

Real Resources for Researching IP Law

Anne Burnett, J.D., M.L.I.S. Foreign & International Law Librarian

# **Secondary Sources**



# **Treatises**

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#### § 7:32

McCarthy on Trademarks

of a trademark design covering a product is generally determined by comparing the overall commercial impression of the conflicting designs. <sup>15</sup>

#### § 7:33 Geometric shapes

Ordinary geometric shapes such as circles, ovals, squares, etc., even when not used as a background for other marks, are regarded as nondistinctive and protectable only upon proof of secondary meaning.¹ "A circle or a ball as a trademark is publici juris where it has not acquired a secondary meaning.º A series of three dimensional cubes molded into the surface of glassware was rejected as a trademark, on the ground that on such a product the design was mere surface ornamentation, devoid of trademark significance to buyers.¹

However, uncommon or unusual shapes and symbols that contain some minimum amount of inventiveness or fancifulness can be regarded as inherently distinctive and protected as such, without the need for proof of secondary meaning.<sup>4</sup> The issue is whether this shape is so unusual for this type of

materials, or on shopping bags.").

<sup>15</sup>FORT JAMES OPERATING COMPANY v. ROYAL PAPER CONVERTING, INC., 83 U.S.P.Q.2d 1624, 2007 WL 1676779 (T.T.A.B. 2007) (A registration of an interlocking circle and square design imprinted onto paper towels was relied on to successfully oppose the registration of a similar design for paper products. "[I]n the case of design marks, the question of likelihood of confusion must be decided on the basis of the visual similarity of the marks. . . . [T]his is a subjective determination and must take into account the overall commercial impressions created by the marks rather than any detailed analysis thereof.").

#### [Section 7:33]

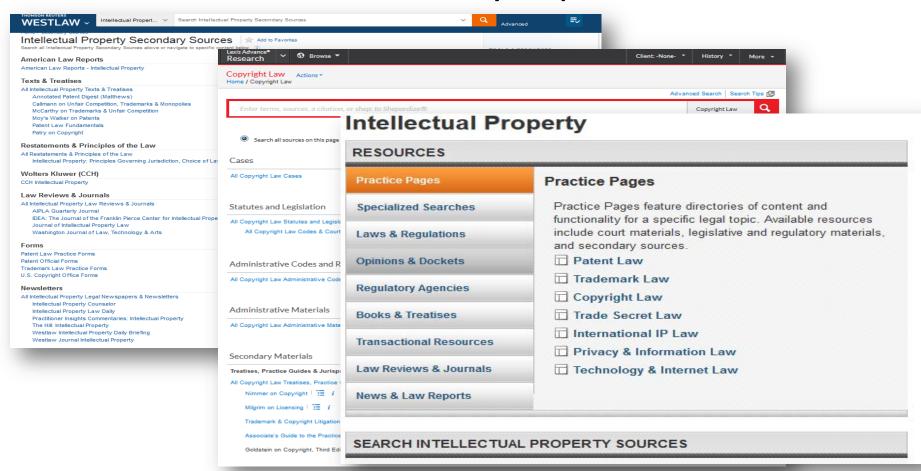
<sup>1</sup>See cases cited in § 7:29.

<sup>2</sup>Mishawaka Rubber & Woolen Mfg. Co. v. S. S. Kresge Co., 119 F.2d 316, 49 U.S.P.Q. 419 (6th Cir. 1941), rev'd on other grounds, 316 U.S. 203, 86 L. Ed. 1381, 62 S. Ct. 1022, 53 U.S.P.Q. 323 (1942), reh'g denied, 316 U.S. 712, 86 L. Ed. 1777, 62 S. Ct. 1287 (1942).

<sup>3</sup>In re Fostoria Glass Co., 147 U.S.P.Q. 76 (T.T.A.B. 1965).

<sup>4</sup>In re Dairy Queen of Georgia, Inc., 134 U.S.P.Q. 136 (T.T.A.B. 1962) (star-shaped figure with representation of face held distinctive). See Brunswick-Balke-Collender Co. v. American Bowling & Billiard Corp., 150 F.2d 69, 65 U.S.P.Q. 148 (2d Cir. 1945), cert. denied, 326 U.S. 757, 90 L. Ed. 455, 66 S. Ct. 99, 67 U.S.P.Q. 359 (1945) (red crown on neck of bowling pin); O. & W. Thum Co. v. Dickinson, 245 F. 609 (6th Cir. 1917), cert. denied, 246 U.S. 664, 62 L. Ed. 928, 38 S. Ct. 334 (1918) (involved geometric figure protected).

