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THE LAW OF
INTELLECTUAL
PROPERTY

*Third
Edition*



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Law & Business

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The Law of
**INTELLECTUAL
PROPERTY**

Third Edition

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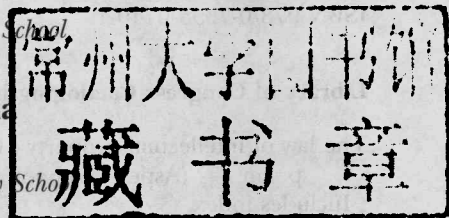
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PREFACE

Traditionally, intellectual property law has primarily comprised three substantive areas: trademarks, copyrights, and patents, while also including various state law doctrines such as trade secrets, rights of publicity, and rights in ideas. Although these individual areas of the law have always been important to our legal and commercial systems, recent economic and technological developments have increased the relevance, breadth, and complexity of these IP regimes. With these developments in mind, this book is designed to expose students to the intricacies of IP's specialized applications and theoretical perspectives in the context of fundamental principles. Accordingly, the third edition of *The Law of Intellectual Property* continues the mission of the first two, concentrating on the traditional areas of IP (with new cases and Comments and some minor reorganization) and presenting them in a doctrinally straightforward and accessible way. We do not mean to suggest that there is no room in our book for intellectual property theory, policy, cutting edge technologies, and substantive issues related to cyberlaw and international aspects of IP. All are present, but they are integrated into principal cases, comments, and problems that focus on the fundamentals.

We believe, first, that preparation for advanced courses begins with a foundation that integrates an introduction of the novel applications into the traditional analytic structure and, second, that detailed analysis of those applications belongs in a specialized course. Thus, our book is designed for a survey course and for those who wish to acquire a broad-based understanding of the fundamentals of intellectual property. This structure also allows students with particular occupational or intellectual interests to use the foundation as a springboard to specialized courses in, for instance, patents, for the technically inclined; copyrights, for those interested in entertainment law or publishing; or trademarks, for those interested in corporate marketing strategies.

Our integrated approach also is illustrated by our incorporation of statutory material into the text. Each case or set of cases in our book is preceded by reference to applicable statutory provisions, tailored to the specific issues raised in the cases. Each set of

substantive law chapters is followed by the relevant statutes, eliminating the need for students to buy a separate statutory supplement and increasing the likelihood that students will read the relevant statutes. Each case is also preceded by a description of the issues to be discussed in the case. As a result of these two design characteristics, students know what rules apply and what they need to know to understand the cases. This structure allows the statutes and case to work together to great pedagogic advantage.

Three other design elements promote learning of the broad foundations of intellectual property law. The first is a series of perspective notes. These are short explorations of intriguing (1) policy perspectives that highlight the goals of the law and help the student understand why the law is the way it is; (2) comparative perspectives that illustrate alternative approaches taken by different countries to suggest different ways in which the balance between exclusive rights and public access may be struck; (3) historical perspectives that place a particular IP doctrine in historical context; and (4) counseling perspectives relating to items an IP attorney may want to consider in counseling clients on a particular issue. The second design element consists of comments following each case that discuss the issues raised in the case, place those issues in the larger context of intellectual property law, and elaborate on how the rules are applied in other contexts. Third, the book uses problems based on actual cases to which citation is provided. These problems are intended to test the application of rules to the issues presented in the principal cases. These elements are combined with cases selected and edited so as to be as accessible to students as possible. We have chosen cases with facts students can relate to and, we hope, will find interesting. While this has been a constant focus in our selection of cases in all substantive areas, nowhere is it more important than in the patent law chapters, where we carefully considered the ability of students to understand the innovations discussed in the cases.

The result is a book that is comprehensive and accessible to both students and teachers. It will be appealing to teachers and students who prefer a theory-based approach, a straightforward case method approach, a problem-based approach, or a combination thereof.

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The Law of
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PROPERTY**

SUMMARY OF CONTENTS

<i>Contents</i>	<i>ix</i>
<i>Preface</i>	<i>xxi</i>
<i>Acknowledgments</i>	<i>xxiii</i>
Chapter 1. Introduction	1
Chapter 2. Acquiring Patent Rights	19
Chapter 3. Enforcing Patent Rights	211
Chapter 4. Defenses to Patent Infringement	267
Chapter 5. Remedies for Patent Infringement	329
Patent Statutes	365
Chapter 6. Acquiring Copyrights	367
Chapter 7. Enforcing Copyrights	487
Chapter 8. Defenses to Copyright Infringement	601
Chapter 9. Remedies for Copyright Infringement	683
Copyright Statutes	735
Chapter 10. Acquiring Trademark Rights	769
Chapter 11. Rights of Trademark Owners	943
Chapter 12. Trademark Defenses	1071
Chapter 13. Trademark Remedies	1167
Trademark Statutes	1197
Chapter 14. Trade Secrets	1215
Uniform Trade Secrets Act	1259
<i>Table of Cases</i>	<i>1261</i>
<i>Index</i>	<i>1283</i>

