## **C**ONTENTS

Preface to Preface to			xxiii xxv
PART I		UNDATIONS AND PURPOSES OF TRADEMARK D UNFAIR COMPETITION LAW	1
	In	troduction to Trademark and Unfair	
1	Co	DMPETITION LAW	3
	А.	Sources and Nature of Trademark Rights	3
		The Trade-Mark Cases	3
		Hanover Star Milling Co. v. Metcalf	7
		Mishawaka Rubber & Woolen Mfg. Co. v.	
		S.S. Kresge Co.	8
		Yale Electric Corp. v. Robertson	8
		Prestonettes, Inc. v. Coty	8
		Notes and Questions	9
		Note: Trademarks and Copyrights and Patents	11
	В.	The Nature of Unfair Competition Law	12
		International News Service v. Associated Press	12
		Dastar Corp. v. Twentieth Century Fox Film Corp.	14
		Notes and Questions	14
	С.	Purposes of Trademark Law	16
		Daniel M. McClure, Trademarks and	
		Competition: The Recent History	16
		Notes and Questions	18
	D.	Modern Marketing and Trademark Law	18
		Jerre B. Swann, Dilution Redefined for the Year 2002	19
		Alex Kozinski, Trademarks Unplugged	22
		Notes and Questions	23
		Graeme B. Dinwoodie, (National) Trademark Laws	
		and the (Non-National) Domain Name System	25
		Notes and Questions	28
	E.	An Illustration	28
		Perry v. H. J. Heinz Company Brands, L.L.C.	28
		Notes and Questions	34
		Figure 1-1: A Trademark Timeline	36
		Figure 1-2: A Comparison of Copyright, Patent,	
		and Trademark	37
		Figure 1-3: Appeal Routes	39

Contents
----------

PART II	CI	REATION OF TRADEMARK RIGHTS	41
	Dı	STINCTIVENESS	43
2		Restatement (Third) of Unfair Competition Section 9	43
		Lanham Act Section 45	43
		Notes and Questions	44
	A.	The Spectrum of Distinctiveness	45
		Abercrombie & Fitch Co. v. Hunting World, Inc.	45
		Restatement (Third) of Unfair Competition Section 13	48
		Notes and Questions	48
	В.	Descriptiveness and Secondary Meaning	51
		Zatarain's, Inc. v. Oak Grove Smokehouse, Inc.	51
		Notes and Questions	56
		Restatement (Third) of Unfair Competition	
		Section 13, Comment (e)	61
		Notes and Questions	62
	С.	Generic Terms	67
		Filipino Yellow Pages, Inc. v. Asian Journal Pubs., Inc.	67
		Mil-Mar Shoe Co., Inc. v. Shonac Corp.	70
		Haughton Elevator Co. v. Seeberger	72
		Murphy Door Bed Co., Inc. v. Interior Sleep Sys., Inc.	73
		Blinded Veterans Ass'n v. Blinded American	
		Veterans Found.	76
		Notes and Questions	80
		United States Patent & Trademark Office v.	
		Booking.com B.V.	86
		Notes and Questions	97
		Problem 2-1: Preventing Genericide	98
	-	Problem 2-2: Word Mark Distinctiveness	100
	D.		
		Product Design, and Colors	101
		1. Different Tests, Different Standards?	101
		In Re Lululemon Athletica Canada, Inc.	102
		Notes and Questions	107
		Star Indus., Inc. v. Bacardi & Co. Ltd.	109
		Amazing Spaces, Inc. v. Metro Mini Storage	112
		In Re Vox Populi Registry Ltd.	120
		Notes and Questions	123
		2. Expanding the Types of Nonverbal Marks	124 125
		Two Pesos, Inc. v. Taco Cabana, Inc.	125
		Notes and Questions	131
		Qualitex Co. v. Jacobson Products Co., Inc.	131
		Notes and Questions 3. The Design/Packaging Distinction	137
		a. Post– <i>Two Pesos</i> Circuit Split in the Test of Inherent	13/
		Distinctiveness of Trade Dress	137
		b. The Protection of Packaging Trade Dress After <i>Two Pesos</i>	10/
		and Qualitex	138
		Line Zummeren	100