# Sources by Topic



# **Treatise Finders**

- Georgetown Law's <u>Treatise Finder</u>
- Yale Law's <u>Treatise Finder</u>

### **Patents**

**Trademarks** 

### IP Policy

### Learning and Resources



#### Resources by Audience

- > Attorneys, agents & paralegals
- > Inventors & entrepreneurs Kids & educators
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- > Researchers & librarians

#### Help by Topic

- > Fees and Payment
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- Trademark FAOs
- > Transferring ownership / Assignments Help

#### Services & Publications

- Open Data & Mobility
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# Official Gazette

Operational Status Events

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#### **New to Trademarks?**

Search the Database

# Learn About the Process

### **Patents**

# General Information **Concerning Patents**

V

Find out if a utility, design, or plant patent is right for you

# Patent Process Overview

An overview of a patent application and maintenance process

### Q Search for Patents

Coo More Datente Doc

Find existing patents, published patent applications and other published patent documentation

# **Trademarks**

### Trademark Basics

Learn about trademarks and find out if it's right for you to apply for registration

## Trademark Process

An overview of a trademark application and maintenance process

### Q Search Trademark Database

Search database for trademark registrations and applications by mark, owner, or serial/registration number with Trademark Electronic Search System (TESS)

# Fees and Payment

### Fees and Payment

Pay fees and learn more about filing fees and other payments.

### Patents & Trademarks Initiatives

### **Enhanced Patent Quality Initiative**

Learn about USPTO efforts to increase patent quality.

### Patent Trial and Appeal Board

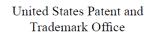
The Patent Trial and Appeal Board (PTAB) conducts trials, including inter partes, post-grant, and covered business method patent reviews and derivation proceedings, hears appeals from adverse examiner

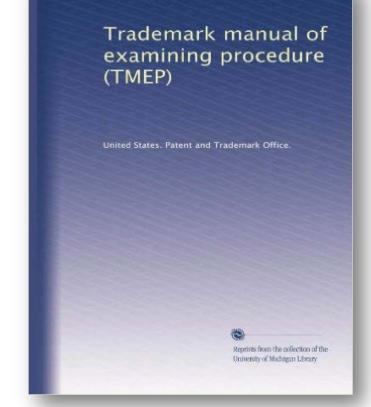
# **USPTO Manuals**

# Manual of PATENT EXAMINING PROCEDURE

Original Ninth Edition, March 2014 Latest Revision November 2015 [R-07.2015]

U.S. DEPARTMENT OF COMMERCE





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# Three-year exemptions under Section 1201

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HOW DO I ...?



Register a Copyright







Compendium of U.S. Copyright Office Practices

Code of Federal Regulations
TITLE 37, CHAPTER II

Copyright Law of the United States

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eCO Tutorial (Standard) (Single)

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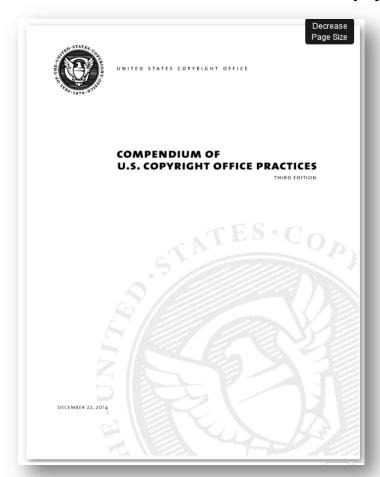
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# U.S. Copyright Office Practices



Introduction to the Third Edition of the

#### COMPENDIUM OF U.S. COPYRIGHT OFFICE PRACTICES

The Compendium of U.S. Copyright Office Practices, Third Edition (the "Compendium" or "Third Edition") is the administrative manual of the Register of Copyrights concerning Title 17 of the United States Code and Chapter 37 of the Code of Federal Regulations. It provides instruction to agency staff regarding their statutory duties and provides expert guidance to copyright applicants, practitioners, scholars, the courts, and members of the general public regarding institutional practices and related principles of law. See 37 CFR. § 201.2 (b)(T).

#### Effective Date of the Third Edition

The Compendium, Third Edition was released and became effective on December 22, 2014.