CONTENTS

<i>Preface</i>	xxi
<i>Acknowledgments</i>	xxiii

CHAPTER 1 Introduction

	1
A. Intellectual Property Regimes	2
1. Patent Law	2
<i>Matt Richtel, Edison . . . Wasn't He the Guy Who Invented Everything?</i>	3
2. Copyright Law	5
<i>Tom Zeller, Link by Link; the Imps of File Sharing May Lose in Court, but They Are Winning in the Marketplace</i>	6
3. Trademark Law	7
<i>Michael Wilson, Chinatown Stores Raided in Counterfeit-Goods Sweep</i>	8
<i>Omega, S.A. v. S & N Jewelry Inc.</i>	9
4. Copyright and Patent Law's Common Foundation	12
5. Trade Secret Law	15
B. The Structure of This Book	16

CHAPTER 2 Acquiring Patent Rights

	19
Introduction	19
A. Claiming and Disclosing the Invention	25
1. Claim Interpretation	25
<i>Phillips v. AWH Corp.</i>	26
Comments	39
2. Enablement	42
<i>O'Reilly v. Morse</i>	42
Comments	46
<i>Automotive Technicians Int'l, Inc. v. BMW of North America, Inc.</i>	52
Comments	58
3. Written Description	62
<i>Ariad Pharm., Inc. v. Eli Lilly & Co.</i>	62
Comments	69

4. Definiteness	73
<i>Datamize L.L.C. v. Plumtree Software, Inc.</i>	73
Comments	78
B. Statutory Subject Matter and Utility	83
1. Statutory Subject Matter	83
<i>Diamond v. Chakrabarty</i>	84
Comments	93
<i>Bilski v. Kappos</i>	98
Comments	109
2. Utility	119
<i>Brenner v. Manson</i>	120
Comments	124
C. Novelty and Priority	126
1. Proving Date of Invention	126
Problem	128
2. "Known or Used"	128
<i>Rosaire v. Baroid Sales Div.</i>	128
Comments	131
3. Priority	134
<i>Griffith v. Kanamaru</i>	135
<i>Fujikawa v. Wattanasin</i>	139
Comments	147
D. NonObviousness	148
1. The <i>Graham</i> Test	149
<i>Graham v. John Deere Co.</i>	149
Comments	156
2. Determining Obviousness (or Not)	159
<i>KSR Int'l v. Teleflex, Inc.</i>	159
Comments	172
E. Statutory Bars	181
1. On-Sale Bar	182
<i>Space Sys./Loral, Inc. v. Lockheed Martin Corp.</i>	182
Comments	185
2. Public-Use Bar	189
<i>Egbert v. Lippmann</i>	189
Comments	191
Problem	194
3. Experimental Use	194
<i>Lough v. Brunswick Corp.</i>	194
Comments	199
Problem	201
4. "Printed Publication"	201
<i>In re Klopfenstein</i>	202
Comments	207

CHAPTER 3**Enforcing Patent Rights 211**

Introduction	211
A. Literal Infringement	215
<i>Larami Corp. v. Amron</i>	215
Comments	218
B. Doctrine of Equivalents	220
<i>Graver Tank v. Linde Air Prods. Co.</i>	221
<i>Warner-Jenkinson Co., Inc. v. Hilton Davis Chem., Inc.</i>	226
Comments	232
C. Limitations on the Doctrine of Equivalents and Claim Scope	236
1. Prosecution History Estoppel	236
<i>Festo Corp. v. Shoketsu Kinzoku Kogyo Kabushiki Co., Ltd.</i>	237
Comments	243
2. Public-Dedication Rule	248
<i>Johnson & Johnston Assocs., Inc. v. R.E. Serv. Co., Inc.</i>	248
Comments	254
3. All-Limitations Rule	255
D. Indirect Infringement	257
<i>Lucent Techs., Inc. v. Gateway, Inc.</i>	258
Comments	262

CHAPTER 4**Defenses to Patent Infringement 267**

Introduction	267
A. The Scope of Patent Exhaustion and the Repair/Reconstruction Doctrine	267
<i>Jazz Photo Corp. v. Int'l Trade Comm'n</i>	268
Comments	277
B. The Use (and Misuse) of Contracts in Patent Law	278
1. Patent Misuse	279
<i>Morton Salt Co. v. G.S. Suppiger Co.</i>	279
Comments	281
2. Field-of-Use Restrictions	283
<i>Mallinckrodt v. Medipart</i>	283
<i>Quanta Computer, Inc. v. LG Elecs., Inc.</i>	289
Comments	297
C. Antitrust	303
<i>Nobelpharma AB v. Implant Innovations, Inc.</i>	304
Comments	312
D. Inequitable Conduct	319
<i>Agfa Corp. v. Creo Prods. Inc.</i>	319
Comments	325

