

Synopsis

CHAPTER 1	PRINCIPLES OF TRADEMARK AND UNFAIR COMPETITION LAW	1
1.01	Historical Development	1
1.02	The Nature of Trademark and Unfair Competition Law	4
1.03	Protection of the Private Interest	6
	MISHAWAKA RUBBER & WOOLEN MFG. CO. v. S. S. KRESGE CO.	7
	COLLEGE SAVINGS BANK v. FLORIDA PREPAID POSTSECONDARY EDUCATION EXPENSE BOARD, et. al.	7
	Notes on Protection of the Private Interest	9
1.04	Protection of the Public Interest	11
	T & T MANUFACTURING CO. v. A.T. CROSS CO.	11
	Notes on Protection of the Public Interest	13
1.05	The Monopoly Phobia	15
CHAPTER 2	CREATION AND MAINTENANCE OF TRADE IDENTITY RIGHTS	17
2.01	Federal Trademark Legislation and its Constitutional Foundations	18
	Introduction	18
	TRADE-MARK CASES	19
	U.S. PRINTING & LITHOGRAPH v. GRIGGS, COOPER & CO.	21
	Notes on Federal Trademark Legislation and its Constitutional Foundations	22
	1. A Brief History of Federal Trademark Legislation	22
	2. Trademark Legislation and the Commerce Clause	23
2.02	Adoption and Use	24
	Introduction	24
	ZAZÚ DESIGNS v. L'ORÉAL, S.A.	26
	IN RE CANADIAN PACIFIC LIMITED	30
	Notes on Adoption and Use	31
2.03	Priority	32
	WARNERVISION ENTERTAINMENT INC. v. EMPIRE OF CAROLINA, INC.	33
	Notes on Priority	35
	1. Pre-Sale Use	35
	2. Tacking	38
	3. Use in Foreign Country	39
2.04	Distinctive and Descriptive Terms	41
	Introduction	41

	UNION CARBIDE CORP. v. EVER-READY, INC.	42
	INVESTACORP, INC. v. ARABIAN INVESTMENT BANKING CORPORATION (INVESTCORP) E.C.	44
	MARILYN MIGLIN MODEL MAKEUP, INC. v. JOVAN, INC.	46
	Notes on Distinctive and Descriptive Terms	48
	1. Taxonomy of Trademarks	48
	2. Distinguishing Suggestive and Descriptive Terms	49
	3. Proof of Secondary Meaning	51
	4. Deceptive Terms	51
	5. Actual Confusion and Distinctiveness	52
	6. Slogans	52
	7. Distinctiveness and Priority	53
	8. Nascent Goodwill	54
2.05	Geographical Terms	54
	Introduction	54
	AMERICAN WALTHAM WATCH CO. v. UNITED STATES WATCH CO.	54
	COMMUNITY OF ROQUEFORT v. WILLIAM FAEHNDRICH, INC.	56
	IN RE LES HALLES DE PARIS J.V.	59
	Notes on Geographical Terms	61
	1. The Classification of Geographical Terms	61
	2. Certification Marks	64
2.06	Surnames	64
	Introduction	64
	L.E. WATERMAN CO. v. MODERN PEN CO.	65
	WYATT EARP ENTERPRISES, INC. v. SACKMAN, INC.	66
	PEACEABLE PLANET, INC. v. TY, INC.	69
	Notes on Surnames	72
	1. The Right to Use One's Surname	72
	2. Distinctiveness of Surnames	73
	3. Surnames and Trademark Infringement	73
	4. Historical Surnames	75
2.07	Colors	75
	Introduction	75
	QUALITEX CO. v. JACOBSON PRODUCTS CO., INC.	75
	Notes on Colors	80
	1. The Traditional Rule	80
	2. The Post- <i>Qualitex</i> Rule	80