The Compendium, Third Edition is a living, electronic document accessible on the official website of the U.S. Copyright Office. The Office publishes regular revisions, as appropriate, to reflect changes in the law and/or practices, which customers may access, download, or print. The version posted on the Office's website at any given time should be consulted as the current official version. The Office maintains an archive of all revisions not provided the provided provided the provided provided the provided pro

#### Citing to the Compendium

The full title of this manual is the "Compendium of U.S. Copyright Office Practices, Third Edition." The full title may be abbreviated as the "Compendium." The manual may be cited as follows:

Full citation:

 U.S. COPYRIGHT OFFICE, COMPENDIUM OF U.S. COPYRIGHT OFFICE PRACTICES § 101 (3d ed. 2014).

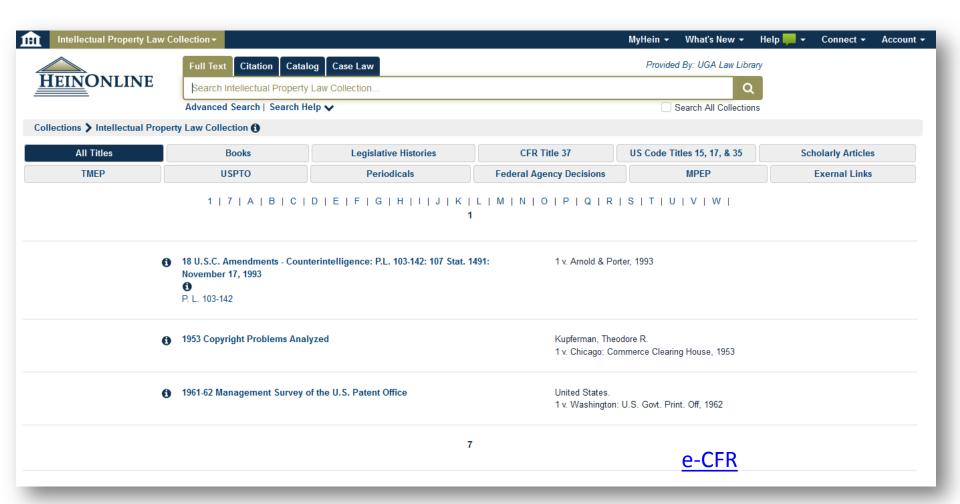
Short form citation:

COMPENDIUM (THIRD) § 101.1(A).

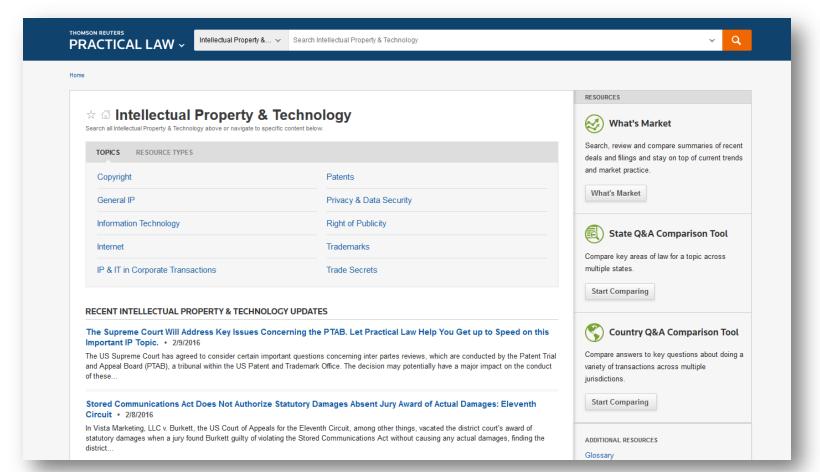
#### What the Compendium Covers

The Compendium documents and explains the many technical requirements, regulations, and legal interpretations of the U.S. Copyright Office with a primary focus on the registration of copyright claims, documentation of copyright ownership, and recordation of copyright documents, including assignments and licenses. It describes the wide range of services that the Office provides for searching, accessing, and retrieving information located in its extensive collection of copyright records and the

Introduction: 1 12/22/2014



# **Practitioner Materials**



#### KEYWORDS (1-34 of 34)

\_\_\_\_ Most relevant titles entries 1-5





Fashion law: a guide for designers, fashion executives, and attorneys / edited by Guillermo C. Jime

