

Trademarks & Copyright

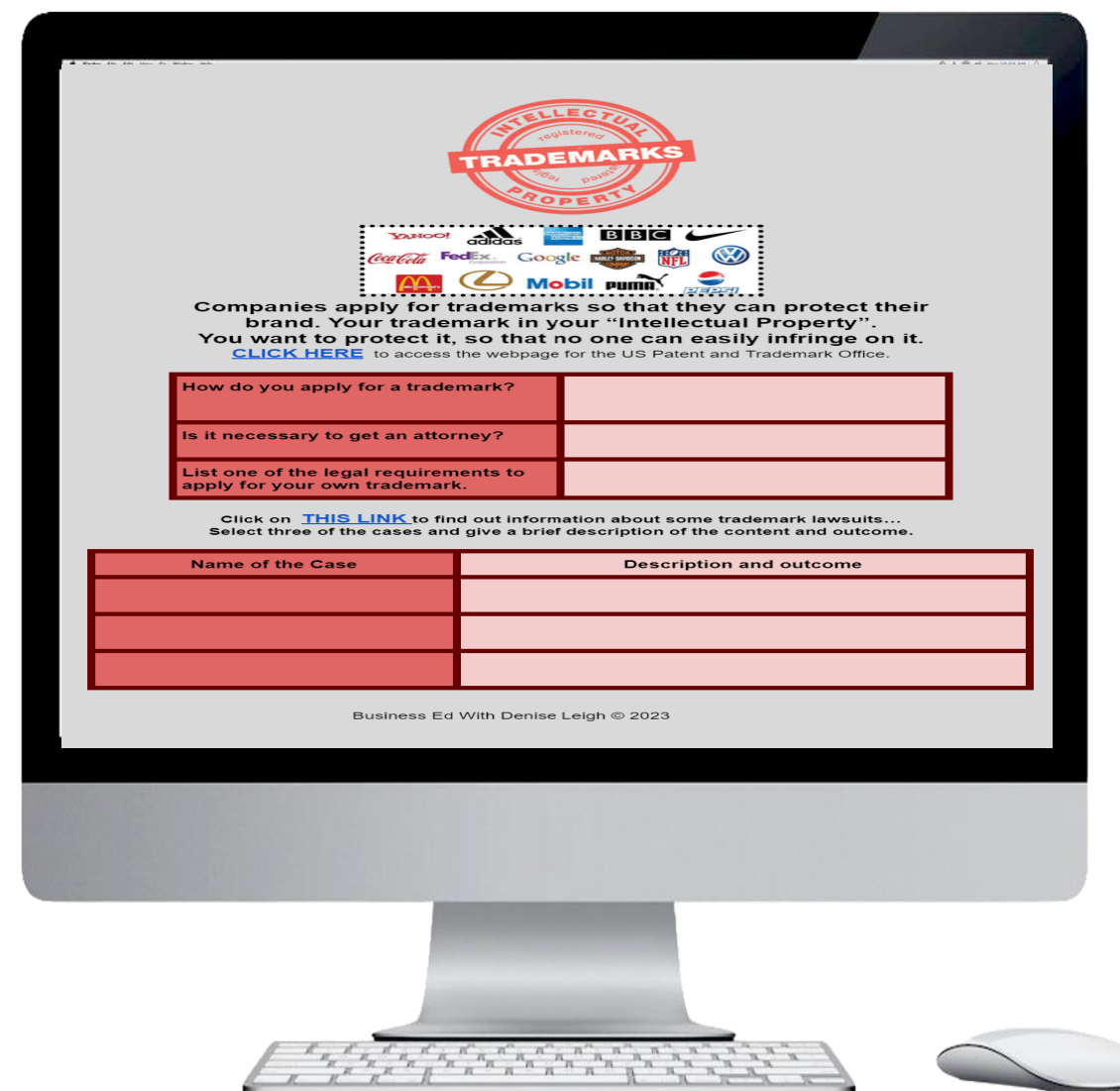
Business Law Digital Activity

Students learn about
TRADEMARKS and
COPYRIGHT and
intellectual property

Great for a Remote
Learning Day
or a Sub Day!

Attaches easily to any
learning management
system!

NO PREP!
SAVES YOU TIME!



BUSINESS EDUCATION WITH *Denise Leigh*

A NO PREP LESSON!

TRADEMARKS & COPYRIGHT

- ✓ Why do companies apply for a trademark?
- ✓ How do they apply for a trademark?
- ✓ What does a trademark protect?
- ✓ Analysis of Trademark vs Copyright
- ✓ Trademark lawsuit case studies!
- ✓ A WebQuest on Starbucks trademark infringement cases





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

Great for Business Law, Intro to Law, Intro to Business, and Entrepreneurship class

NO PREP! Great for a Sub Day
OR Remote Learning!

A Digital Activity that sends
flawlessly to any LMS





Companies apply for trademarks so that they can protect their brand. Your trademark in your "Intellectual Property". You want to protect it, so that no one can easily infringe on it. [CLICK HERE](#) to access the webpage for the US Patent and Trademark Office.

How do you apply for a trademark?

Is it necessary to get an attorney?

List one of the legal requirements to apply for your own trademark.

Click on [THIS LINK](#) to find out information about some trademark lawsuits... Select three of the cases and give a brief description of the content and outcome.

Name of the Case	Description and outcome

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Compare and Contrast

The difference between **COPYRIGHT** and **TRADEMARK**

Both offer "intellectual property" protection. Copyright is geared toward literary and artistic works. Trademark protects items that help define a company brand, such as its logo.

Review the intellectual property below.....place a "C" or "T" to decide if Copyright or Trademark would be most appropriate.

Intellectual Property	Protection
McDonald's Golden Arches	
Lyrics to a song	
Recipe for ketchup	
The Nike Swoosh	
Words to a poem	
Photographs in a book	
A video	
A melody to a song	

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WebQuest



Starbucks is a company that has several trademark infringement lawsuits. Some cases are still open today! A trademark infringement lawsuit is when someone copies a brand for economic gain. The courts must decide if there is an infringement. If the trademarked logo or name is DIFFERENT enough ...there is no case. Explore on the web to find a trademark infringement case dealing with Starbucks and give a briefing of the case....

Starbucks Trademark Infringement Lawsuits

What trademarks might you find in YOUR home? Visit the various areas and list at least three for each location...

Kitchen food pantry	
Bathroom cupboard or under your sink in the bathroom.	
Your clothes closet or drawers	

Teacher Testimonials



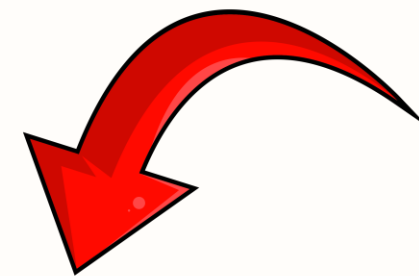
All of Denise's activities are great supplements and helps reinforce the daily lessons. Easy to use and it limits notetaking.



I used this in my Business Law Class. It was **very engaging** and students were able to relate to it. **Great lesson.**



This is a great resource. I'm trying to move away from lecture-based and teacher-centered instruction. This can be challenging for classes such as Business Law. This activity was **truly student-centered** as it had students researching and working independently as they learned about trademark law. I facilitated a discussion after students completed the assignment. I'll be purchasing other hyperdocs and resources from this seller in the future.



THIS!!!

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.