CHAPTER 3	TRADEMARK REGISTRATION AND ADMINISTRATIVE PROCEEDINGS	83
3.01	The Purpose of the Lanham Act	83
3.02	The Benefits of Federal Registration	84
	PARK'N FLY, INC. v. DOLLAR PARK AND FLY, INC.	84
	Notes on the Benefits of Federal Registration	88
	1. General	88
	2. Incontestability	89
3.03	Acquisition and Maintenance of Federal Registrations	90
	General	90
	The Principal Register	92
	The Supplemental Register	94
3.04	State Registrations	95
3.05	Foreign Registrations	95
	General	95
	Multi-National Registrations — The Madrid Protocol	95
	1. Benefits of the Madrid Protocol	97
	2. Drawbacks of the Madrid Protocol	98
3.06	Federal Administrative Proceedings	98
	Trademark Trial and Appeal Board	98
	1. Opposition Proceedings	99
	2. Cancellation Proceedings	102
	3. Interference Proceedings	102
	4. Concurrent Use Proceedings	103
3.07	International Trade Commission	103
CHAPTER 4	LOSS OF RIGHTS	109
4.01	The Contingency of Trademark Rights	110
4.02	Generic Terms	110
	TRADEMARK PROBLEMS AND HOW TO AVOID THEM	110
	BAYER CO. v. UNITED DRUG CO.,	112
	KELLOGG CO. v. NATIONAL BISCUIT CO.	114
	FILIPINO YELLOW PAGES, INC. v. ASIAN JOURNAL PUBLICATIONS, INC.	116
	Notes on Generic Terms	120
	1. Generally	120
	2. Evidence of Genericness	121
	3. Recapture of Generic Terms	121
	4. Examples of Genericness Holdings	121
	5. Prevention and Education	123
	6. Foreign Terms	124
	7. Purchaser Motivation	125

4.03	Abandonment	125
	Introduction	125
	EXXON CORP. v. HUMBLE EXPLORATION CO., INC.	126
	AMBRIT, INC. v. KRAFT, INC.	129
	Notes on Abandonment	132
	1. Mitigating Circumstances	132
	2. Intent to Resume Use	132
	3. Persisting Goodwill	133
	4. Modernizing the Mark	134
	5. Hoarding and Warehousing	135
4.04	Assignment Without Goodwill	136
	Introduction	136
	PEPSICO, INC. v. GRAPETTE CO.	136
	MARSHAK v. GREEN	140
	Notes on Assignment Without Goodwill	142
	1. Transfer of Goodwill	142
	2. Assignment and License Back	143
	3. Lanham Act Requirements	144
	4. Split Rights	144
4.05	Licensing and Franchising	144
	Introduction	144
	DAWN DONUT CO. v. HART'S FOOD STORES, INC.	145
	STANFIELD v. OSBORNE INDUSTRIES, INC.,	147
	THE ORIGINAL GREAT AMERICAN CHOCOLATE CHIP COOKIE COMPANY v. RIVER VALLEY COOKIES, LIMITED	150
	Notes on Licensing and Franchising	153
	1. Generally	153
	2. Quality Control	154
	3. Judicial Reluctance	156
	4. Phase-Out of Use	156
	5. New Use by Licensee	156
	6. Licensee Estoppel	156
	7. Licensee Standing	157
	8. Tax Consequences	158
	9. Franchising	158
	10. Post-Termination Use	159
	11. Good Faith and Fair Dealing	159
	12. Franchisor Liability	160
CHAPTER 5	TRADE DRESS PROTECTION	163
5.01	Product Design as Trademark	163
5.02	Trade Dress Protection and Patent Law	164

	SEARS ROEBUCK & CO. v. STIFFEL CO.	164
	COMPCO CORP. v. DAY-BRITE LIGHTING, INC.	166
	BONITO BOATS, INC, v. THUNDER CRAFT BOATS, INC. .	167
	Notes on Trade Dress Protection and Patent Law	168
5.03	Functionality	171
	IN RE MORTON-NORWICH PRODUCTS, INC.	171
	TRAFFIX DEVICES, INC. V. MARKETING DISPLAYS, INC.	176
	Notes on Functionality	180
	1. Assessing Functionality	180
	2. Design Patents	182
	3. Pharmaceutical Cases	183
	4. Expired Utility Patents	184
	5. Aesthetic Functionality	185
5.04	Distinctiveness	187
	TWO PESOS, INC. v. TACO CABANA, INC.	187
	WAL-MART STORES, INC. v. SAMARA BROTHERS, INC. .	190
	Notes on Distinctiveness	194
	1. Inherent Distinctiveness	194
	2. Acquired Distinctiveness or Secondary Meaning	196
	3. Family of Trade Dress	197
	4. Historical Designs	198
CHAPTER 6	INFRINGEMENT OF TRADEMARK RIGHTS	199
6.01	Introduction	201
6.02	Federal Court Multifactor Tests	203
	CHAMPAGNE LOUIS ROEDERER, S.A. v. DELICATO VINEYARDS	204
6.03	Applying the Multi-Factor Test	205
	BEER NUTS, INC, v. CLOVER CLUB FOODS CO. [BEER NUTS I]	206
	BEER NUTS, INC. v. CLOVER CLUB FOODS CO. [BEER NUTS II]	208
	BEER NUTS, INC. v. CLOVER CLUB FOODS CO. [BEER NUTS III]	210
6.04	Similarity of Appearance, Sound or Connotation	212
	Appearance	212
	Sound	214
	Connotation	215
	APPLE COMPUTER, INC v. FORMULA INTERN. INC.	215
	Synonymous Marks	217
	MOBIL OIL CORP. v. PEGASUS PETROLEUM CORP.	217
	Foreign Terms	219

