
§ 2:4	Slogans As Trademarks.....	2-23
§ 2:5	Letters and Numbers As Trademarks.....	2-24
§ 2:5.1	Letter Trademarks.....	2-24
§ 2:5.2	Number Trademarks.....	2-25
§ 2:5.3	Hashtags and Top-Level Domain Names (.com, .org, etc.)	2-26
§ 2:6	Foreign Language Terms As Trademarks	2-28
§ 2:7	Designs As Trademarks	2-29
§ 2:7.1	General Rules	2-29
§ 2:7.2	Ornamentation Versus Trademark Significance	2-30
§ 2:7.3	Separate Commercial Impression Versus Mere Background.....	2-31
§ 2:7.4	Inherently Distinctive Versus Ordinary	2-31
§ 2:8	Book Titles and Characters As Trademarks	2-32
§ 2:9	Song Titles As Trademarks	2-33
§ 2:10	Colors As Trademarks	2-33
§ 2:10.1	Evolution of Color Protection.....	2-33
§ 2:10.2	The Functionality Defense.....	2-35
[A]	Types of Functionality.....	2-35
[B]	Sample Decisions	2-37

Table of Contents

§ 2:10.3 A Single Color Cannot Be Inherently Distinctive 2-39

§ 2:10.4 Summary 2-40

§ 2:11 Package Appearance and Product Design (Trade Dress) As Trademarks 2-41

 § 2:11.1 Definition of Trade Dress..... 2-41

§ 2:12 Sounds As Trademarks 2-42

§ 2:13 Flavors and Smells As Trademarks 2-42

§ 2:14 Family of Marks..... 2-43

Chapter 3 Trade Dress Protection

§ 3:1 Definition of Trade Dress 3-1

§ 3:2 Elements of Proof 3-2

 § 3:2.1 Functionality..... 3-3

 [A] Utilitarian Functionality..... 3-3

 [B] Aesthetic Functionality..... 3-9

 [C] Burden of Proof..... 3-16

 [D] Incontestability..... 3-16

 [E] Preemption, Patents, and Product Design 3-17

 § 3:2.2 Inherent Distinctiveness..... 3-20

 [A] Product Design Protection Prior to *Wal-Mart* 3-20

 [B] *Wal-Mart* Enters the Fray 3-21

 [C] The *Wal-Mart* Rationale..... 3-21

 [D] *Two Pesos* Revisited 3-21

 [E] Drawing the Line Between Product Packaging and Product Design 3-22

 [F] Inherently Distinctive Packaging 3-23

 § 3:2.3 Secondary Meaning..... 3-25

 § 3:2.4 Likelihood of Confusion in the Trade Dress Context..... 3-28

 [A] Test for Likely Confusion..... 3-28

 [B] House Mark Defense 3-28

§ 3:3 Conclusion 3-32

Chapter 4 Trademark Clearance

§ 4:1 Purpose of a Clearance Search 4-1

§ 4:2 How and What to Search..... 4-2

 § 4:2.1 Scope of Search 4-2

 § 4:2.2 Timetable for Search..... 4-3

 § 4:2.3 Goods or Services to Cover in Search..... 4-3

 § 4:2.4 Searching Shortcuts 4-4

 § 4:2.5 Which Proposed Marks to Search 4-4

§ 4:3	Analyzing a Search	4-6
§ 4:3.1	Availability.....	4-7
[A]	Spotting Potential Conflicts.....	4-7
[B]	Overcoming Conflicts.....	4-7
§ 4:3.2	Registrability.....	4-9
§ 4:3.3	Protectability.....	4-12
§ 4:3.4	Other Problems.....	4-12
§ 4:3.5	Evaluating the Risks	4-13

Chapter 5 Trademark Use and Priority

§ 5:1	Establishing Priority	5-2
§ 5:1.1	Public Use Is Essential to Establishing Rights Based on Use	5-2
[A]	Uses Sufficiently Public to Establish Priority	5-2
[B]	Uses Insufficiently Public to Establish Priority	5-3
§ 5:1.2	The Effect of Intent-to-Use Applications on Priority.....	5-4
§ 5:1.3	The Effect of De Minimis Use on Priority.....	5-8
§ 5:1.4	Continuous Commercial Use	5-9
§ 5:1.5	Use Required by the Trademark Revision Act of 1988: Token Users Need Not Apply	5-10
§ 5:1.6	Remember the Equities.....	5-11
§ 5:1.7	Use in Anticipation of Commercial Development	5-12
§ 5:1.8	Secondary Meaning Required for Priority in Descriptive Marks.....	5-13
§ 5:1.9	Use Required for Federal Registration Compared with Use Sufficient for Priority	5-14
§ 5:1.10	Priority Through “Tacking”	5-14
§ 5:1.11	Summary	5-15
§ 5:2	Proper Trademark Use	5-16
§ 5:2.1	The Basic Rules	5-16
[A]	Trademark to Be Accompanied by Generic Term	5-16
[B]	Setting the Trademark Apart.....	5-17
[C]	TM and Registration Notices.....	5-18
[D]	Claims of Exclusivity	5-19
[E]	Trademarks and Grammar.....	5-19
§ 5:2.2	The Consequence of Improper Use.....	5-19
§ 5:3	Measuring the Purchaser’s Understanding.....	5-21
§ 5:3.1	Discounting Purchaser Motivation: The <i>Monopoly</i> Case	5-23
§ 5:3.2	When Purchaser Association Won’t Help: De Facto Secondary Meaning.....	5-24
§ 5:3.3	Change in Public Perception May Revive a Once Generic Term.....	5-25

