Table of Contents

Volume 1

CHAPTER 1. BACKGROUND AND HISTORY OF SECTION 43(a)

§ 1:1 Introduction
§ 1:2 Current 43(a)
§ 1:3 Earlier versions of Section 43(a)
§ 1:4 Amendments and additions to Section 43(a)
§ 1:5 Limitations on Section 43(a)—Commerce
§ 1:6 —Copyright and patent
§ 1:7 —First Amendment

CHAPTER 2. AN OVERVIEW OF SECTION 43(a)

§ 2:1 Overview of Section 43(a)
§ 2:2 Prongs of Section 43(a)
§ 2:3 Misappropriation
§ 2:4 Injuries and complaints not redressable under Section 43(a)
§ 2:5 —Contractual disputes
§ 2:6 —Marketing schemes and business ideas
§ 2:7 —Other federal laws
§ 2:8 —Trade disparagement and libel before November 16, 1989
§ 2:9 —Movie and video ratings by non-competitors
§ 2:10 —Efforts to gain trademark exclusivity
§ 2:11 —Miscellaneous
§ 2:12 Circuit variations
§ 2:13 —First Circuit
§ 2:14 —Second Circuit
§ 2:15 —Third Circuit
§ 2:16 —Fourth Circuit
§ 2:17 —Fifth Circuit
§ 2:18 —Sixth Circuit
§ 2:19 —Seventh Circuit
§ 2:20 —Eighth Circuit
§ 2:21 —Ninth Circuit
§ 2:22 —Tenth Circuit
§ 2:23 —Eleventh Circuit
§ 2:24 —District of Columbia

CHAPTER 3. PROTECTABILITY AND

INFRINGEMENT OF INDICIA OF COMMERCIAL ORIGIN

I. TRADE INDICIA

§ 3:1 Section 43(a)(1)(A) generally
§ 3:2 Trademarks and other indicia of origin
§ 3:3 Generic terms
§ 3:4 Descriptive terms
§ 3:5 —Secondary meaning
§ 3:6 Suggestive marks
§ 3:7 Arbitrary or fanciful marks
§ 3:8 Geographic terms
§ 3:9 Non-verbal marks, including colors, logos, and designs
§ 3:10 Numbers
§ 3:11 Secondary marks
§ 3:12 Geographic scope of mark rights
§ 3:13 Loss of trademark rights

II. LIKELIHOOD OF CONFUSION

§ 3:14 Likelihood of confusion—General principles
§ 3:15 Reverse confusion and reverse palming off
§ 3:16 Initial interest confusion
§ 3:17 Post-sale confusion
§ 3:18 Similarity of marks
§ 3:19 Strength of marks
§ 3:20 Proximity of products or services
§ 3:21 Proximity of channels of trade
§ 3:22 Audience
§ 3:23 Actual confusion
§ 3:24 Intent
§ 3:25 Implied equivalence; additions to avoid likelihood of confusion
§ 3:26 Communicative works
§ 3:27 Parody

III. INFRINGING AND NON-INFRINGING ACTIONS

§ 3:28 Passing off/palming off
§ 3:29 Mark use in the distribution chain—Genuine goods and related services
§ 3:30 —Repackaging or relabeling goods
§ 3:31 —Used, refurbished, and altered goods
§ 3:32 —Gray market goods (parallel imports)
§ 3:33 —Retransmission of television program
§ 3:34 Fair use
§ 3:35 Nominative fair use
§ 3:36 Internet use

§ 3:37 Other non-infringing uses

IV. PERSONS LIABLE

§ 3:38 Direct infringement
§ 3:39 Vicarious infringement
§ 3:40 Contributory infringement
§ 3:41 Liability of employees and officers

CHAPTER 4. PROTECTION OF TRADE DRESS

§ 4:1 Definition of trade dress
§ 4:2 Scope of trade dress
§ 4:3 Infringement of trade dress
§ 4:4 Conceptual strength and acquired distinctiveness
§ 4:5 Specificity
§ 4:6 Dispelling confusion with disclaimers or other marks