6.05	Marketing Environment	219
	CALIFORNIA FRUIT GROWERS EXCHANGE v. SUNKIST BAKING CO.	220
	IN RE MARTIN'S FAMOUS PASTRY SHOPPE, INC.	221
	Notes on Marketing Environment	223
	1. Generally	223
	2. Supermarkets and Department Stores	223
	3. The Internet	224
	4. Channels of Trade	224
	5. Degree of Purchaser Care	225
6.06	Similarity of Goods and Services	226
	DREAMWERKS PRODUCTION GROUP INC. v. SKG STUDIO, dba DreamWorks, SKG	226
	GOTO.COM, INC. v. THE WALT DISNEY COMPANY	229
	Notes on Similarity of Goods and Services	231
	1. Relationship of Goods and Services	231
	2. Natural Area of Expansion	233
	3. Strength and Famous Marks	234
	4. Family of Marks	235
	5. Trade Dress	236
	6. Weak Marks	238
	7. Third Party Uses	238
6.07	Ornamental Use of Trademarks	240
	BOSTON PROFESSIONAL HOCKEY ASS'N, INC. v. DALLAS CAP & EMBLEM MFG., INC.,	240
	Stacey L. Dogan and Mark A. Lemley, THE MERCHANDISING RIGHT: FRAGILE THEORY OR FAIT ACCOMPLI?	242
	Notes on Ornamental Use of Trademarks	248
6.08	Initial Interest Confusion	250
	GROTRIAN, HELFFERICH, SCHULZ, ETC. v. STEINWAY & SONS	250
	BROOKFIELD COMMUNICATIONS INC. v. WEST COAST ENTERTAINMENT CORP.	251
	PLAYBOY ENTERPRISES, INC. v. NETSCAPE COMMUNICATIONS CORPORATION	253
	Notes on Initial Interest Confusion	257
	1. Non-Competitive Products	258
	2. Commentators	258
6.09	Post-Sale Confusion	259
	FERRARI S.P.A. ESERCIZIO FABRICHE AUTOMOBILI E CORSE v. ROBERTS	259
	Notes on Post-Sale Confusion	261
6.10	Reverse Confusion	262
	BIG O TIRE DEALERS, INC. v. GOODYEAR TIRE & RUBBER	

	CO.	262
	Notes on Reverse Confusion	264
6.11	Actual Confusion	264
	BEACON MUTUAL INSURANCE COMPANY v. ONEBEACON INSURANCE GROUP	264
	Notes on Actual Confusion	267
6.12	Intent	268
	Pattishall, THE IMPACT OF INTENT IN TRADE IDENTITY CASES	268
	MY-T-FINE CORPORATION v. SAMUELS	269
	KEMP v. BUMBLE BEE SEAFOODS, INC.	270
	Notes on Intent	273
	1. Presumption of Infringement	273
	2. Proof of Intent	273
	3. Patent and Trademark Office	275
	4. Intent and Secondary Meaning	275
	5. Intent to Capitalize	276
	6. Intent and Initial Interest Confusion	277
	7. Intent and Progressive Encroachment	278
	8. Intent and Market Encroachment	278
6.13	Counterfeiting	279
	LOUIS VUITTON S.A. v. LEE	279
	Notes on Counterfeiting	284
	1. Generally	284
	2. Seizure Orders	285
	3. Limitations on Seizure Orders	286
	4. Wrongful Seizures	286
	5. Liability	287
	6. Criminal Counterfeiting	287
	7. Counterfeiting and Post-Sale Confusion	288
	8. U.S. Customs Service	289
6.14	Contributory Infringement	289
	PERFECT 10, INC. v. VISA INTERN. SERVICE ASS'N	289
	Notes on Contributory Infringement	292
6.15	Surveys and Experts	293
	THE SCOTCH WHISKEY ASS'N v. CONSOLIDATED DISTILLED PRODUCTS, INC.	294
	INDIANAPOLIS COLTS, INC. v. METROPOLITAN BALTIMORE FOOTBALL CLUB LIMITED PARTNERSHIP	296
	Notes on Surveys and Experts	299
	1. Surveys Generally	299
	2. Examples of Survey Formats	299
	a. Deceptive Designation Format	299
	b. Standard Eveready Format	300

