

BUSINESS LAW

TRADEMARK INFRINGEMENT

STARBUCKS vs SAMBUCKS

Students learn about a trademark infringement dispute related to the Starbucks vs. Sambucks

A Digital Activity

Attaches easily to any learning management system!

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

A NO PREP LESSON!

STARBUCKS vs SAMBUCKS

- ✓ Students EXPLORE the facts of the case.
- ✓ Students EVALUATE the facts
- ✓ Students ASSESS relevance
- ✓ Students give their opinion.
- ✓ What was the outcome of the case?
- ✓ What is a cease-and-desist letter and who else has Starbucks sent one

**Always leads to
GREAT class discussions!**



**Great for a Sub Day or Remote Learning
Just send to Google Classroom!**



VS



The Starbucks Vs Sambuck's Trademark infringement lawsuit is one that got a ton of attention!

[CLICK HERE](#) to access information about the case
If that link fails.....[Click here](#) for info

<p>Explore the Facts Why did she... Sambuck's? Was it compa... size of the sto... Why was Star... Respond in co... ate sentences→</p>	
<p>Evaluate the Facts List 6 facts about this case that are a benefit to STARBUCKS</p>	
<p>Assess Relevance List 5 facts that are good defense for Sambuck's Coffee</p>	
<p>Give YOUR Opinion What should happen? What is your opinion on the case? Should Sambuck's change their name?</p>	

PREVIEW

NO PREP!

**Also, Great for a
Sub Day**

Or

Remote Learning

**Engage, Explore, Analyze,
Discover!
Prompts critical thinking!**

UPDATE
What was the outcome of the case?
Explain the outcome using complete sentences.

PREVIEW

Search and RE-search
Starbucks has had more Trademark Infringement cases than most companies. Search for another case where Starbucks sent a cease-and-desist letter to protect their brand. Give a briefing on the case.

Teacher Testimonials



My students **enjoyed** using this as a supplement in my Intellectual Property unit. Any time students can make real world connections, the deeper students will understand the teaching material. **Great resource!**



We all loved this! It brought about a lot of discussion about which side was "right". Most students could see both sides. This was **perfect** in our business law section of Entrepreneurship. I loved that the students could relate with it being a popular coffee shop they all knew.



This was a **great resource**. This resulted in **great class discussion!**



Lesson was **very engaging** and I **love** students had to use their critical thinking skills. **Great lesson.**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