xii

T1 0

	c. The Supreme Court Enters the Fray: Product Design	
	Trade Dress	140
	Wal-Mart Stores, Inc. v. Samara Brothers, Inc.	140
	Notes and Questions	144
	4. Trade Dress Protection After Wal-Mart	145
	In re Slokevage	145
	In re Forney Industries, Inc.	148
	Notes and Questions	152
	Yankee Candle Company, Inc. v. Bridgewater	
	Candle Company, LLC	153
	Notes and Questions	158
	Problem 2-3: Cheerios	161
E.	The Edge of Trademark Protection: Subject-Matter Exclusion	s? 164
	1. Exotic Source-Identifiers	165
	In re Clarke	165
	Notes and Questions	167
	2. Subject Matter Protected by Copyright	168
	Oliveira v. Frito-Lay, Inc.	168
	Notes and Questions	172
	Dastar Corp. v. Twentieth Century Fox Film Corp.	174
	Notes and Questions	180
	Problem 2-4: Dastar Karaoke	183

3

### FUNCTIONALITY 185 A. An Introduction to the Concept of Functionality 185 In re Morton-Norwich Products, Inc. 186 Notes and Questions 194 The Scope of the Functionality Doctrine 195 Β. Wallace Int'l Silversmiths, Inc. v. Godinger Silver Art Co., Inc. 195 Brunswick Corp. v. British Seagull Ltd. 200 Notes and Questions 201 The Supreme Court's Approach to Functionality 202 C. Kellogg Co. v. National Biscuit Co. 203 Qualitex Co. v. Jacobson Prods. Co., Inc. 206 TrafFix Devices, Inc. v. Marketing Displays, Inc. 208 Notes and Questions 213 D. Post-TrafFix Applications of the Functionality Doctrine 216 1. Utilitarian Features 216 Valu Engineering, Inc. v. Rexnord Corp. 216 Eppendorf-Netheler-Hinz GmbH v. Ritter GmbH 221 Jay Franco & Sons, Inc. v. Franek 222 Bodum USA, Inc. v. A Top New Casting Inc. 226 Ezaki Glico Kabushiki Kaisha v. Lotte Int'l Am. Corp. 231 Notes and Questions 237 The Evidentiary Inference: Further Notes and Questions 239

xiii

2.	Aesthetic Features	242
	Abercrombie & Fitch Stores, Inc. v. American Eagle	
	Outfitters, Inc.	242
	Leapers, Inc. v. SMTS, LLC	246
	Christian Louboutin S.A. v. Yves Saint Laurent	
	America, Inc.	249
	Au-Tomotive Gold, Inc. v. Volkswagen of America, Inc.	256
	Notes and Questions	260
	Problem 3-1: The Hershey Bar	263



#### USE 265 "Use" as a Jurisdictional Prerequisite A. 265 Actual "Use" as a Basis for Establishing Rights B. 266 1. Establishing Actual Use 267 Lanham Act Section 1 267 Lanham Act Section 45 268 Notes and Questions 268 Problem 4-1: Use in Connection with Goods 270 Aycock Engineering, Inc. v. Airflite, Inc. 270 Notes and Questions 275 Planetary Motion, Inc. v. Techsplosion, Inc. 276 Notes and Questions 280 Problem 4-2: Illegal Uses 282 Proving Use in Registration Practice 283 2. Priority of Use 288 Lanham Act Section 2(d)289 289 Notes and Questions Problem 4-3: The Use Requirement and Merely 291 Descriptive Marks Problem 4-4: Tacking 291 Constructive Use as a Basis for Establishing Rights 294 C. S. Rep. No. 100-515 295 296 1. Establishing Intent to Use Lanham Act Section 1 296 M.Z. Berger & Co., Inc. v. Swatch AG 297 Notes and Questions 302 Constructive Use Priority 303 2. Lanham Act Section 7(c)303 Notes and Questions 304 D. Foreign Activity as a Basis for Establishing Rights 305 Lanham Act Section 44(e) 305 In re Rath 306 Notes and Questions 312 Lanham Act Section 44(d) 313 Notes and Questions 313 Lanham Act Section 66 314 Lanham Act Section 67 314 Lodestar Anstalt v. Bacardi & Co. Ltd. 314