	c. Genericness Format	300
	d. Mystery Shopper Format	301
	3. Survey Methodology	301
	4. Relevant Universe	302
	5. Bias	303
	6. Environment	303
	7. Agreed Survey Formats	303
	8. Secondary Meaning Surveys	304
	9. Deceptive Advertising Surveys	304
	10. Failure to Offer a Survey	304
	11. Sufficient Percentage of Respondents	305
	12. Other Experts	305
	13. Admissibility of Testimony	306
CHAPTER 7	DEFENSES AND LIMITATIONS	309
7.01	Introduction	311
	DEVELOPMENTS IN THE LAW — TRADE-MARKS AND UNFAIR COMPETITION	311
7.02	Laches and Acquiescence	312
	BLACK DIAMOND SPORTSWEAR, INC. v. BLACK DIAMOND EQUIPMENT, LTD.	312
	SUNAMERICA CORP. V. SUN LIFE ASSURANCE CO. OF CANADA	315
	Notes on Laches and Acquiescence	318
	1. Effect of Laches	318
	2. Elements of Laches	319
	Knowledge	320
	Inexcusable Delay	320
	Detrimental Reliance or Other Prejudice	323
	3. Effect of Bad Faith	324
	4. Effect of Delay on Preliminary Relief	325
	5. Acquiescence	325
7.03	Unclean Hands	326
	COCA-COLA CO. v. KOKE CO. OF AMERICA	326
	HÄAGEN-DAZS, INC. v. FRUSEN GLÄDJÉ LTD.	328
	Notes on Unclean Hands	329
7.04	Antitrust Violations	331
	Introduction	331
	Trademark Misuse	332
	License and Distribution Controls	334
	1. Exclusive Dealing	334
	2. Price Controls	336
	3. Tying Arrangements	338

	4. Territorial Restrictions	341
	Price Discrimination	343
	Remedies	343
7.05	Concurrent Rights	344
	Introduction	344
	UNITED DRUG CO. v. THEODORE RECTANUS CO.	345
	DAWN DONUT CO. v. HART'S FOOD STORES, INC.	348
	WEINER KING, INC. v. WIENER KING CORP.	351
	Notes on Concurrent Rights	353
	1. Generally	353
	2. Market Penetration	354
	3. Secondary Meaning and Ambulatory Clientele	354
	4. Concurrent Use and the Internet	355
	5. Areas of Natural Expansion	356
	6. Federal Registration and Nationwide Rights	356
	7. Federal Registration and Common Law Prior Use	357
	8. Concurrent Registrations	358
	9. Concurrent Use Agreements	358
7.06	Gray Market Goods	359
	Introduction	359
	A. BOURJOIS & CO. v. KATZEL	359
	PRESTONETTES, INC. v. COTY	360
	OSAWA & COMPANY v. B & H PHOTO	362
	LEVER BROTHERS COMPANY v. UNITED STATES	364
	Notes on Gray Market Goods	366
	1. Material Differences	366
	2. Free Riding and Protection of Goodwill	367
	3. The Tariff Act	368
	4. Bureau of Customs and Border Protection	369
	a. Customs' Regulations and the K Mart Decision	369
	b. The Federal Courts	369
	c. Customs and Material Differences	371
	5. State Law Provisions	371
	6. Involvement of the Trademark Owner	371
	7. The Copyright Act	372
7.07	Permitted Use	372
	Introduction	372
	CHAMPION SPARK PLUG CO. v. SANDERS	373
	SOCIETE COMPTOIR DE L'INDUSTRIE COTONNIERE ETABLISSEMENTS BOUSSAC v. ALEXANDER'S DEPARTMENT STORES, INC.	375
	COSMETICALLY SEALED INDUSTRIES, INC. v. CHESEBROUGH-POND'S USA CO.	376
	THE NEW KIDS ON THE BLOCK v. NEWS AMERICA	