New York: Fairchild Books, 2014

LOCATION CALL# Balconv KF3086 .F365 2014 STATUS ΔVΔΙΙ ΔΒΙ Ε

STATUS

AVAILABLE



The little book of fashion law / Ursula Furi-Perry

Furi-Perry, Ursula, 1980-Chicago, Illinois: American Bar Association, 2013

LOCATION CALL#

Balcony KF3409, C56 F87 2013 AVAILABLE

3

Fashion law and business [electronic resource]: brands & retailers / Lois F. Herzeca, Howard S. Hog

Herzeca, Lois F

New York, N.Y.: Practising Law Institute, 2013-

Access online

LOCATION Online KF3086 .F37 ONLINE

**4** 

Fashion law: a guide for designers, fashion executives, and attorneys

New York: Fairchild Books, 2010-

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Title Fashion law: a guide for designers, fashion executives, and attorneys / edited by Guillermo C. Jimenez and Barbara Kolsun,

Imprint New York: Fairchild Books, 2014

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Descript. xxviii, 388 pages: illustrations; 23 cm Note Includes bibliographical references and index

Subject Design protection -- United States

Fashion merchandising -- Law and legislation -- United States

Clothing trade -- Law and legislation -- United States



Copies

Contents A survey of fashion law: key issues and trends / by Guillermo C. Jimenez --Trademarks and trade dress / by Marc Misthal -- Copyright / by Charles Colman -- Design patents, utility patents, and trade secrets / by George Gottlieb -- Design piracy legislation : should the United States protect fashion design? / by Guillermo C. Jimenez, Joseph Murphy, and Julie Zerbo --Litigation strategies in fashion law / by David H. Bernstein -- Fashion licensing / by Karen Artz Ash and Barbara Kolsun -- Counterfeiting / by

Barbara Kolsun and Heather J. McDonald -- Fashion entrepreneurship: starting and developing the business / by Henry Welt -- Fashion finance / by Valerie Radwaner and Raphael Russo -- Selling and buying : commercial agreements in fashion / by Donald L. Kreindler -- Employment law issues in

fashion / by Elise M. Bloom and Lee Sporn -- Celebrities and fashion models : endorsement and promotion agreements / by Ted Max -- Marketing. advertising, and promotion / by Ashima Daval, Brooke Erdos Singer and Antonio Borrelli -- Retail leasing for fashion / by Matthew E. Epstein and Lee Sporn -- Global sourcing and international trade / by Guillermo C. Jimenez --

Import and customs issues in fashion / by Frances P. Hadfield and Amanda M. Simpson -- International development of the fashion business / by Michael F. Colosi -- International fashion law: brand protection and IP law in key

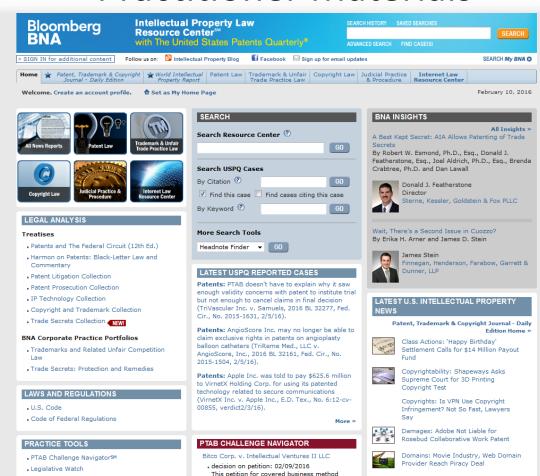
fashion markets / by Connie Carnabuci and Victoria White

Alt Author Jiménez, Guillermo, editor Kolsun, Barbara, editor

ISBN 1609018958

9781609018955

# **Practitioner Materials**



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# IP is global...





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TRIPS: TEXT OF THE AGREEMENT

# Agreement on Trade-Related Aspects of Intellectual Property Rights

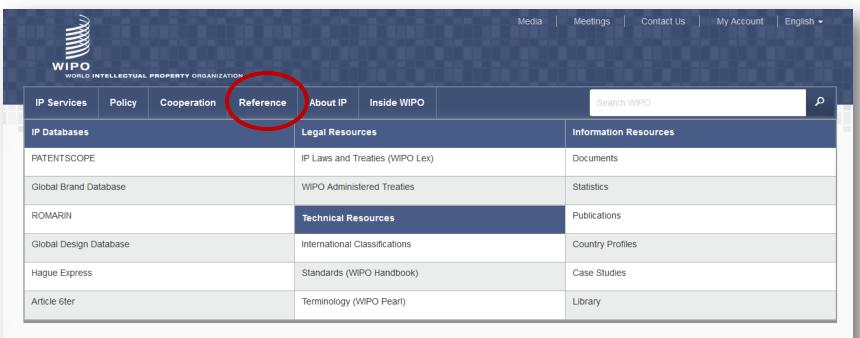
The TRIPS Agreement is Annex 1C of the Marrakesh Agreement Establishing the World Trade Organization, signed in Marrakesh, Morocco on 15 April 1994.