Chapter 6 Trademark Registration

§ 6:1 The Benefits of Federal Registration 6-2

 § 6:1.1 The Principal Versus the Supplemental Register 6-3

 § 6:1.2 Federal Versus State Registration 6-5

§ 6:2 Basic Requirements for Federal Registration 6-5

 § 6:2.1 Any Applicant..... 6-5

 § 6:2.2 Foreign Applicants 6-6

§ 6:3 Procedure for Federal Registration: Overview 6-8

 § 6:3.1 Use-Based Application 6-8

 § 6:3.2 Intent-to-Use Application..... 6-9

 [A] Declaring Your Intentions..... 6-10

 [B] Making Good on Your Intentions: The Statement of Use 6-11

 § 6:3.3 The Section 44 Application 6-13

 § 6:3.4 The Madrid Protocol Application..... 6-13

 [A] Basic Filing Procedures Under the Protocol..... 6-14

 [B] Considerations for U.S. Applicants..... 6-15

 [C] Considerations for Non-U.S. Applicants Filing in the United States..... 6-17

§ 6:4 The Trademark Application: Form and Content..... 6-18

 § 6:4.1 Identification of the Applicant 6-19

 § 6:4.2 Description of Goods or Services 6-19

 § 6:4.3 Designation of Class 6-20

 § 6:4.4 Dates of Use 6-20

 § 6:4.5 Specimens..... 6-21

 § 6:4.6 Drawing of the Mark: Less Is More..... 6-25

 § 6:4.7 Amendments to the Drawing: Material Alterations Not Permitted..... 6-27

 § 6:4.8 Verification and Execution by Applicant 6-28

 § 6:4.9 Requirements for Filing Date 6-29

 § 6:4.10 Mandatory Electronic Filing, U.S. Attorney and Contact Information 6-30

 § 6:4.11 Summary 6-31

§ 6:5 Overcoming Rejections 6-33

 § 6:5.1 Procedure 6-33

 [A] Time for Responding..... 6-34

 [B] Final Rejections 6-34

 § 6:5.2 Grounds for Rejection..... 6-35

 § 6:5.3 Responses to Rejections 6-40

 [A] Telephone Interviews and Email 6-40

 [B] Overcoming Descriptiveness Rejections..... 6-40

 [C] Overcoming Surname Rejections 6-41

 [D] Claiming Distinctiveness Under Section 2(f)..... 6-43

 [E] Transfer to Supplemental Register 6-45

	[F] Disclaimers.....	6-46
	[G] Overcoming Prior Registrations	6-48
§ 6:6	Review of Examining Attorney Decisions	6-53
§ 6:6.1	Review by Appeal to Trademark Trial and Appeal Board.....	6-53
	[A] Timing.....	6-53
	[B] Reconsideration and Appeal from Board Decision	6-54
§ 6:6.2	Review by Petition to the Commissioner	6-54

Chapter 7 Registration Maintenance and Renewal

§ 7:1	Overview of Registration Maintenance Requirements	7-2
§ 7:1.1	Mandatory Electronic Filing Through the Trademark Electronic Application System (TEAS).....	7-3
§ 7:1.2	The Importance of Being the Owner.....	7-3
§ 7:2	The Section 8 Affidavit of Use.....	7-4
§ 7:2.1	Use in Commerce.....	7-5
§ 7:2.2	Excusable Nonuse.....	7-5
§ 7:2.3	Specimen Showing Current Use	7-6
§ 7:2.4	Deadline for Filing Fifth-Year Section 8 Affidavit of Use.....	7-7
§ 7:2.5	Fraud	7-7
§ 7:3	The Section 15 Affidavit of Incontestability.....	7-9
§ 7:3.1	Requirements.....	7-9
§ 7:3.2	The Benefits of Incontestability	7-10
§ 7:3.3	The Shield Becomes a Sword	7-10
§ 7:3.4	How Sharp Is the Incontestable Sword?	7-11
	[A] Equitable Defenses Are Available.....	7-11
	[B] Incontestability and Trademark Strength	7-11
	[C] Limits to Incontestability.....	7-12
§ 7:3.5	Fraud	7-14
§ 7:4	Registration Renewals.....	7-15
§ 7:4.1	Deadline	7-15
§ 7:4.2	Requirements.....	7-15
§ 7:4.3	Fraud	7-17
§ 7:5	Updating a Registration	7-17
§ 7:5.1	Changes in the Mark	7-17
§ 7:5.2	Changes in the Goods.....	7-18
§ 7:5.3	Correcting Mistakes: Whose Mistake Was It Anyway?	7-19

Chapter 8 Protecting a Trademark from Infringement

§ 8:1 Likelihood of Confusion 8-3

 § 8:1.1 Confusion of Any Kind 8-3

 [A] Initial Interest Confusion 8-3

 [B] Post-Sale Confusion..... 8-5

 § 8:1.2 Likelihood Means Probable, Not Possible..... 8-6

 § 8:1.3 Factors to Consider in Determining Likely
Confusion 8-6

 [A] The Strength of Plaintiff’s Mark..... 8-7

 [B] The Degree of Similarities in the Marks 8-10

 [C] Proximity of the Goods..... 8-15

 [D] Likelihood of Bridging the Gap 8-17

 [E] Defendant’s Intent..... 8-18

 [F] Evidence of Actual Confusion 8-23

 [G] Purchaser Sophistication 8-26

 [H] Quality of Defendant’s Goods..... 8-28

 § 8:1.4 Weighing the Factors..... 8-28

§ 8:2 Reverse Confusion: Reversal of Fortune? 8-30

§ 8:3 Counterfeiting 8-32

 § 8:3.1 The Trademark Counterfeiting Acts of 1984,
1994, 1996, and 2008: The Noose
Draws Tighter 8-32

