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.

Last updated: 3-25-16  no