xiv

5

	Notes and Questions	324
E.	"Surrogate" Uses	326
	1. Uses by Affiliates	327
	Problem 4-5: Truth in Rock	329
	2. Public as a "Surrogate" User	330
	Coca-Cola Co. v. Busch	330
	Notes and Questions	331
	Problem 4-6: Krusty Krab	334
F.	Loss of Rights Through Non-Use or Uncontrolled Uses	335
	1. Abandonment Through Non-Use	335
	Emergency One, Inc. v. American FireEagle, Ltd.	335
	Notes and Questions	339
	Problem 4-7: Residual Goodwill	343
	Problem 4-8: Trademark Maintenance Programs Problem 4-9: Trademarks and the Relocation of	345
	Sports Franchises	346
	2. Abandonment Through Failure to Control Use	348
	Restatement (Third) of Unfair Competition	
	Section 33, Comments A-C	348
	Lawn Managers, Inc. v. Progressive Lawn Managers, Inc.	350
	Notes and Questions	357
	Problem 4-10: Quality Control and	2(0
	Differentiated Product Lines	360
	University Book Store v. University of Wisconsin Board	260
	of Regents	360
	Notes and Questions	366 368
	E. & J. Gallo Winery v. Gallo Cattle Company Notes and Questions	308 371
	Notes and Questions	0/1
Rı	EGISTRATION	375
А.	The Registration Process, Post-Registration Actions,	
	and Incontestability	375
	1. Overview of Relevant Provisions	375
	Figure 5-1	375
	2. Post-Registration Actions	385
	3. Incontestability	391
	Park 'N Fly, Inc. v. Dollar Park & Fly, Inc.	393
	Notes and Questions	398
В.	Exclusions from Registration	400
	1. Overview	400
	2. Scandalous, Disparaging, Deceptive, and Deceptively	101
	Misdescriptive Marks Under Section $2(a)$ and $2(e)(1)$	401
	Matal v. Tam	402
	Iancu v. Brunetti	412
	Notes and Questions	419
	In re Budge Mfg. Co., Inc.	421
	Notes and Questions Problem 5, 1, Section 2(a) Decentiveness Versus	422
	Problem 5-1: Section $2(a)$ Deceptiveness Versus	423
	Section $2(e)(1)$ Deceptive Misdescriptiveness	423

xv

		Problem 5-2: Temporary Deception and the	
		Section 2(a) Deceptiveness Inquiry	423
		Problem 5-3: Government Symbols	424
		3. Geographic Marks	425
		In re The Newbridge Cutlery Co.	426
		Notes and Questions	432
		In re California Innovations, Inc.	435
		Notes and Questions	439
		4. Name Marks	442
		In re United Distillers, Plc	442
		Notes and Questions	443
		In re Sauer	445
		Notes and Questions	446
		Problem 5-4: Celebrity Names	449
		Problem 5-5: Review Exercises—Applying	
		Section 2	449
PART II	I S	COPE AND ENFORCEMENT OF	
	Т	<b>TRADEMARK RIGHTS</b>	451
6	G	eographic Limits on Trademark Rights	453
	А.	Geographic Limits on Common Law Rights: Tea Rose-Rectanus	
		Doctrine	453
		United Drug Co. v. Theodore Rectanus Co.	453
		Notes and Questions	456
	В.	Geographic Limits and Registered Rights	459
		Dawn Donut Co., Inc. v. Hart's Food Stores, Inc.	459
		National Ass'n for Healthcare Communications,	
		Inc. v. Central Arkansas Area Agency on Aging, Inc.	462
		Guthrie Healthcare System v. ContextMedia, Inc.	467
		Notes and Questions	476
	С.	The Territorial Nature of U.S. Trademark Rights	479
		Person's Co., Ltd. v. Christman	479
		Grupo Gigante v. Dallo & Co., Inc.	482
		ITC Limited v. Punchgini, Inc.	489
		Belmora LLC v. Bayer Consumer Care AG	498
		Notes and Questions	507
		International Bancorp LLC v. Societe des Bains de Mer	
		et du Cercle des Etrangers a Monaco	511
		Notes and Questions	517
		Problem 6-1: Scottish Beer Sales	518
	D.	The Extraterritorial Enforcement of U.S. Trademark Rights	518
		Steele v. Bulova Watch Co.	518
		Vanity Fair Mills, Inc. v. T. Eaton Co., Ltd.	521
		Sterling Drug, Inc. v. Bayer AG	525
		McBee v. Delica Co.	527
		Trader Joe's Co. v. Hallatt	534
		Hetronic International, Inc. v. Hetronic	
		Germany GmbH	542
		Notes and Questions	548
		*	