	PUBLISHING, INC.	378
	KP PERMANENT MAKE-UP, INC. v. LASTING IMPRESSION, INC.	381
	Notes on Permitted Use	386
	1. Altered and Unauthorized Products	386
	a. Repaired, Reconditioned, and Modified Products	386
	b. Out of Date and Defective Products	388
	c. The Right to Inspect and Approve	388
	2. Comparative and Nominative Fair Use	389
	a. Comparative Marketing	389
	b. Nominative Fair Use	389
	c. Descriptive Fair Use	391
	d. Addition of House Marks	392
CHAPTER 8	UNFAIR COMPETITION LAW	395
8.01	Dilution and Domain Name Misuse	396
	Introduction	396
	SPORTY'S FARM L.L.C. v. SPORTSMAN'S MARKET, INC.	398
	MEAD DATA CENTRAL, INC. v. TOYOTA MOTOR SALES, U.S.A., INC.	402
	DEERE & COMPANY v. MTD PRODUCTS, INC.	405
	Notes on Dilution	407
	1. Federal Dilution Law	407
	a. Generally	407
	b. Actual or Likely Dilution	408
	c. Tarnishment	409
	d. What Is Famous	410
	e. Defendants' Mark and the Nature of Its Use	411
	f. Dilution of Trade Dress	412
	g. Dilution and Registration Proceedings	412
	h. Generic Use and Dilution	413
	i. Surveys and Dilution	413
	2. Internet Domain Names	414
	a. The Federal Dilution Statute	414
	1. Domain Names and Likelihood of Confusion	414
	2. Blurring and Tarnishing	415
	3. Internet Gripe Sites	416
	b. The Anticybersquatting Consumer Protection Act	418
	1. The Scope of Protection and Relief	418
	2. <i>In Rem</i> Jurisdiction	420
	3. Reverse Domain Name Hijacking	421
	c. ICANN'S Dispute Resolution Policy	422

	1. UDRP Procedures and Requirements	422
	2. Defenses in UDRP Proceedings	424
	3. Precedential Weight in Federal Court	424
	4. Celebrity Decisions	425
	5. Additional Top Level Domains	425
	3. State Dilution Law	426
	a. Generally	426
	b. State Law and Tarnishment	426
	c. Application to Competitors	427
	d. Distinctiveness and Fame	427
	e. Likelihood of Confusion and Dilution	428
	f. State Law Relief	428
	4. Restatement (Third) of Unfair Competition	429
8.02	Misrepresentation	429
	Introduction	429
	GILLIAM v. AMERICAN BROADCASTING COMPANIES, INC.	430
	FASHION BOUTIQUE OF SHORT HILLS, INC. v. FENDI USA, INC.	431
	VIDAL SASSOON, INC. v. BRISTOL-MYERS CO.	435
	TIME WARNER CABLE, INC. V. DIRECTV, INC.	438
	DASTAR CORP. V. TWENTIETH CENTURY FOX FILM CORP.	443
	Notes on Misrepresentation	449
	1. Generally	449
	2. The Broad Scope of § 43(a)	449
	a. Types of Misrepresentation	449
	b. Standing	450
	3. Misrepresentations on the Internet	451
	a. Metatags	451
	b. Keywords	453
	c. Linking	455
	d. Deep Linking	456
	e. Framing	457
	Notes on False and Misleading Advertising	457
	1. Comparative Use	457
	2. Disparagement	458
	3. Dissemination	459
	4. First Amendment Considerations	461
	5. Proof of False and Misleading Advertising	462
	a. Literally False Claims	462
	b. Literally True but Misleading Claims	463
	c. Literally False by Necessary Implication	463
	d. Materiality	464

