Trademark Infringement

Jellyroll Band vs. Jelly Roll

A Trademark Dispute Lesson

A Digital Activity that sends easily to any LMS

Great class discussions

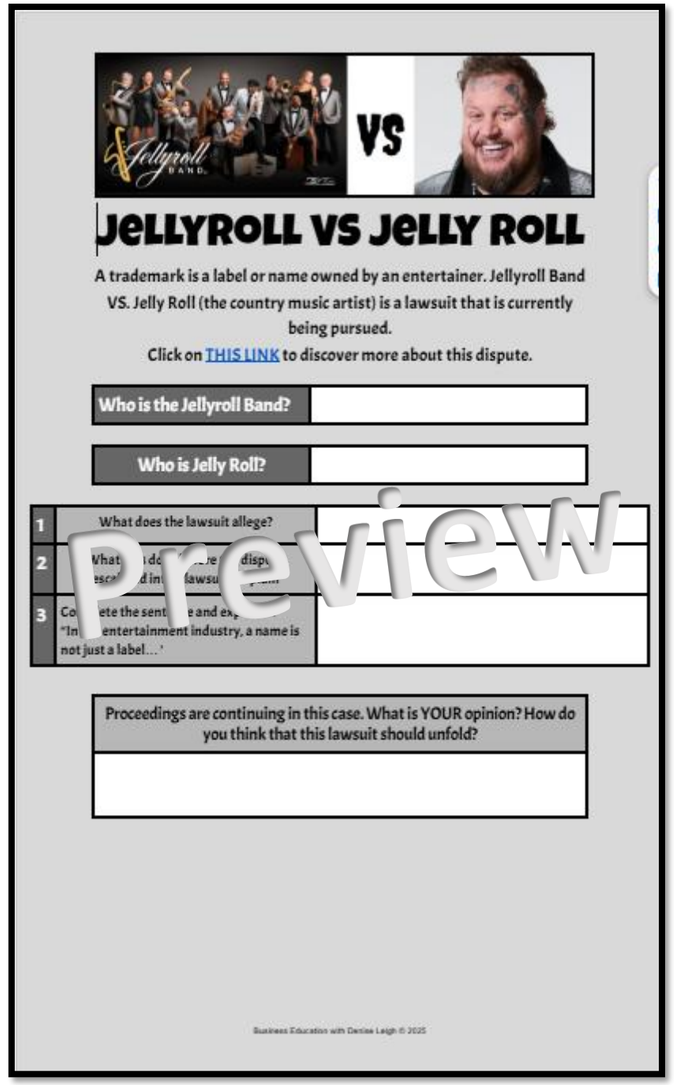
Teacher's Key Included

NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*

A NO PREP Lesson

- The legal dispute between JellyRoll Band and the solo artist Jelly Roll regarding trademark ownership is explained.
- Students research who both parties are.
- Students analyze the lawsuit, what it alleges and what actions were taken before it escalated.
- Explains the significance of a name in the entertainment industry beyond just a label.
- Student give their opinions on the lawsuit.



Teaching Duration: 30 minutes + Class Discussion

A Lesson from the 3rd SEM Unit - External Factors

Sports & Entertainment Marketing

FULL SEMESTER COURSE

A FULL Semester Course aligned with the National Business Education Association's (NBEA) Standards

Includes a Lesson Library to make the activities Easy-to-Find

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh

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.