7

		Problem 6-3: Irish Furniture Sales	549
Сс	NFI	usion-Based Trademark Liability Theories	551
A.		blution of the Confusion Standard	552
11.	LW	Borden Ice Cream Co. v. Borden's Condensed Milk Co.	552
		Fleischmann Distilling Corp. v. Maier Brewing Co.	555
		Notes and Questions	558
B.	Th	e Actionable "Use" Prerequisite	561
D.	1 110	Holiday Inns, Inc. v. 800 Reservations, Inc.	562
		Notes and Questions	566
		Rescuecom Corp. v. Google Inc.	567
		Notes and Questions	579
C.	Th	e Factors Analysis for Likelihood of Confusion	581
0.	1.	Overview; Discussion Questions	581
	1.	Figure 7-1: Factor Tests in Likelihood-of-Confusion	501
		Analysis	583
	2.	Applying the Factors Analysis	589
	2.	Virgin Enterprises Ltd. v. Nawab	589
		McDonald's Corp. v. Druck and Gerner,	507
		D.D.S., P.C., d/b/a McDental	595
		Libman Company v. Vining Industries, Inc.	600
		Introduction to Notes and Questions on the Factors	000
		Analysis	605
		Notes and Questions: Similarity of Marks Factor	605
		Problem 7-1: Pickle Problem	611
			011
		Problem 7-2: Similarity Factor for Foreign	612
		Language Word Marks	012
		Problem 7-3: Similarity Analysis for Nonverbal Marks	613
			615
		Notes and Questions: Strength Factor	616
		Notes and Questions: Intent Factor	010
		Notes and Questions: Buyer Sophistication	<i>(</i> 10
		Factor; Reasonably Prudent Purchaser	618 620
		Notes and Questions: Actual Confusion Factor	620
		Notes and Questions: Relatedness of Goods/	(22
		Channels of Trade/Bridging the Gap	623
		Problem 7-4: Related or Unrelated? Confusing	(27
	2	or Not?	627
	3.	The Factors Analysis Applied to Private-Label Goods	628
		Problem 7-5: Likelihood of Confusion in	(20)
		Private-Label Goods Cases	628
	4.	The Factors Analysis Applied to Promotional Goods	630
		Boston Professional Hockey Association, Inc. v. Dallas	(00
		Cap & Emblem Mfg., Inc.	630
	_	Notes and Questions	632
	5.	The Factors Analysis Applied Under Section 2(d)	636
		Lanham Act, Section 2(d)	636

Problem 6-2: Italian Online Magazine Sales

xvii

549

	Problem 7-6: Effect of PTO Section 2(d)	
	Determinations in Subsequent Litigation	639
	Problem 7-7: Effect of Litigation Determinations	
	in Subsequent PTO Proceedings	641
D.	Confusion Away from the Point of Sale	641
	1. Post-Sale Confusion	642
	Ferrari S.P.A., Esercizio v. Roberts	642
	Notes and Questions	646
	2. Initial Interest Confusion	649
	Multi Time Machine, Inc. v. Amazon.com, Inc.	650
	Notes and Questions	661
E.	Reverse Confusion	664
	A ヴ H Sportswear, Inc. v. Victoria's Secret Stores, Inc.	665
	Notes and Questions	671
F.	Indirect and Vicarious Theories of Infringement Liability	675
	Inwood Laboratories, Inc. v. Ives Laboratories, Inc.	675
	Tiffany (NJ) Inc. v. eBay Inc.	679
	Notes and Questions	685
	Problem 7-8: Brother Billy and the Baptists'	
	Bathrooms	692
	Problem 7-9: Trade "Disparagement"?	692