	e. Market Research and Surveys	464
	f. Examples of False Advertising Decisions	465
	g. Standing	466
	h. National Advertising Division of the Better Business Bureau	467
	Notes on Passing Off	468
	1. Traditional Passing Off	468
	2. Reverse Passing Off	469
8.03	Misappropriation	471
	Introduction	471
	THE NATIONAL BASKETBALL ASSOCIATION v. MOTOROLA, INC.	471
	Notes on Misappropriation	474
8.04	Distinctive Advertising and Merchandising	477
	Introduction	477
	DECOSTA v. COLUMBIA BROADCASTING SYSTEM, INC.	477
	EVEREADY BATTERY COMPANY, INC. v. ADOLPH COORS COMPANY	479
	Notes on Distinctive Advertising and Merchandising	483
8.05	Right of Publicity	485
	Introduction	485
	WHITE v. SAMSUNG ELECTRONICS AMERICA, INC.	486
	WHITE v. SAMSUNG ELECTRONICS AMERICA, INC.	489
	Notes on Right of Publicity	493
	1. Generally	493
	2. The Zacchini Case	494
	3. First Amendment Concerns	495
	a. Dissemination of Information and Ideas	495
	b. The Information Need Not Have Great Significance	495
	c. Predominantly Commercial Use	495
	d. Transformative Use	496
	4. Incidental Commercial Use	497
	5. First Sale Doctrine	497
	6. Lanham Act	498
	7. Economic Loss	499
	8. Voice Misappropriation	499
	9. Transfer and Descendibility	499
	10. ICANN Proceedings	501
	11. Copyright Law	501

CHAPTER 9	FREEDOM OF SPEECH AND THE LAW OF TRADEMARKS AND UNFAIR COMPETITION	503
9.01	Introduction	503
9.02	General First Amendment Principles	504
9.03	Commercial Speech	505
	TRADEMARK: CHAMPION OF FREE SPEECH	506
	DALLAS COWBOYS CHEERLEADERS, INC., v. PUSSYCAT CINEMA, LTD.,	509
	Notes on <i>Dallas Cowboys</i>	510
	CLIFFS NOTES, INC., v. BANTAM DOUBLEDAY DELL PUBLISHING GROUP, INC.	511
	Notes on <i>Cliffs Notes</i>	515
	UNITED WE STAND AMERICA, INC., v. UNITED WE STAND AMERICA, NEW YORK, INC.	516
	Notes on <i>United We Stand America</i>	518
	MATTEL, INC., v. MCA RECORDS, INC.	518
	Notes on <i>Mattel v. MCA</i>	523
	PARKS v. LaFACE RECORDS	524
	Notes on <i>Parks v. LaFace Records</i>	531
	COCA-COLA CO. v. PURDY	531
	Notes on <i>Coca-Cola v. Purdy</i>	533
	LOUIS VUITTON MALLETTIER S.A., v. HAUTE DIGGITY DOG, LLC	534
	Notes on <i>Louis Vuitton</i>	539
9.04	Notes on Trademarks and Free Speech	540
	Trademarks and Artistic Speech	540
	Use of Trademarks to Criticize Commercial Practices	542
	Trademarks and Classic Parody	544
	Trademarks, Parody, and Political Speech	549
	Trademarks and Humor	551
CHAPTER 10	JURISDICTION AND REMEDIES	553
10.01	Jurisdiction	554
	Introduction	554
	COCA-COLA CO. v. STEWART	555
	JOHN WALKER AND SONS, LTD. v. DeMERT & DOUGHERTY, INC.	557
	Notes on Jurisdiction	559
	1. Subject Matter Jurisdiction	559
	a. Extraterritorial Jurisdiction	559
	b. Relief for a Foreign Party in the United States	561
	c. Pendent Jurisdiction	561

	d. Declaratory Judgment	562
	e. ITU Applicants and Intrastate Users	562
	f. Sovereign Immunity	563
	2. Personal Jurisdiction	564
	a. Generally	564
	b. Foreign Defendants	566
	c. On-Line Activities and Personal Jurisdiction	567
	d. Domain Name <i>In Rem</i> Jurisdiction	569
	3. Venue	569
	4. Standing	570
10.02	Remedies	572
	Introduction	572
	Injunctive Relief	573
	PERFECT FIT INDUSTRIES, INC. v. ACME QUILTING CO., INC.	573
	MERIDIAN MUTUAL INSURANCE v. MERIDIAN INSURANCE GROUP, INC.	574
	Notes on Injunctive Relief	578
	1. Types of Injunctions	578
	2. Contempt	578
	3. Voluntary Discontinuance	579
	4. Modification	580
	5. Disclaimers	580
	a. Generally	580
	b. Disclaimers and Initial Interest Confusion	581
	6. Preliminary Injunctions	582
	Monetary Relief	582
	1. Damages	583
	ALADDIN MFG. CO. v. MANTLE LAMP CO.	583
	BIG O TIRE DEALERS, INC. v. GOODYEAR TIRE & RUBBER COMPANY	584
	2. Profits	587
	HAMILTON-BROWN SHOE CO. v. WOLF BROTHERS & CO.	587
	ALPO PETFOODS, INC. v. RALSTON PURINA COMPANY	588
	3. Attorneys' Fees	591
	INTERNATIONAL STAR CLASS YACHT RACING ASSOCIATION v. TOMMY HILFIGER, U.S.A., INC.	591
	Notes on Monetary Relief	594
	1. Damages	594
	a. Actual Damages	594
	b. Actual Confusion	594
	c. Intent	594
	2. Equitable Doctrines	595