PREAMBLE to the Agreement on Trade-Related Aspects of Intellectual **Property Rights** 

**PART I General Provisions and Basic Principles** 

PART II Standards Concerning the Availability, Scope and Use of Intellectual Property Rights

- 1. Copyright and Related Rights
- 2. Trademarks
- 3. Geographical Indications
- 4. Industrial Designs
- 5. Patents
- 6. Layout-Designs (Topographies) of Integrated Circuits
- 7. Protection of Undisclosed Information
- 8. Control of Anti-Competitive Practices in Contractual Licences



# We deliver global services for protecting IP

File, manage or search patents, trademarks, designs and appellations of origin. Not there yet? Learn all about intellectual property and how to protect it.



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Settle IP and technology disputes out of court using the fast, flexible and cost-effective services offered by the WIPO Arbitration and Mediation Center.

### **Domain name disputes**

Resolve trademark-abusive "cybersquatting" domain name disputes.

# **WIPO Lex**

WIPO Lex is a one-stop **search facility** for national laws and treaties on intellectual property (IP) of WIPO, WTO and UN Members. It also features related information which elaborates, analyzes and interprets these laws and treaties. It provides streamlined access to reference material of key importance for optimal information on the global IP System.

Registration of Industrial Designs and grants copyrit Transfer of Technology

(ii) provides patent protection for medicinal product Undisclosed Information (Trade Secrets)

application of a sequence or a partial sequence of a gene in the patent application for biotechnological inventions; and (iii) extends

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Treaty Secretariat
WIPO-WTO Common Portal
Glossary

#### About WIPO Lex Contact us IP Legislation Treaties Full Text Search WIPO/WTO/UN Members Afghanistan (22) Albania (39) Algeria (41) Andorra (17) Angola (23) Patents (Inventions) Subject Matter Select a Topic Alternative Dispute Resolution (ADR) Competition Copyright and Related Rights (Neighboring Rights) Domain Names Enforcement of IP and Related Laws Genetic Resources Geographical Indications Industrial Designs **News on IP Laws** Industrial Property IP Regulatory Body Layout Designs of Integrated Circuits December 1, 2015 Poland: The Act of July 24, 201 Patents (Inventions) force on December 1, 2015. The Act introduces signif Plant Variety Protection trademarks in the Act of June 30, 2000, on Industria Trade Names intellectual property law with European regulations Traditional Cultural Expressions protection for industrial designs in accordance with Traditional Knowledge (TK)

# **WIPO Lex Search**

Query:
Argentina
Plant Variety Protection
10 record(s) found.

# IP-related Laws: enacted by the Legislature

Date of Text	Entity	Title
March 30, 1973	Argentina	Law No. 20.247 of March

# Implementing Rules/Regulations

Date of Text	Entity	Title
February 28, 1996	Argentina	INASE Resolution No. 35/
July 24, 1992	Argentina	Resolution No. 631/92 of Registering Varieties in t
October 21, 1991	Argentina	Decree No. 2.183 of Octo

# **Treaty Approvals**

Date of Text	Entity	Title
September 21, 1994	Argentina	Law No. 24.376 of Septem Plants (1978 Act of the UF

# **WIPO-Administered Treaties**

Entry into force for contracting party	Entity	Title	
October 8, 1980	Argentina	WIPO Convention	

IP/N/1/ARG/P/5 Página 2

# DECRETO Nº 2183/91 REGLAMENTARIO DE LA LEY DE SEMILLAS YI CREACIONES FITOGENÉTICAS Nº 20247

BUENOS AIRES, 21 de Octubre de 1991

Visto el expediente 1560/91, del registro de la SECRETARIA DE AGRICULTURA, GANADERIA Y PESCA, el el cual la COMISION NACIONAL DE SEMILLAS propone la derogación del Decreto № 50 del 17 de enero de 1989, reglamentario de la Ley 20.247 y el dictado de un nuevo instrumento legal en su reemplazo, y