8

# Non-Confusion-Based Trademark Liability Theories

Theories			695
А.	Dilution Protection		695
	1. The Concept of Dilution		695
		Notes and Questions	697
	2.	Anatomy of the Federal Trademark Dilution Provisions	698
		Lanham Act Section 43(c)	698
		Notes and Questions	700
	3.	The Forms of Dilution: Dilution by Tarnishment and	
		Dilution by Blurring	703
		a. Tarnishment	703
		Toys "R" Us, Inc. v. Akkaoui	703
		Toys "R" Us, Inc. v. Feinberg	704
		V Secret Catalogue, Inc. v. Moseley	705
		Notes and Questions	712
		Problem 8-1: Dilution by Burnishing?	713
		b. Blurring	713
		Starbucks Corp. v. Wolfe's Borough Coffee, Inc.	714
		Visa Int'l Service Assoc. v. JSL Corp.	721
		Notes and Questions	724
	4.	Dilution Under Lanham Act §2(f)	728
В.	Pro	otection Against Cybersquatting	729
	1.	Protection Under the Dilution Statute	729
		Panavision International v. Toeppen	729
		Notes and Questions	732
	2.	Anticybersquatting Consumer Protection Act:	
		Section 43(d) of the Lanham Act	733

### xviii

9

		Sporty's Farm L.L.C. v. Sportsman's Market, Inc.	733
		DSPT Int'l, Inc. v. Nahum	738
		Newport News Holding Corp. v. Virtual City Vision, Inc.	742
		Lamparello v. Falwell	746
		Notes and Questions	749
		Harrods Ltd. v. Sixty Internet Domain Names	753
		Notes and Questions	762
	3.	ICANN Uniform Domain Name Dispute Resolution Policy	
		(UDRP)	765
		Final Report of the WIPO Internet Domain Name	
		Process (Executive Summary, April 30, 1999)	765
		World Wrestling Federation Entertainment,	
		Inc. v. Bosman	768
		Telstra Corp. Ltd. v. Nuclear Marshmallows	771
		Notes and Questions	773
		Coach, Inc. v. Koko Island	775
	4.	The Relationship Between the UDRP and the ACPA	783
		Barcelona.com, Inc. v. Excelentisimo Ayuntamiento	
		de Barcelona	783
		Notes and Questions	790
Dr	DM	ssible Uses of Another's Trademarks	793
A.		Use of Another's Trademark	793
л.	ган 1.	Relationship Between Fair Use and Confusion	793 794
	1.	KP Permanent Make-Up, Inc. v. Lasting	/ 74
		Impression I, Inc.	794
		Notes and Questions	799
	2.	Descriptive Fair Use	799
	2.	Fortune Dynamic, Inc. v. Victoria's Secret Stores Brand	///
		Management, Inc.	800
		Kelly-Brown v. Winfrey	805
		Marketquest Group, Inc. v. BIC Corp.	813
		Notes and Questions	817
		Problem 9-1: Fair Use of Names	820
		Problem 9-2: Fair Use of Geographic Indicators	822
	3.	Nominative Fair Use	822
		R. G. Smith v. Chanel, Inc.	823
		Notes and Questions	826
		Century 21 Real Estate Corp. v. LendingTree, Inc.	828
		Toyota Motor Sales, U.S.A., Inc. v. Tabari	835
		Notes and Questions	843
		Problem 9-3: Applying Nominative Fair Use Tests	845
		Problem 9-4: Nominative Fair Use in Movies and TV	016
B.	Llas	of Another's Trademark on Genuine Goods:	846
Б.		rst Sale" Doctrine	847
	гII		847 849
		Notes and Questions	849 854
		Champion Spark Plug Co. v. Sanders	855
		Notes and Questions	033