 [A] Upping the Civil and Criminal Penalties 8-32

 [B] Definitions 8-33

 [C] The Average Purchaser Is Alive and Well 8-34

 [D] Intentional and Knowing Use 8-35

 § 8:3.2 *Ex Parte* Seizure 8-36

 [A] Material Subject to Seizure 8-37

 [B] Steps to Take Before Requesting *Ex Parte*
Seizure 8-37

 [C] Wrongful Seizure..... 8-38

 [D] Appeal of Seizure Order 8-39

 § 8:3.3 Customs and Border Protection Role 8-39

 § 8:3.4 Interpreting the Counterfeit Provisions:
Do Not Spare the Rod 8-39

 § 8:3.5 What Is Not a Counterfeit?..... 8-43

 § 8:3.6 What Is a Counterfeit?..... 8-44

 § 8:3.7 Construing the Criminal Counterfeiting Act 8-46

 § 8:3.8 Some Tips for the Prosecution 8-47

§ 8:4 Contributory Infringement 8-48

 § 8:4.1 *Tiffany v. eBay*: Too Big to Fail?..... 8-49

§ 8:5 Vicarious Liability..... 8-53

Chapter 9 Trademark Dilution

§ 9:1	Overview	9-2
§ 9:1.1	What Is Dilution?	9-3
§ 9:1.2	History of the Federal Trademark Dilution Cause of Action	9-3
§ 9:2	The State Dilution Statutes	9-4
§ 9:2.1	Distinctiveness or Fame?	9-5
§ 9:2.2	Two Types of Dilution: Blurring and Tarnishment	9-6
[A]	Blurring	9-6
[B]	Tarnishment	9-7
§ 9:3	The Movement Toward National Protection.....	9-8
§ 9:4	The 1996 Federal Trademark Dilution Act (FTDA)	9-9
§ 9:4.1	Dilution Defined.....	9-9
§ 9:4.2	Elements of a Dilution Cause of Action Under the FTDA	9-9
§ 9:4.3	Dilution by Blurring or Tarnishment	9-10
§ 9:5	2003: The Supreme Court Gets into the Dilution Act	9-11
§ 9:6	The 2006 Trademark Dilution Revision Act (TDRA).....	9-11
§ 9:6.1	Key Provisions	9-12
§ 9:6.2	Statutory Elements	9-12
§ 9:6.3	Impact of the TDRA	9-13
§ 9:6.4	Famous Mark Requirement.....	9-13
[A]	The Fame Factors	9-13
[B]	Niche Marks No Longer Protected	9-14
§ 9:6.5	Protection of Marks That Have Acquired Distinctiveness	9-14
§ 9:6.6	Marks Lacking the Distinctiveness and Fame Required for a Federal Dilution Claim	9-14
§ 9:6.7	Blurring As Defined by the TDRA: Impairment Is the Key	9-15
§ 9:6.8	The Blurring Factors	9-15
[A]	Degree of Similarity	9-16
[B]	Degree of Inherent or Acquired Distinctiveness	9-17
[C]	Extent of Substantially Exclusive Use	9-18
[D]	Degree of Recognition	9-19
[E]	Intent to Create Association with Famous Mark	9-19
[F]	Actual Association with Famous Mark	9-20
§ 9:6.9	Applying the Blurring Factors	9-20
§ 9:6.10	Tarnishment Under the TDRA.....	9-21
[A]	Tarnishment Defined.....	9-21
[B]	Tarnishment and the <i>Victoria's Secret</i> Case	9-21
[C]	The Supreme Court Decision	9-21
[D]	<i>Victoria's Secret</i> on Remand—Who Has the Burden of Proof?	9-22

Table of Contents

[E]	Other Tarnishment Cases Under the TDRA	9-23
[F]	Role of the First Amendment: Commercial Versus Noncommercial Use.....	9-24
§ 9:6.11	Survey Evidence and Dilution.....	9-25
[A]	Surveys Directed to Blurring.....	9-25
[B]	Surveys Directed to Tarnishment.....	9-27
[C]	Finding Tarnishment Without Benefit of Surveys	9-28
§ 9:6.12	Case Example: The Starbucks Versus Charbucks Saga	9-28
[A]	In the Beginning	9-29
[B]	The Course of Events	9-29
[C]	The Final Word from the Second Circuit	9-30
§ 9:6.13	Protection of Trade Dress Under the TDRA	9-31
§ 9:6.14	Application of Dilution to Action Between Competitors Under the TDRA	9-32
§ 9:6.15	Defenses Under the TDRA.....	9-32
[A]	Federal Registration	9-32
[B]	Nominative or Descriptive Fair Use.....	9-33
[C]	Parody, Noncommercial Use, and the First Amendment.....	9-34
§ 9:6.16	Remedies Under the TDRA	9-38
§ 9:7	Dilution in Patent and Trademark Office Proceedings.....	9-39
§ 9:8	Contributory Dilution	9-41
§ 9:9	Convincing the Courts and the TTAB That Dilution Is Likely (or Not)	9-42
§ 9:9.1	Association Alone Does Not Prove Blurring or Tarnishment.....	9-42
§ 9:9.2	Impairment or Harm, Not Association Alone, Is the Key to Dilution	9-43
§ 9:9.3	The Judiciary Struggles with Dilution.....	9-43

Chapter 10 False Advertising Claims

§ 10:1	The Statutory Framework.....	10-2
§ 10:1.1	Section 43(a) of the Lanham Act.....	10-2
§ 10:1.2	Standing Under Section 43(a): <i>Lexmark v.</i> <i>Static Control</i>	10-3
§ 10:2	Literal Versus Implicit Falsity Under Section 43(a).....	10-5
§ 10:3	The Test for Claims Based on Tests	10-5
§ 10:4	Elements of a False Advertising Action	10-7
§ 10:4.1	False or Misleading Claims: The Truth Will Out.....	10-8
[A]	Claims Found Not False or Misleading	10-8
[B]	Claims Found False or Misleading.....	10-9

[C]	Claims Made in Commercial Advertising or Promotion.....	10-11
§ 10:4.2	Deception of a Significant Portion of the Intended Audience	10-12
§ 10:4.3	Materiality	10-13
§ 10:4.4	Use in Commerce.....	10-14
§ 10:4.5	Likelihood of Injury	10-14
§ 10:5	The Presumption of Irreparable Harm.....	10-15
§ 10:6	Limits on Section 43(a).....	10-16
§ 10:6.1	The First Amendment Broadly Protects Noncommercial Speech	10-16
§ 10:6.2	The Supreme Court <i>Dastar</i> Decision Limits the Need to Provide Credit.....	10-17
§ 10:7	Some Defenses to Section 43(a) Claims.....	10-19
§ 10:7.1	The Puffing Defense	10-19
[A]	Puffing Found	10-20
[B]	Puffing Not Found	10-20
§ 10:7.2	Statute of Limitations	10-21
§ 10:8	Interactions with Agencies	10-22
§ 10.8.1	FDA Label Approval: The Supreme Court Speaks in <i>POM Wonderful v. Coca-Cola</i>	10-22
§ 10.8.2	FTC Actions	10-23
§ 10:9	Class Action Lawsuits	10-23
§ 10:10	Monetary Relief: Is There Gold at the End of the False Advertising Rainbow?	10-24
§ 10:10.1	Types of Monetary Relief.....	10-24
§ 10:10.2	Defendant's Profits: The Requirement of Willfulness.....	10-24
§ 10:10.3	Plaintiff's Damages.....	10-26
[A]	Actual Damages.....	10-26
[B]	Enhanced Damages	10-29
§ 10:10.4	Court Costs	10-30
§ 10:10.5	Attorneys' Fees.....	10-30
§ 10:10.6	Prejudgment Interest	10-31
§ 10:11	Options Short of Federal Court Litigation.....	10-31
§ 10:12	Conclusion	10-31

