

**Trademark Law**  
**University of Florida Levin College of Law**  
**Fall 2025 | LAW 6576 | 3 Credits**

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Office Hours: Monday/Wednesday 2:00–3:00

**MEETING TIME:** Monday/Wednesday 10:35–12:00

**LOCATION:** Holland 285B

**COURSE DESCRIPTION AND OBJECTIVES**

Welcome to Trademark Law! In this course, we will discuss the law and policy of trademarks, unfair competition, and related topics. The course will begin by covering key concepts underlying the protection of trademarks and the basic requirements of a protectable mark. We will then cover topics such as use, registration, and loss of trademarks; enforcement of trademark rights and defenses to infringement; unfair competition; and remedies.

**STUDENT LEARNING OUTCOMES**

At the end of this course, students should be able to:

- Understand the policy underlying state and federal trademark and unfair competition law;
- Understand the connections between trademarks and various forms of unfair competition; and
- Apply the law and policy of trademark and unfair competition law to novel factual scenarios.

**REQUIRED READING MATERIALS**

The required text for this course is *Trademark and Unfair Competition Law: Cases and Materials* (7th ed. 2022) by Ginsburg, Litman, and Kevlin, together with its 2025 Cumulative Supplement, available at <https://cap-press.com/pdf/GinsburgTrademarkUnfairCompLaw7e2025SuppWM.pdf>. Please be sure to register for the Canvas course and have any required materials with you in print or easily accessible electronic form in class. You are responsible for checking your Canvas page and the email connected to the page on a regular basis for any class announcements or adjustments.

**COURSE EXPECTATIONS AND GRADING EVALUATION**

Attendance, preparation, and participation are vital not only to your own understanding of the material but to your classmates' as well. The class will be divided into groups, with each group on call for a designated class on a rotating basis. Although you are expected to have completed the reading for each class, it is particularly important that you are prepared when your group is on call. I encourage you to volunteer even when your group is not on call.

Students will be evaluated based upon class participation and a final exam. The final exam is worth 80% of your grade. The remaining 20% of your grade is based on class participation. Factors that influence your participation grade include preparedness when called upon, willingness to volunteer in class discussions, attendance, and activity in class exercises.

## **CLASS ATTENDANCE POLICY**

Regular attendance is required. If you will be absent from class, or unprepared on a day that your group is on call, please email me in advance to let me know. You will have two free passes over the course of the semester; after that, absence or lack of preparation will negatively affect your participation grade. Viewing class recordings later does not count as attendance. A student who fails to meet the attendance requirement will be dropped from the course. The law school's policy on attendance can be found [here](#).

## **UF LEVIN COLLEGE OF LAW STANDARD SYLLABUS POLICIES**

Other information about UF Levin College of Law policies, including compliance with the UF Honor Code, Grading, Accommodations, Class Recordings, and Course Evaluations can be found at [this link](#).

## **ABA OUT-OF-CLASS HOURS REQUIREMENTS**

ABA Standard 310 requires that students devote 120 minutes to out-of-class preparation for every “classroom hour” of in-class instruction. Each week's classes run a total of approximately 3 hours, requiring at least **6 hours of preparation** outside of class including reading the assigned materials, preparing for class, and preparing for the exam.

## **COURSE SCHEDULE OF TOPICS AND ASSIGNMENTS**

Reading will generally be assigned on a weekly basis. The assignments will be posted on Canvas. For the first two weeks of class, we will cover concepts of trademark and unfair competition law, the subject matter of trademark protection, and the issue of distinctiveness. Please follow the directions in the Supplement as to material in the casebook that should be replaced with material from the Supplement. The reading assignments are:

- 8/18: Introduction; Concepts
  - o pp. 3–32; Supplement p. 1
- 8/20: Concepts; Trademark Policy
  - o pp. 32–64; Supp. pp. 1–12
- 8/25: Subject Matter of Trademark Protection
  - o pp. 65–93; Supp. pp. 13–20
- 8/27: Subject Matter of Trademark Protection (cont.); Distinctiveness
  - o pp. 93–123; Supp. pp. 20–22