### xix

859

Gamut Trading Co. v. U.S.I.T.C.	860
Notes and Questions	866
C. Expressive Use of Another's Trademark	867
Anheuser-Busch, Inc. v. Balducci Publications	867
Louis Vuitton Malletier S.A. v. Haute Diggity Dog, LI	C 872
Mattel, Inc. v. MCA Records, Inc.	881
Notes and Questions	886
Twentieth Century Fox Television v. Empire Dist., Inc.	890
Notes and Questions	893
Gordon v. Drape Creative, Inc.	896
Notes and Questions	905
Problem 9-6: Trademarks and Virtual Worlds	909
Problem 9-7: "Dumb" Starbucks	909
FALSE ADVERTISING	911
A. Introduction: The Evolution of Section 43(a) False	/11
Advertising Claims	911
Notes and Questions	913
B. Threshold Issues	913 914
Problem 10-1: Standing	914 914
Problem 10-2: Commercial "Advertising or	714
Promotion"	917
	917
	918 918
United Industries Corp. v. Clorox Co.	918
Notes and Questions Problem 10-3: This Casebook Rocks	
	927 928
Pizza Hut, Inc. v. Papa John's International, Inc.	928
Notes and Questions	
Cashmere & Camel Hair Mfrs. Inst. v. Saks Fifth Aver	
Notes and Questions	940
Trafficschool.com, Inc. v. Edriver, Inc.	945
Notes and Questions	947
Problem 10-4: "Ambush" Advertising	947
Problem 10-5: Lanham Act False Advertising	0.40
Versus Other Federal Labeling Regulations	948
TRADE IDENTITY RIGHTS IN ONE'S PERSONA:	
ENDORSEMENT, ATTRIBUTION, AND PUBLICITY	951
A. Section $43(a)$ and the Protection of Personal Identity	952
1. False Over-Attribution	952
Notes and Questions	954
2. False Under-Attribution	956
Notes and Questions	959
Problem 11-1: <i>Dastar</i> and False Advertising	/0/
Theories in Under-Attribution Cases	
Featuring Kim Kardashian	962
B. Right of Publicity	962
1. Overview of Statutory and Common Law Regimes	963
1. Overview of Statutory and Common Law Regnines	203

Problem 9-5: Shoe "Customization"

10

11

	Indiana Code Title 32 (Property)—Art. 36				
	(Publicity) Chap. 1 (Rights of Publicity)				
Notes and Questions					
	Figure 11-1				
	Problem 11-2: Copyright and Trademark				
	Preemption of the Right of Publicity	974			
	Cheatham v. Paisano Publications, Inc.	975			
	Notes and Questions	979			
2.	Protectable Aspects of Persona	979			
	John W. Carson v. Here's Johnny Portable Toilets, Inc.	980			
	Vanna White v. Samsung Electronics America, Inc.	982			
	Vanna White v. Samsung Electronics America, Inc.	985			
	Notes and Questions	989			
	Problem 11-3: The Right of Publicity and				
	Portrayals of Fictional Characters	990			
3.	Limitations on the Right of Publicity				
	Hart v. Electronic Arts, Inc.	993			
	Notes and Questions	1006			
	Daniels v. Fanduel, Inc.	1010			
	Notes and Questions	1015			
	Michael Jordan v. Jewel Food Stores, Inc.	1016			
	Problem 11-4: The Scottish Elvis	1025			
	Problem 11-5: Sheriff Andy Griffith	1026			
	Problem 11-6: G.I. George	1026			
	Problem 11-7: The Soldier's Right of Publicity	1027			
	Problem 11-8: Guitar Hero	1028			



Index

## Remedies

	Re	EMEDIES	1029	
12	А.	Injunctive (and Other Non-Monetary) Relief	1029	
	Goto.com, Inc. v. Walt Disney Co.			
		Notes and Questions	1032	
		The Effect of <i>eBay</i> and the Trademark		
		Modernization Act of 2020	1038	
		Notes and Questions: Other Non-Monetary		
		Relief	1039	
	В.	Monetary Relief	1040	
		Lindy Pen Co. v. Bic Pen Corp.	1040	
		Romag Fasteners, Inc. v. Fossil Group, Inc.	1045	
		Notes and Questions	1048	
		LHO Chicago River, L.L.C. v. Perillo	1052	
		Notes and Questions	1054	
	C.	Counterfeiting	1057	
		K & N Engineering, Inc. v. Bulat	1057	
		Notes and Questions	1059	
Table of Cases				

1079