Chapter 11 Interacting with the Internet

§ 11:1	Internet Basics for Trademark Owners.....	11-2
§ 11:1.1	Internet Addresses and Domain Names	11-2
§ 11:1.2	The Internet As a Tool for Advertisers and Tricksters	11-5
[A]	Metatags, Keywords, Sponsored Link Ads, Pop-Up Ads.....	11-5
[B]	Linking and Phishing.....	11-7
§ 11:1.3	Websites and Apps That Raise Trademark Issues.....	11-7

Table of Contents

§ 11:2	What Is Trademark “Use in Commerce” on the Internet?	11-11
§ 11:2.1	<i>Rescuecom v. Google</i> : Purchase and Sale of Key Words Is Actionable “Use in Commerce”	11-11
[A]	Operation of the Google Search Engine.....	11-12
[B]	<i>Rescuecom’s</i> Comments on Google’s Arguments.....	11-12
§ 11:3	Likely Confusion on the Internet.....	11-13
§ 11:3.1	The Likely Confusion Factors	11-13
§ 11:3.2	Initial Interest Confusion	11-13
§ 11:3.3	The Battles over Keyword Confusion	11-16
§ 11:4	Applying Dilution Principles to Internet Disputes	11-21
§ 11:5	Domain Name Issues	11-22
§ 11:5.1	Acquiring Domain Names	11-22
§ 11:5.2	Domain Names As Trademarks.....	11-23
§ 11:5.3	Domain Names and Likely Confusion.....	11-23
[A]	Intuitive Domain Names.....	11-24
[B]	Postdomain Paths	11-25
§ 11:5.4	Domain Names and Likely Dilution.....	11-25
§ 11:6	Uniform Domain Name Dispute Resolution Policy (UDRP).....	11-26
§ 11:6.1	Nature of UDRP Proceedings.....	11-26
§ 11:6.2	UDRP Procedures	11-26
§ 11:6.3	Remedies Under the UDRP	11-28
§ 11:6.4	Sample UDRP Decisions	11-28
§ 11:6.5	Appeals to the Courts	11-30
§ 11:6.6	New gTLDs, More Acronyms	11-31
§ 11:7	Anticybersquatting Consumer Protection Act (ACPA).....	11-33
§ 11:7.1	Bad Faith Requirement	11-34
§ 11:7.2	Confusion and Dilution Under the ACPA	11-35
§ 11:7.3	Safe Harbor Defense	11-36
§ 11:7.4	In Rem Actions.....	11-36
§ 11:7.5	Remedies	11-38
§ 11:8	Internet Infringement Defenses.....	11-39
§ 11:8.1	Descriptive and Nominative Fair Use	11-39
§ 11:8.2	Commentary, Criticism, Parody, and Noncommercial Fair Use.....	11-40
§ 11:9	Policing Social Media Sites	11-42
§ 11:10	Personal Jurisdiction.....	11-43
§ 11:11	Scope of Relief: When Is the World Wide Web Too Wide?	11-46
§ 11:12	Where Does Responsibility for Infringement Lie?	11-47
§ 11:13	The Internet’s Value As a Source of Information and Evidence.....	11-49
§ 11:14	Conclusion	11-50

Chapter 12 Defenses to Infringement

§ 12:1	Disputing Confusion	12-3
§ 12:1.1	<i>Vive la Différence!</i>	12-3
§ 12:1.2	Third-Party Use—or—Everyone Else Is Using It	12-3
§ 12:1.3	Parody	12-6
[A]	Parody Distinguished from Fair Use	12-7
[B]	Parody Policy Considerations	12-7
[C]	Parody Cases Summarized	12-8
[D]	Intent to Amuse Versus Intent to Confuse	12-10
[E]	The First Amendment Trump Card	12-11
§ 12:1.4	First Sale Doctrine	12-14
§ 12:1.5	Repairing and/or “Upcycling”	12-15
§ 12:2	Affirmative Defenses	12-16
§ 12:2.1	Laches and Acquiescence	12-16
[A]	The Underlying Policy	12-17
[B]	Elements of the Laches Defense.....	12-17
[C]	Laches Distinguished from Acquiescence	12-23
[D]	Monetary Versus Injunctive Relief	12-25
[E]	Where Laches Is Not a Bar.....	12-26
§ 12:2.2	Estoppel	12-29
[A]	Equitable Estoppel	12-29
[B]	Judicial Estoppel	12-30
[C]	Binding Judicial Admissions	12-31
[D]	Res Judicata: Claim Preclusion and Issue Preclusion	12-32
[D][1]	Claim Preclusion.....	12-32
[D][2]	Issue Preclusion: TTAB and Federal Court Decisions	12-34
[E]	The Supreme Court Speaks on Issue Preclusion in <i>Be@B Hardware v. Hargis</i>	12-35
[F]	Res Judicata and Post-Judgment Conduct	12-39
[G]	The Danger of Continued Use After an Adverse Determination: The Halloween Case	12-39
[H]	Trademark Rights Are Not Static	12-40
§ 12:2.3	Abandonment	12-41
[A]	The Heavy Burden of Proof.....	12-41
[B]	Types of Abandonment	12-42
§ 12:2.4	Fair Use	12-52
[A]	The Statutory Standard.....	12-53
[B]	Sample Decisions	12-56
[C]	Fair Use: Nothing Is Absolute.....	12-57
[D]	Fair Use Distinguished from Comparative Advertising	12-60
[E]	Nominative Use	12-62

Table of Contents

§ 12:2.5 Genericness 12-65

§ 12:2.6 Fraud in the Procurement and Maintenance
of Trademark Registrations 12-67

 [A] Heavy Burden of Proof 12-67

 [B] Pleading the Elements of Fraud..... 12-67

 [C] Fraud in the TTAB After *Bose*..... 12-69

 [D] Fraud in the Federal Courts After *Bose* 12-71

 [E] Pre-*Bose* Conduct Found to Constitute Fraud 12-71

 [F] Pre-*Bose* Conduct Found Not to
 Constitute Fraud..... 12-72

 [G] What *Bose* Did Not Answer—Reckless
 Disregard and Willful Blindness..... 12-72

 [H] Cases Dealing with Willful Blindness 12-73

 [I] The Consequences of Fraud..... 12-76

§ 12:2.7 Unclean Hands 12-76

§ 12:2.8 Trademark Misuse 12-78

§ 12:2.9 Violation of Antitrust Laws..... 12-79

 [A] Direct Relation Between Antitrust Violation
 and Trademark Required..... 12-79

