Fall 2014
ADVERTISING LAW

Course Number: PROP 7018        Call Number: 000017

Professor: Krafte
Credits: 3 Classroom
Primary Basis for the Grade: Tentatively Short Paper and Exam; Letter Grade
Prerequisites: None

Enrollment: Open
Meets Seminar Requirement? No
Meets Writing Requirement? No
Meets Client Counseling Requirement? No

Meeting Times: M & W 4:40pm to 6:05pm
Location: 302

COURSE DESCRIPTION:
This class explores copyright, trademark, right of publicity, and other intellectual property issues, as well as defamation and product disparagement issues surrounding the creative world of advertising. Topics will include logos; products and their packaging; the use of images in advertising; celebrity sponsorships; false advertising, comparative advertising; contests and lotteries; internet advertising; government regulation of "unfair" trade practices; children's advertising; and the relationship between First Amendment concerns and commercial speech.