CHAPTER 5	
Remedies for Patent Infringement	329
Introduction	329
A. Money Damages	329
1. Lost Profits	329
<i>Micro Chem., Inc. v. Lextron, Inc.</i>	330
Comments	333
2. Reasonable Royalty	335
<i>Lucent Techs., Inc. v. Gateway, Inc.</i>	335
Comments	348
B. Equitable Relief	349
<i>Amazon.com, Inc. v. Barnesandnoble.com, Inc.</i>	350
Comments	355
<i>eBay Inc. v. MercExchange, L.L.C.</i>	356
Comments	360
Patent Statutes	365
CHAPTER 6	
Acquiring Copyrights	367
Introduction	367
A. Requirements for Copyright Protection	371
1. Originality and Authorship	371
<i>Bleistein v. Donaldson Lithographing Co.</i>	371
Comments	374
Problem	376
<i>Feist Publ'ns, Inc. v. Rural Tel. Serv. Co.</i>	377
Comments	386
Problem	388
<i>Meshwerks, Inc. v. Toyota Motor Sales U.S.A., Inc.</i>	389
Comments	397
2. Fixation	398
<i>Williams Elecs., Inc. v. Artic Int'l, Inc.</i>	400
Comments	403
3. Expression	405
<i>Baker v. Selden</i>	405
Comments	409
<i>Nash v. CBS, Inc.</i>	410
Comments	416
Problem	418
B. Limitations on Copyrightability	418
<i>CCC Info. Servs., Inc. v. Maclean Hunter Mkt. Reports, Inc.</i>	419
Comments	425
C. Classifying Copyrightable Works	428
1. Distinguishing the Work of Authorship from the Copy	428

2. The Statutory Categories	429
a. Pictorial, Graphic, and Sculptural Works	429
<i>Brandir Int'l, Inc. v. Cascade Pac. Lumber Co.</i>	430
Comments	437
Problem	439
b. Derivative Works	439
<i>Schrock v. Learning Curve Int'l, Inc.</i>	440
Comments	446
D. Formalities	449
1. Notice	451
2. Registration and Deposit	453
3. Publication	454
<i>Estate of Martin Luther King, Jr. v. CBS, Inc.</i>	454
Comments	458
Problem	460
E. Ownership	461
1. Collaboration and Joint Works	462
<i>Aalmuhammed v. Lee</i>	462
Comments	468
Problem	470
2. Works Made for Hire	470
<i>Cnty. for Creative Non-Violence v. Reid</i>	470
Comments	479
3. Duration, Renewal, Transfers, and Termination	481
CHAPTER 7	
Enforcing Copyrights	487
A. Direct Infringement	488
1. Copying or Independent Creation?	489
<i>Three Boys Music Corp. v. Bolton</i>	490
Comments	495
2. Infringing Copying—Misappropriation	499
<i>Tufenkian Imp./Exp. Ventures, Inc. v. Einstein Moomjy, Inc.</i>	499
Comments	507
<i>Funky Films, Inc. v. Time Warner Entm't Co.</i>	509
Comments	516
3. The Right to Prepare Derivative Works	518
<i>Micro Star v. FormGen, Inc.</i>	519
Comments	523
Problem	526
4. The Right to Distribute Copies of the Work	526
<i>London-Sire Records, Inc. v. Doe 1</i>	526
Comments	538
Problem	541
5. The Public Display and Public Performance Rights	541
<i>Columbia Pictures Indus. v. Redd Horne, Inc.</i>	542

	<i>The Cartoon Network LP, LLLP v. CSC Holdings, Inc.</i>	545
	Comments	553
B. Secondary Liability		558
	<i>Fonovisa, Inc. v. Cherry Auction, Inc.</i>	558
	Comments	562
	Note on <i>Sony Corp. of America v. Universal City Studios, Inc.</i>	564
	Problem	564
	<i>Metro-Goldwyn-Mayer Studios, Inc. v. Grokster, Ltd.</i>	565
	Comments	575
	<i>Perfect 10, Inc. v. Amazon.com, Inc.</i>	576
	Comments	585
	Problem	587
C. The Digital Millennium Copyright Act		587
1. Anti-Circumvention and Technological Protection Measures		588
	<i>RealNetworks, Inc. v. Streambox, Inc.</i>	588
	Comments	595
2. Protection for Copyright Management Information		597
D. Moral Rights		598
	Note on <i>Gilliam v. American Broadcasting Companies, Inc.</i>	599
CHAPTER 8		
Defenses to Copyright Infringement		601
A. Copyright Licensing		602
1. Express Licenses		603
	<i>Random House v. Rosetta Books</i>	603
	Comments	606
2. Implied Licenses		608
	<i>Asset Mktg. Sys., Inc. v. Gagnon</i>	608
	Comments	615
	Problem	617
B. Fair Use		617
	<i>Harper & Row, Publishers, Inc. v. Nation Enters.</i>	621
	Comments	630
	<i>Campbell v. Acuff-Rose Music, Inc.</i>	632
	Comments	642
	<i>Bill Graham Archives v. Dorling Kindersley Ltd.</i>	646
	Comments	654
	Problems	656
C. First Sale		657
	<i>Lee v. A.R.T. Co.</i>	658
	Comments	661
	Problem	663
D. Compulsory Licenses and Regulatory Copyright		663
1. Compulsory Licenses		664
a. Mechanical Licensing		664