 [B] Patents and Trademark Distinguished 12-80

 [C] Bad-Faith Trademark Enforcement:
 The *Noerr-Pennington* Doctrine and the
 “Sham” Exception..... 12-80

 [D] The Elements of Monopolization and
 Attempted Monopolization..... 12-82

 [E] The Relevant Market 12-82

 [F] Conspiracy in Restraint of Trade..... 12-83

Chapter 13 Negotiating a Settlement

§ 13:1 “I’d Rather Switch Than Fight” 13-1

 § 13:1.1 Making Sure Who’s First 13-2

 § 13:1.2 Getting the Facts..... 13-2

§ 13:2 Creating the Right Atmosphere 13-3

 § 13:2.1 The Honey-Versus-Vinegar Principle 13-3

 § 13:2.2 Telephone Versus Correspondence 13-5

§ 13:3 Common Settlement Arrangements 13-5

 § 13:3.1 Gradual Name Change 13-5

 § 13:3.2 Limitations on Use 13-5

 § 13:3.3 Monetary Settlements..... 13-5

 § 13:3.4 License Agreements 13-7

§ 13:4 Getting the Client into the Act..... 13-7

§ 13:5 Leading from Strength 13-7

 § 13:5.1 Settlement During Litigation 13-8

§ 13:5.2	Getting the Court into the Act.....	13-8
§ 13:5.3	The Insurance Factor.....	13-9
§ 13:6	Other Alternatives to Litigation: ADR.....	13-10
§ 13:7	Negotiators Beware.....	13-12
§ 13:8	Retaining Jurisdiction to Enforce the Settlement Agreement.....	13-12
§ 13:9	Watch What You Ask For: You May Get It!.....	13-13

Chapter 14 Litigating in Court

§ 14:1	Pleading Your Case Under the Supreme Court’s Heightened Standard of Pleading.....	14-3
§ 14:1.1	Infringement of Federally Registered Mark.....	14-4
§ 14:1.2	Violation of Section 43(a).....	14-5
	[A] Protection of Unregistered Marks	14-6
	[B] False Advertising.....	14-7
§ 14:1.3	Common-Law Trademark Infringement and Unfair Competition	14-8
§ 14:1.4	Deceptive Trade Practices.....	14-8
§ 14:1.5	Dilution.....	14-9
§ 14:1.6	Misappropriation	14-10
§ 14:2	Additional Causes of Action	14-11
§ 14:2.1	Rights of Publicity and Privacy.....	14-12
§ 14:2.2	Interference with Business Relations	14-13
§ 14:2.3	Interference with Prospective Economic Advantage	14-13
§ 14:2.4	Breach of Contract.....	14-14
§ 14:2.5	Malicious Interference with Contract	14-15
§ 14:2.6	Disparagement.....	14-16
§ 14:2.7	Defamation.....	14-17
§ 14:3	Overlapping Claims.....	14-17
§ 14:4	Preemption	14-17
§ 14:5	Scope of Injunctive Relief.....	14-18
§ 14:6	Opening the Courthouse Door: Personal and Subject Matter Jurisdiction.....	14-18
§ 14:6.1	Subject Matter Jurisdiction	14-19
	[A] Declaratory Judgment Jurisdiction.....	14-19
	[B] Extraterritorial Jurisdiction Under the Lanham Act.....	14-20
§ 14:6.2	Personal Jurisdiction	14-23
§ 14:7	Choosing the Forum: Plaintiff’s Choice and Defendant’s Convenience	14-24
§ 14:8	Time Limit for Serving Complaint.....	14-26

Table of Contents

§ 14:9	Researching Your Judge.....	14-26
§ 14:9.1	Checking the Court Website and Local Law Journal.....	14-26
§ 14:9.2	Checking for Biographical Data	14-26
§ 14:9.3	Checking with Local Counsel	14-26
§ 14:9.4	Checking the Judge’s Decisions	14-27
§ 14:10	To Jury or Not to Jury	14-27
§ 14:10.1	Should a Jury Be Requested?	14-27
[A]	Strong Versus Weak Case.....	14-27
[B]	Big Guy Versus Little Guy.....	14-27
[C]	The Home Field Advantage	14-27
[D]	The Registration Advantage.....	14-28
[E]	Time, Money, and Appealability	14-28
§ 14:10.2	Demanding a Jury Trial.....	14-28
§ 14:10.3	Avoiding a Jury Trial	14-29
§ 14:11	Time Limit for Answering the Complaint	14-31
§ 14:12	Drafting the Answer	14-31
§ 14:12.1	Affirmative Defenses	14-31
§ 14:12.2	Counterclaims	14-32
§ 14:13	Serving Papers: The World According to FRCP	14-33
§ 14:14	Early Pretrial Motions.....	14-34
§ 14:14.1	Make Them or Waive Them: Lack of Personal Jurisdiction, Insufficient Service, and Improper Venue.....	14-34
§ 14:14.2	Temporary Restraining Order (TRO).....	14-34
§ 14:14.3	Preliminary Injunction.....	14-35
§ 14:14.4	Expedited Discovery.....	14-35
§ 14:14.5	Motion to Dismiss.....	14-36
§ 14:14.6	Motion to Strike	14-38
§ 14:14.7	Motion to Transfer.....	14-38
§ 14:15	Other Pretrial Motions	14-39
§ 14:15.1	Motion to Bifurcate.....	14-39
§ 14:15.2	Motion to Produce Attorney’s Opinions	14-39
§ 14:15.3	Motion to Amend the Pleadings	14-39
§ 14:15.4	Summary Judgment.....	14-40
§ 14:15.5	Motions in Limine and <i>Daubert</i> Motions	14-41
§ 14:16	Beware the Sanctions of Rule 11 and Related Rules.....	14-42
§ 14:17	The Discovery Process.....	14-44
§ 14:17.1	Initial Disclosure	14-47
§ 14:17.2	Interrogatories	14-48
§ 14:17.3	Depositions.....	14-49
[A]	Preparing the Deponent.....	14-50
[B]	“Speaking” Objections: Not Allowed.....	14-52
§ 14:17.4	Document Requests—Before or After Depositions.....	14-53

§ 14:17.5	Requests for Admission.....	14-54
§ 14:17.6	Use of Subpoenas Under Rule 45.....	14-55
§ 14:17.7	Duty to Supplement Discovery and Preserve Evidence.....	14-56
§ 14:17.8	Preservation Orders and Litigation Holds	14-57
§ 14:17.9	Asserting and Maintaining Privileges.....	14-60
[A]	Attorney-Client Privilege	14-60
[B]	Work-Product Privilege	14-63
[C]	Confidentiality.....	14-65
§ 14:17.10	Discovery, Social Media, and Ethics.....	14-66