3. Plaintiff's Lost Profits	595
4. Corrective Advertising	596
5. Reasonable Royalty	597
6. Other Damages	597
7. Enhanced and Punitive Damages	597
8. Counterfeiting Damages	599
9. Cybersquatting Damages	600
10. Defendant's Profits	600
a. Willfulness and Bad Faith	600
b. Actual Confusion	602
c. Deductions	602
11. Attorneys' Fees	603
a. Exceptional Cases	603
b. Circumstances Other than Bad Faith	604
c. Non-Lanham Act Awards	604
d. Prevailing Defendants	604
12. Insurance Coverage	605
CHAPTER 11 OTHER GOVERNMENTAL REGULATION	607
11.01 The Federal Trade Commission	608
Introduction	608
Organization and Procedures	610
1. Membership and Staff	610
2. Investigatory Powers	611
3. Nonadjudicative Authority and Functions	611
a. Industry Guides	611
b. Trade Regulation Rules	612
c. Advisory Opinions	613
4. Adjudicative Procedures	613
Constitutionality	614
1. Introduction: The History of Commercial Speech Protection under the First Amendment	614
MAINSTREAM MARKETING SERVICES, INC. v. FEDERAL TRADE COMMISSION	615
a. Governmental Interests	617
ANDREWS MORTUARY, INC. v. FEDERAL TRADE COMMISSION	622
b. Reasonable Fit	618
1. Effectiveness	618
2. Narrow Tailoring	621
2. Notes on Constitutionality	624
Tests of Deceptiveness	626
1. Introduction	626

	FTC v. COLGATE-PALMOLIVE CO.	627
	KRAFT v. FEDERAL TRADE COMMISSION	633
	FEDERAL TRADE COMMISSION v. QT, INC., et al.	637
	2. Notes on Deceptiveness	639
	a. Reasonable or Gullible Consumer	639
	b. Materiality	640
	c. Other Defenses	641
	d. Deceptive Initial Offers	642
	e. Other Deceptive Acts and Practices	642
	f. Nutrition Claims	644
	g. The Internet and E-Commerce	645
	3. Privacy	646
	a. Children's Privacy	646
	b. Telemarketing	647
	c. Spam	647
	Tests of Unfairness	649
	1. Introduction	649
	ORKIN EXTERMINATING CO. v. FEDERAL TRADE COMMISSION	649
	2. Notes on Tests of Unfairness	652
	Remedies	654
	1. Introduction	654
	a. Administrative Remedies	654
	b. Remedies in the Federal Courts	654
	WARNER-LAMBERT CO. v. FEDERAL TRADE COMMISSION	655
	FEDERAL TRADE COMMISSION v. FIGGIE INTERNATIONAL, INC.	659
	Notes on Remedies	662
	1. Who Is Subject to an FTC Order	663
	2. Appellate Review of FTC Orders	663
	3. Orders Cannot Be Punitive	664
	4. No Private Cause of Action	665
11.02	Food, Drug and Cosmetic Act	665
	Generally	665
	Misbranding and Trademark Approval	666
	Nutritional Labeling	668
	Enforcement Guidelines	669
	Exported Drugs	669
	Remedies	669
	1. Private Actions	671
	2. Related State Actions	672
11.03	The Fair Packaging and Labeling Act	672
11.04	The Consumer Product Safety Act	673

11.05	State and Municipal Regulation	675
	State Regulation Generally	675
	1. State Law Unfair and Deceptive Trade Practices	678
	2. Private Actions	680
	3. Municipal Regulation	682
	Appendix-the Lanham Act	App-1
	Table of Cases	TC-1
	Index	I-1