#### CONSIDERANDO:

Que el artículo 34 del Decreto 2476 del 26 de noviembre de 1990 establece la necesidad de reorganizar y fortalecer la funciones de control vegetal de la producción agrícola nacional, en especial la destinada a mercados externos

Que dicha norma prevé, además, la creación de un organismo especializado para tal fin, lo que posibilitará una más eficiente aplicación de la Ley 20.247 y obtener una mayor participación en el mercado internacional de semillas.

Que, asimismo, la creación de un organismo como el descripto, requiere que su accionar se vea enmarcado en una reglamentación apropiada al fin perseguido

Que dicha reglamentación debe adecuarse a los acuerdos y normas internacionales que aseguren un efectivo resguardo de la propiedad intelectual, para brindar la seguridad jurídica necesaria para el incremento de las inversiones en el área de semillas.

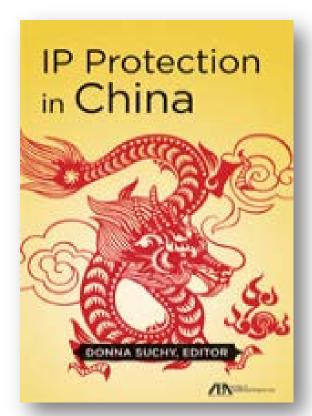
Que tal adecuación redundará en mayores alicientes para la obtención y comercialización de nuevas variedades de simiente, garantizando a los agricultores un insumo básico de alta calidad para la producción agrícola, en conjunción a reglas transparentes para el desarrollo del mercado de semillas nacional.

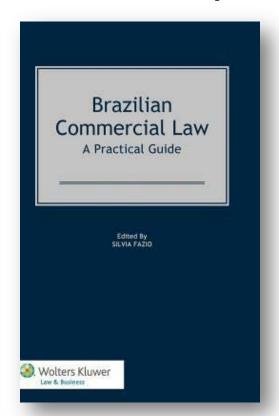
Que la nueva reglamentación incorpora la experiencia acumulada desde la entrada en vigencia de la Ley 20 247 y un vocabulario acorde con el avance tecnológico nacional e internacional en la materia.

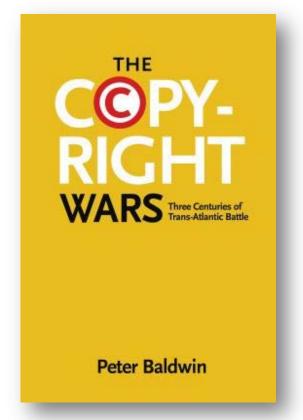
Que las facultades para dictar el presente acto surgen del artículo 86, inciso 2) de la Constitución Nacional

#### Por ello,

# Jurisdiction-specific







# Current Awareness

BNA Highlights <br/>bhighlig@bna.com> Sent: Tue 2/9/2016 10:10 PM From:

Anne E Burnett

Subject: Feb. 9 -- BNA, Inc. World Intellectual Property Report - Latest Developments



Message | W ATT00001.htm (537 B)

### WORLD INTELLECTUAL PROPERTY REPORT

Latest Developments - February 9, 2016

Publication Home Page: http://o-news.bna.com.gavel.law.uga.edu/wiln?emc=wiln:wiln:101/

#### TRADEMARKS

"El Chapo" Capture Shines Light on Mexican Trademark Law A 2011 decision to grant branding rights for one of the world's most notorious drug traffickers' names has raised questions in Mexico about how the laws governing trademarks are applied.

http://o-news.bna.com.gavel.law.uga.edu/wiln/WILNWB/link res.adp?lt=email&fname=a0h8x1p5n9&lf=eml&emc=wiln:wiln:102

### COPYRIGHTS/FOREIGN LAWS

Russian Court Rules in Favor of Dell in Copying Levy Case Feb. 8 — A Russian court issued a ruling Feb. 8 in favor of Dell in a landmark case involving the private copying levy. http://o-news.bna.com.gavel.law.uga.edu/wiln/WILNWB/link res.adp?lt=email&fname=a0h8x1p5r5&lf=eml&emc=wiln:wiln:103

#### INTELLECTUAL PROPERTY

What Will a Brexit Mean for IP Owners?