Chapter 15 Terminating the Litigation Before Trial

§ 15:1	Introduction	15-2
§ 15:2	Preliminary Injunctive Relief.....	15-2
§ 15:2.1	Preliminary Injunction Standards	15-2
[A]	Irreparable Harm to Plaintiff	15-4
[B]	Likely Success on the Merits.....	15-11
[C]	Balancing the Harms	15-11
[D]	Plaintiff's Speed in Seeking Preliminary Relief.....	15-12
§ 15:2.2	Preliminary Injunction Procedure	15-13
§ 15:2.3	Combining Preliminary Injunction with Trial on the Merits	15-13
§ 15:2.4	Appeal of Preliminary Injunction.....	15-14
§ 15:3	Summary Judgment.....	15-14
§ 15:3.1	Purpose of Summary Judgment.....	15-14
§ 15:3.2	The Modern Trend.....	15-15
§ 15:3.3	The Supreme Court Boost to Summary Judgment	15-16
§ 15:3.4	Cases Where Summary Judgment Granted and Denied	15-19
[A]	Completeness of Record.....	15-19
[B]	Laches.....	15-20
[C]	Fair Use	15-21
[D]	Trademark Validity.....	15-21
[E]	Trademark Infringement.....	15-24
[F]	Res Judicata and Collateral Estoppel.....	15-27
[G]	Dilution.....	15-28
[H]	Appealability.....	15-28
§ 15:3.5	2010 Amended Summary Judgment Rules.....	15-31
§ 15:4	Offer of Judgment.....	15-32

Chapter 16 Proving the Fundamentals at Trial

§ 16:1 Choosing Your Witnesses and Exhibits 16-2

§ 16:2 Overall Presentation 16-3

§ 16:3 Proving Trademark Priority 16-3

§ 16:4 Proving Trademark Ownership 16-4

§ 16:5 Proving Trademark Validity 16-5

 § 16:5.1 Presumption of Validity 16-6

 § 16:5.2 Proving Secondary Meaning 16-6

§ 16:6 Proving Likelihood of Confusion 16-8

 § 16:6.1 Factor: The Strength of the Mark 16-8

 § 16:6.2 Factor: Similarities Between the Marks 16-9

 § 16:6.3 Factor: Proximity and Marketing of the
 Products 16-10

 § 16:6.4 Factor: Likelihood of Bridging the Gap 16-10

 § 16:6.5 Factor: Defendant’s Bad-Faith Adoption 16-10

 § 16:6.6 Factor: Quality of Defendant’s Products 16-11

 § 16:6.7 Factor: Consumer Sophistication and Care 16-11

 § 16:6.8 Factor: Actual Confusion 16-12

 § 16:6.9 Actual Confusion Evidence and the
 Hearsay Rule 16-12

 [A] Evidence Excluded or Given Little Weight 16-12

 [B] Evidence Admitted 16-14

§ 16:7 Survey Evidence 16-16

 § 16:7.1 Survey Standards 16-16

 [A] Hiring an Expert 16-17

 [B] The Relevant Universe 16-18

 [C] Sampling the Universe 16-19

 [D] The Use of a Control 16-20

 [E] The Questionnaire 16-21

 [F] The Consumer Environment 16-23

 [G] Professional, Unbiased Interviewers 16-24

 [H] Accurate Tabulation, Analysis, and
 Verification 16-25

 § 16:7.2 Assessing the Survey Results 16-25

 [A] Secondary Meaning 16-25

 [B] Likelihood of Confusion 16-26

 [C] Surveys Directed to Dilution by Blurring 16-26

 [D] Surveys Directed to Dilution by Tarnishment 16-27

§ 16:8 The Use of Expert Testimony 16-28

 § 16:8.1 Admissibility Under the Federal Rules 16-28

 § 16:8.2 The *Daubert* Criteria 16-30

 § 16:8.3 The Hiring and Care of Expert Witnesses 16-32

§ 16:9 Expert Discovery 16-33

 § 16:9.1 Identification of Experts 16-33

 § 16:9.2 The Expert’s Report 16-34

§ 16:9.3	Expert Depositions.....	16-35
§ 16:9.4	Supplementing Expert Reports	16-35
§ 16:9.5	The December 2010 Amended Rules.....	16-36

Chapter 17 Enforcing Trademark Rights: Available Remedies

§ 17:1	Introduction	17-2
§ 17:2	Injunctive Relief	17-3
§ 17:2.1	Injunctions Prohibiting Infringing Use	17-3
§ 17:2.2	Product Recall	17-6
§ 17:2.3	Disclaimers of Association.....	17-7
§ 17:2.4	Corrective Advertising	17-9
§ 17:2.5	Contempt	17-9
§ 17:3	Monetary Relief	17-11
§ 17:3.1	Defendant's Profits	17-12
§ 17:3.2	Actual Damages.....	17-16
[A]	Proving the Fact of Damage	17-17
[B]	Measuring Damage.....	17-18
§ 17:3.3	Trebling Damages	17-20
§ 17:3.4	Statutory Damages in Counterfeit Actions	17-20
[A]	The Range of Counterfeit Statutory Damages	17-20
[B]	The Relation of Counterfeit Statutory Damages to Mandatory Fee Award in Counterfeit Actions	17-22
[C]	Assessing the Amount of Statutory Damages	17-22
§ 17:3.5	Punitive Damages.....	17-25
§ 17:3.6	Attorneys' Fees: "Exceptional Cases" and Mandatory Award in Counterfeit Cases.....	17-27
[A]	Fee Award to Prevailing Party in "Exceptional Cases"	17-27
[B]	The Supreme Court <i>Octane</i> Decision—Has It Changed the Standard for Attorneys' Fee Awards Under the Lanham Act?	17-28
[C]	<i>Octane</i> Is Pumped into Trademark Fee Awards	17-28
[D]	Mandatory Fee Award in Counterfeit Cases.....	17-30
§ 17:3.7	Costs	17-32
§ 17:4	Cancellation of Trademark Registration.....	17-33
§ 17:4.1	The Statutory Basis.....	17-33
§ 17:4.2	The Grounds for Cancellation	17-34
§ 17:4.3	The Prerequisite for Court Jurisdiction	17-34
§ 17:4.4	Court Versus Patent and Trademark Office	17-34
§ 17:5	Barring Importation from Abroad	17-35
§ 17:5.1	Recording a Trademark Registration with Customs	17-35
[A]	The Effect of Recordal.....	17-35
[B]	Recordation Procedure	17-36

