

Street Law

IP Classroom Session (55 minutes)

Resources:

- 4-5 volunteers for class size of 25-30 students
- Buzzers
- Slides for trademark jeopardy
- Raffle tickets (to incentivize participation)

1. Brief Introduction (5 minutes)

- LEAD: [Name]
- All volunteers should introduce themselves, what they studied in college, and what their current role at [Company] is.
- Explain raffle tickets
 - Students you write name on back of raffle tickets and give to volunteers after the session.
 - If we can't read the name, you can't win a prize!

2. Icebreaker: Trademark Jeopardy (10 minutes)

- LEAD: [Name]
- SCOREKEEPER: [Name]
- Use StreetLaw_Classroom_Jeopardy
- Divide the classroom into [X] groups and pass out buzzers
- Winning team should receive raffle tickets! Answers to Jeopardy questions:

Colors	Logos	Slogans

3. What are IP rights? (5 minutes)

- LEAD: [Name]

- What are IP rights? - IP rights are rights that you have to creations of your mind.
- Patents - Patents protect inventions. Inventions might be practical, like technology in your phone, or they might be fun, like toilet aquariums (US5983411)!
- Trade Secrets - Something that a company keeps secret.
- Copyrights - Copyrights protect a creative and fixed expression. For example, a story on a piece of paper, a song or movie downloaded from a video streaming website or a poster that you see on the wall.
- Trademarks - Trademarks help consumers to understand what company is the source of the product. They help consumers know what to expect. For example, you know what you will be getting when you purchase a [branded thing 1] versus a [branded thing 2].
- Let's look at some examples of why someone might be upset if you didn't respect their rights.

4. Where is the IP? (15 min)

- **LEAD:** [Name]
- Students will be divided into small groups and given a DVD and a pack of tissues to inspect.
- Students will have 10 minutes to make a list of things associated with the DVD and tissues that are protected under IP rights. Examples for the DVD include:
 - Patents: video formats, material of the DVD
 - Trade Secrets: manufacturing processes, animation process
 - Copyrights: actual movie, songs, artwork
 - Trademarks: name of studio, name of tissues
- Group listing the most number of things gets a raffle ticket.

5. Activity: Trademark Infringement Hypothetical (15 mins)

- **LEAD:** [Name]
- Cold Coffee Fans is suing rival Coffee Lovers for trademark infringement. Cold Coffee Fans sells a cold chocolate and banana coffee drink called Electrify. Coffee Lovers sells a cold chocolate and banana coffee drink known as Electricity.

- Ask students to brainstorm in small groups what the outcome of the case should be. Each volunteer should find a group (or two) to work with. **Make sure you ask for arguments on both sides for the below discussion topics:**
 - Why would Cold Coffee Fans be mad?
 - Do you think consumers are confused about who sells Electricity?
 - Will Cold Coffee Fans lose business? What if the two stores are one block away from each other?
 - What if Electricity doesn't taste as good as Electrify? What if Coffee Lovers has a reputation of being dirty?
 - Is Coffee Lovers trying to take advantage of the strong brand that Cold Coffee Fans has built?
- Have volunteers pretend to present the case in front the class
- Recap with the full group
 - Go over above discussion points and ask for students to share what they talked about
 - Emphasize that lawyers do this type of thinking every day

6. Introduction to Workshop Activity & Questions (5 mins)

- Activity: Review Madelynn v. Dada hypothetical
 - **LEAD: [Name]**
 - Introduce *Madelynn v. Dada* hypothetical and roles that students will play
 - Read the hypothetical
 - Remind the students that they will be awarded tickets based on creativity of the solutions they come up with. Lawsuit settlements are not just about money!