It is very likely that there will be a referendum this year to decide whether or not the United Kingdom leaves the European Union. Assuming that the result of the referendum is for the UK to leave ...

http://o-news.bna.com.gavel.law.uga.edu/wiln/WILNWB/link res.adp?lt=email&fname=a0h8m4w5g4&lf=eml&emc=wiln:wiln:104

#### TRADEMARKS

FIFA v. Pepsico and the Mexican Supreme Court's Trademark and Unfair Competition Jurisprudence Litigation in FIFA v. Pepsico arose from a trademark infringement action

brought bafara the Maxicon Institute of Industrial Droparty

Competition Jurisprudence

Trademark Law

# Blogs & News

# The 2014 ABA Journal Blawg 100



Intel

Wow! It's crazy that we're already on our eighth Blawg 100. Every year, we find ourselves behind the eight ball as we struggle to rack up a great list and choose new nominees for our now 30-blog-strong Hall of Fame. No, we don't just go through the 4,000-plus blogs in our directory and consult a Magic 8 Ball to decide what to add or scratch off our list. We remember the blogs that have tipped us off to breaking news and the bloggers who have compelled us to write about their innovative ideas.

And over the summer, we cue readers—and other bloggers—to write in and let us know

about their favorites: When we can see their love for a blog is real and not a marketing hustle, it catches our attention.

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Now, it's time for you, the reader, to take a shot. Let us know what you think about our choices. Click here to peruse an alphabetical list. Each person gets a total of 13 votes, to distribute as they see fit among the blogs they like, with a limit of one vote per person, per blog. Once you've used all 13 votes, you'll notice the "Vote Nowl" buttons will disappear. If you have trouble voting or questions about anything else, please see our Blawg 100 FAQ.

The polls open Nov. 24 and shut down at close of business on Dec. 19. For a constant feed of inspiration, go online and find our Blawg 100 Twitter list, which includes the handles of both this year's nominees and those of our Hall of Fame bloggers from years past.

Congratulations to everyone in the 2014 Blawg 100.

News/CourtsLegal Tech







HOME ABOUT SERVICES FAQ TERMS AND CONDIT

Home > Trademarks > Trademarks for Your Body Parts

#### **Trademarks for Your Body Parts**

By Jennifer Kovalcik on January 14, 2016 Posted in Trademarks

Does yo Some individuals are said to have a "trademark" style. As we start gear trademi month of the calendar year craziness" [sorry, NCAA rules prohibit use most trademark style of basketball players.

NBA All-Star James Harden is first in the lineup with his infamous beard touts his moniker FEAR THE BEARD. Here he is in his twitter profile picture



Harden's beard has become so popular, it has its own twitter account.



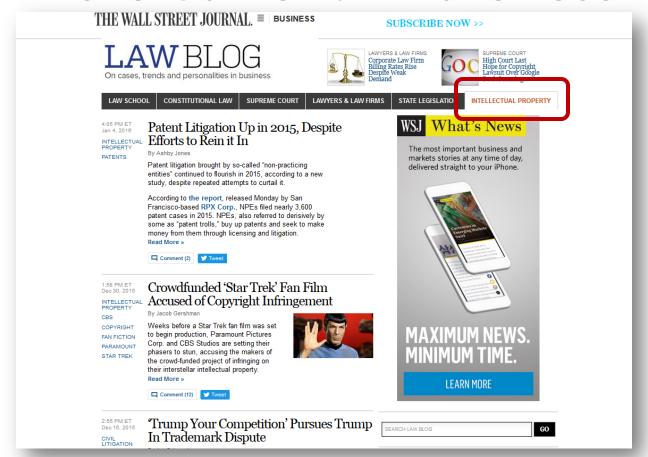
Although James Harden does not have a trademark registration for his beard (yet), his beard is featured on merchandising. He started growing the beard in college, basically out of laziness, but started noticing fans coming to games with fake beards. The beard has been with him through the Olympics and now to an MVP award from the National Basketball Players Association.

If you don't Fear the Beard, perhaps you will Fear the Brow. I know I do. Anthony Davis has a distinctive unibrow that many females invest heavily to avoid. He has obtained trademark registrations for the words FEAR THE BROW, RAISE THE BROW, and BROW DOWN, among others. His distinctive brow (singular) is shown below:





# More Current Awareness



# Career & Professional Resources Collection