Table of Contents

[C]	Enlisting the Aid of Customs: Action Beyond Recordation.....	17-37
[D]	Obtaining Information from Customs.....	17-37
[E]	Challenging Customs Decisions.....	17-38
§ 17:5.2	Parallel Imports and Gray-Market Goods.....	17-39
[A]	Overview	17-39
[B]	Customs and Border Protection Exclusion Under Section 526.....	17-40
[C]	<i>K Mart</i> and the Common-Control Exception	17-42
[D]	The <i>Lever</i> Case and the 1999 Customs Regulations	17-44
[E]	Requesting <i>Lever</i> Rule Protection.....	17-45
[F]	Close Business Relationship Does Not Equal Common Control	17-46
[G]	Material Differences: Some General Principles	17-46
[H]	Examples of Material Differences	17-49
§ 17:5.3	Proceedings Before the ITC.....	17-50
[A]	Scope	17-50
[B]	Procedure.....	17-51
[C]	Pleadings	17-52
[D]	Stay of District Court Action.....	17-53
[D][1]	The ITC <i>Converse Chuck Taylor</i> Case.....	17-53
[D][2]	<i>Converse</i> Appeal to the Federal Circuit	17-54
[D][3]	Federal Circuit Ruling	17-54
[E]	Exclusion Orders	17-55
[F]	Res Judicata Effect of ITC Ruling on District Court.....	17-56
[G]	Changes to ITC Rules of Practice	17-57
§ 17:6	Criminal Penalties.....	17-58
§ 17:7	Declaratory Judgment of Noninfringement.....	17-59
§ 17:7.1	The “Actual Controversy” Requirement.....	17-59
§ 17:7.2	<i>Already v. Nike: Nike Just Did It!</i>	17-60

Chapter 18 Appealing the District Court Decision

§ 18:1	Setting Up a Case for Appeal.....	18-1
§ 18:1.1	Have Objections to the Evidence Been Preserved?.....	18-2
§ 18:1.2	Have You Raised All Available Arguments?.....	18-2
§ 18:1.3	Have Objections to the Jury Instructions Been Preserved?	18-3
§ 18:1.4	Did You Move for Judgment As a Matter of Law?.....	18-3
§ 18:1.5	Did You Move for a New Trial or Move to Amend the Judgment?	18-4

§ 18:2	What to Do When You Lose	18-4
§ 18:2.1	Can You Negotiate a Settlement More Favorable Than the Decision?.....	18-5
§ 18:2.2	Can You Seek Reargument or Reconsideration?	18-5
§ 18:2.3	Can You Appeal?.....	18-5
[A]	Final Orders.....	18-5
[B]	Nonfinal Orders.....	18-6
§ 18:3	Issues to Consider Before You Appeal	18-7
§ 18:3.1	Standards on Appeal	18-7
§ 18:3.2	Is an Appeal Enough?.....	18-9
[A]	Stay of District Court Injunction Pending Appeal	18-9
[B]	Expedited Appeals.....	18-11
§ 18:3.3	What to Do When Your Opponent Appeals	18-11
§ 18:4	Appeals to the Federal Circuit.....	18-12
§ 18:5	Timeliness of Raising Arguments	18-12
§ 18:6	Pulling in Help from Specialists.....	18-12
§ 18:7	Losing on Appeal	18-13

Chapter 19 Patent and Trademark Office Proceedings

§ 19:1	What Types of Proceedings Are Available to Challenge Trademark Filings?.....	19-3
§ 19:1.1	What Are <i>Inter Partes</i> Proceedings?	19-4
§ 19:1.2	Possible Action Before <i>Inter Partes</i> Proceedings: Letters of Protest.....	19-4
§ 19:1.3	Rules Applicable to <i>Inter Partes</i> Proceedings	19-6
§ 19:2	Opposition Proceedings	19-7
§ 19:2.1	Publication in <i>Official Gazette</i>	19-7
§ 19:2.2	Basis for Opposition.....	19-8
[A]	The “Damage” Requirement for Standing.....	19-8
[B]	Substantive Grounds for Opposition.....	19-10
[B][1]	Likelihood of Confusion and Priority.....	19-11
[B][2]	Descriptiveness and Genericness	19-17
[B][3]	Misdescriptiveness and Deceptiveness	19-20
[B][4]	Fraud.....	19-21
[B][5]	Lack of Use/No Bona Fide Intent to Use	19-22
[C]	Improper Grounds	19-23
§ 19:2.3	Defenses to Opposition.....	19-23
[A]	The Requirement Regarding Counterclaims	19-24
[B]	Laches, Acquiescence, and Estoppel.....	19-25
[C]	Applicant’s Prior Registration of Similar Mark for Similar Goods.....	19-26

Table of Contents

§ 19:3	Procedure in <i>Inter Partes</i> Patent and Trademark	
	Office Proceedings	19-27
§ 19:3.1	Evidentiary Presumptions and Rules	19-28
§ 19:3.2	The Pleadings	19-32
§ 19:3.3	The Discovery Phase	19-34
§ 19:3.4	Motion Practice	19-43
§ 19:3.5	Suspension of Proceedings	19-45
§ 19:3.6	Summary Judgment	19-45
§ 19:3.7	Pretrial Disclosures and Trial Testimony.....	19-47
§ 19:3.8	Briefs and Oral Hearings.....	19-51
§ 19:3.9	Reconsideration and Appeal.....	19-52
§ 19:3.10	Stipulating to Other Procedures; Accelerated Case Resolution (ACR)	19-52
§ 19:4	Cancellation Proceedings.....	19-53
§ 19:4.1	Procedure.....	19-53
§ 19:4.2	Burden of Proof.....	19-53
§ 19:4.3	The All-or-Nothing Rule No Longer Applies.....	19-54
§ 19:4.4	The “Damage” Requirement for Standing.....	19-54
§ 19:4.5	Grounds for Cancellation	19-55
	[A] Before Five-Year Limit	19-55
	[B] After Five-Year Limit	19-56
	[C] The Disappearance of the Disparagement and Scandalousness Grounds	19-59
	[C][1] The Disparagement Statute.....	19-59
	[C][2] The Washington Redskins Case	19-59
	[C][3] The Slants Case	19-60
	[C][4] The Supreme Court Decision.....	19-61
	[C][5] Impact of the Slants Decision	19-62
	[C][6] Immoral or Scandalous Marks	19-62
	[D] Falsely Suggesting a Connection; Misrepresentation of Source	19-62
	[E] Defenses	19-66
§ 19:4.6	Cancellation of a Supplemental Registration.....	19-66
	[A] Procedure and Standing	19-66
	[B] Grounds for Cancellation	19-66
§ 19:5	Concurrent-Use Proceedings	19-67
§ 19:5.1	Conditions for Concurrent-Use Registration	19-68
§ 19:5.2	Initiation of Proceedings	19-68
§ 19:5.3	General Rules	19-70
	[A] Nationwide Registration Accorded to the First User.....	19-70
	[B] Agreements Between the Parties Normally Accepted As Reasonable Trade Area Division	19-70
	[C] Allowing Second User’s Good-Faith Expansion Vis-à-Vis Static First User	19-71
	[D] Remember the Equities.....	19-71