CHAPTER 5. PROTECTION OF PRODUCT CONFIGURATIONS AS TRADE DRESS

§ 5:1 Overview
§ 5:2 Product configurations versus packaging
§ 5:3 Specific cases—Products protected on motion
§ 5:4 —Products not protected during pre-trial motion practice
§ 5:5 —Products protected after trial
§ 5:6 —Products not protected after trial
§ 5:7 Functionality—Overview
§ 5:8 Definition of functionality
§ 5:9 Evidence of utilitarian functionality
§ 5:10 Relationship of utilitarian functionality to types of matter
§ 5:11 Specific matter classified as having utilitarian functionality
§ 5:12 Specific matter classified as not having utilitarian functionality
§ 5:13 Aesthetic functionality
§ 5:14 Specific matter found to be aesthetically functional
§ 5:15 Specific matter not found to be aesthetically functional

CHAPTER 6. ADVERTISING

§ 6:1 Cause of action for false advertising
§ 6:2 Allowable plaintiffs
§ 6:3 Actionable "commercial advertising or promotion"
§ 6:4 Factual statements
§ 6:5 Interpreting accused matter
§ 6:6 Literally false
§ 6:7 Literally false by necessary implication
§ 6:8 Misleading
§ 6:9 Establishment claims
§ 6:10 Comparative claims
§ 6:11 Materiality

§ 6:12 Examples of litigated claims

CHAPTER 7. CELEBRITIES

§ 7:1 Overview of available claims
§ 7:2 —Limitations
§ 7:3 Trademarks and service marks
§ 7:4 —Merchandising
§ 7:5 —Performing groups and entertainment services
§ 7:6 False endorsement
§ 7:7 Specific celebrities

CHAPTER 8. SURVEYS

§ 8:1 Overview of survey use
§ 8:2 Requirements for reliable surveys
§ 8:3 Surveys regarding genericism
§ 8:4 Surveys regarding public awareness of matter
§ 8:5 Surveys regarding likelihood-of-confusion
§ 8:6 Surveys regarding the meaning of an advertisement

CHAPTER 9. JURISDICTION AND PROCEDURE

§ 9:1 Subject matter jurisdiction
§ 9:2 —Declaratory Judgment Act
§ 9:3 Personal jurisdiction
§ 9:4 Venue
§ 9:5 Transfer—Among federal district courts
§ 9:6 —Contracts regarding venue or arbitration; forum non conveniens
§ 9:7 Removal and remand
§ 9:8 Statute of limitations
§ 9:9 Pleading
§ 9:10 Plaintiffs
§ 9:11 Defendants; sovereign immunity
§ 9:12 Use in commerce; extraterritorial use
§ 9:13 Equitable defenses—Unclean hands
§ 9:14 —Laches
§ 9:15 — —Delay
§ 9:16 — —Progressive encroachment
§ 9:17 — —Prejudice
§ 9:18 — —Effect
§ 9:19 —Acquiescence; equitable estoppel; waiver
§ 9:20 Preclusion—Claim preclusion
§ 9:21 —Issue preclusion
§ 9:22 —Related doctrines
§ 9:23 Pretrial motions
§ 9:24 Default
§ 9:25 Trial

§ 9:26 Appeal

Volume 2

CHAPTER 10. RELIEF

§ 10:1 Overview
§ 10:2 Statutory language
§ 10:3 Preliminary relief
§ 10:4 Innocent infringers
§ 10:5 Permanent injunction
§ 10:6 —Destruction of infringing material
§ 10:7 —Advertising
§ 10:8 Contempt
§ 10:9 Damages
§ 10:10 Profits
§ 10:11 Costs
§ 10:12 Attorney's fees
§ 10:13 Prejudgment interest
§ 10:14 Post judgment interest

APPENDICES

APPENDIX A. The Trademark Law Revision Act of 1988 (Pub. Law 100-667, Nov. 16, 1988)
APPENDIX B. Legislative History Trademark Law Revision Act of 1988: Section 43(a) Provisions
APPENDIX C. Trademark Remedy Clarification Act
APPENDIX D. Legislative History of Trademark Remedy Clarification Act
APPENDIX E. Legislative History: Trademark Revision Act of 1987 (Senate Judiciary Committee on S. 1883)
APPENDIX F. Legislative History: Trademark Revision Act of 1988 (House Judicial Committee on H.R. 4156)
APPENDIX G. Trademark Assignment and Settlement Agreement

Table of Cases

Index