§ 19:6	Interference Proceedings	19-71
§ 19:7	Review of Trademark Trial and Appeal Board Decisions.....	19-72
§ 19:7.1	Two Routes of Review	19-72
§ 19:7.2	Trial De Novo in the District Court Versus Appeal.....	19-72
§ 19:7.3	Effect of the Trademark Trial and Appeal Board Decision.....	19-73
[A]	Legal Standards of Review.....	19-73
[B]	The Availability of New Evidence	19-74
[C]	Location for District Court Trial	19-75
[D]	Remember the Equities.....	19-75
[E]	To Appeal or Not to Appeal.....	19-76

Chapter 20 Trademark Licenses

§ 20:1	Introduction	20-1
§ 20:2	The Requirement of Quality Control.....	20-1
§ 20:3	The Consequences of Failure to Control Quality.....	20-2
§ 20:4	The Heavy Burden of Proof.....	20-3
§ 20:5	Methods of Quality Control	20-4
§ 20:5.1	Written Contract.....	20-5
§ 20:5.2	Oral Contract.....	20-7
§ 20:5.3	Control in Absence of Contract	20-7
§ 20:5.4	Control by Reasonable Reliance on Licensee.....	20-8
§ 20:5.5	Appointment of Quality Control Agent	20-9
§ 20:5.6	Too Much of a Good Thing.....	20-9
§ 20:6	Patent and Trademark Office Procedure Regarding Licensing	20-10
§ 20:6.1	Use by Related Company.....	20-10
§ 20:6.2	Disclosure of Related Company Use in Application	20-10
§ 20:6.3	Related Registrants: The <i>Wella</i> Soap Opera.....	20-11
§ 20:7	Licensee Estoppel.....	20-12
§ 20:8	Licensing and Product Liability.....	20-13
§ 20:9	Licensing and Antitrust Liability	20-14
§ 20:10	Effect of Terminating License on Bankrupt Trademark Owner.....	20-14

Chapter 21 Trademark Assignments

§ 21:1 Introduction 21-1

§ 21:2 Methods of Assignment..... 21-2

§ 21:3 Requirement for Valid Assignment 21-2

 § 21:3.1 The Transfer of Goodwill..... 21-2

 § 21:3.2 The Indicia of Goodwill..... 21-3

 [A] The Transfer of Tangible Assets 21-3

 [B] The Similarity Between the Assignor’s and Assignee’s Goods 21-4

 [C] Assignor’s Retention of Business 21-5

§ 21:4 Consequences of Invalid Assignment 21-6

§ 21:5 Assignments of Intent-to-Use Applications 21-7

§ 21:6 Assignment Provisions 21-7

§ 21:7 Recording Assignment with Patent and Trademark Office..... 21-8

§ 21:8 Special Situations 21-8

 § 21:8.1 Assignment of Personal Name Trademarks..... 21-9

 § 21:8.2 Assignment of Trademarks As Security Interests 21-9

 § 21:8.3 Assignments in Bankruptcy 21-10

Chapter 22 Territoriality and Expanding Trademark Rights

§ 22:1 Introduction 22-2

§ 22:2 Territorial Expansion Within the United States 22-2

 § 22:2.1 Remote-Area Good-Faith Adoption 22-2

 [A] Common Law Rule 22-2

 [B] Beating the Remote-Area Defense..... 22-3

 [C] If You Can’t Beat It, Limit It 22-4

 § 22:2.2 Remote-Area Second User’s Adoption After Issuance of Federal Registration 22-5

 [A] Constructive Notice Provision of the Lanham Act 22-5

 [B] The *Dawn Donut* Rule 22-5

 [C] The Hole in the *Donut* 22-6

 § 22:2.3 Remote-Area Second User’s Adoption Before First User Obtains Federal Registration..... 22-7

 [A] Defense to Incontestable Registration..... 22-7

 [B] Defense to Contestable Registration 22-9

 § 22:2.4 Remote-Area Second User First to Obtain Registration..... 22-10

§ 22:3 Product Expansion..... 22-11

§ 22:4 Enforcing Foreign Trademark Rights Inside the
United States..... 22-12

 § 22:4.1 Is There a Well-Known-Mark Exception to the
Territoriality Principle Under Federal Law? 22-12

 [A] Split Between Ninth and Second Circuits 22-13

 § 22:4.2 Protection Under State Unfair Competition
Law: Fair or Unfair? 22-16

§ 22:5 When Can a Foreign Rights Owner Challenge a
U.S. Trademark Filing? 22-17

Appendices App. A-i

Appendix A Trademark Assignment..... App. A-1

Appendix B Illustrations App. B-1

Appendix C Design Marks Found Confusingly
Similar/Design Marks Found Not
Confusingly Similar App. C-1

Appendix D Factors Under the ACPA for Determining
Bad-Faith Intent to Profit App. D-1

Appendix E States with Dilution Statutes App. E-1

Appendix F Supreme Court Cases Every Trademark
Lawyer Should Know App. F-1

Appendix G Trademark Selection Checklist..... App. G-1

Appendix H Material Versus Nonmaterial
Alterations App. H-1

Appendix I Consent Agreement Forms App. I-1

Appendix J Online Enforcement Checklist..... App. J-1

Appendix K Parody Checklist App. K-1

Appendix L Assessing the Merits of Infringement
Claims App. L-1

Table of Authorities T-1

Index I-1