



Program in Law and Technology

Branding in a World of Global Marketing: Has the Lanham Act Kept Pace?



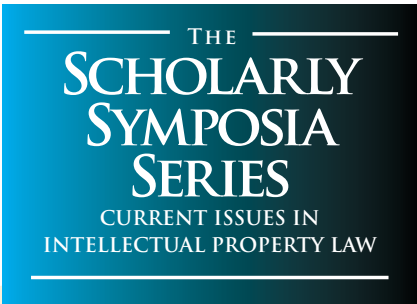
University of Dayton
School of Law
Joseph E. Keller Hall
Albert H. Scharrer Atrium

Tuesday, September 28, 2010
6:00 p.m. – 8:30 p.m.

6:00 p.m. – 7:00 p.m.
Heavy appetizers and cocktails

Guest Speaker
Professor John Cross
followed by hearty debate
7:00 p.m. – 8:30 p.m.

The favor of your reply is requested
by September 21, 2010



The Lanham Act — passed long before social media, mega-manufacturing plants in China and around the world, and global “superstar” brands — turns 65 years old in 2011.

- Should the Lanham Act be “re-upped,” revised or retired?
- What “sacred cows” exist in current trademark law could be changed: How about the existence of the action for dilution or parallel state trademark law?
- Should the U.S. consider aligning its law more closely to the systems in place in other nations: Perhaps migrate to a pure registration system?

This symposium exposes core principles and major present-day themes associated with the Lanham (Trademark) Act, that prohibits a number of activities, including trademark infringement, trademark dilution, and false advertising.

About our Guest Speaker

John Cross

Grosscurth Professor of Intellectual Property Law
University of Louisville
School of Law



John Cross concentrates both his teaching and his research on intellectual property law, especially the intersection between competition law and intellectual property rights.

Professor Cross is a sole or co-author of five books, and is the sole author of approximately thirty-five law review articles. He has also made numerous presentations at academic conferences both in the United States and abroad, including presentations in Argentina, Canada, China, Finland, Germany, India, Ireland, Italy, Japan, South Africa, and Sweden.

Professor Cross received his undergraduate degree from Bradley University, and his law degree from the University of Illinois. Prior to joining the law faculty at Louisville in 1987, he was an attorney in private practice in Minneapolis, Minnesota. During his tenure at Louisville, Professor Cross has twice served as a visiting Fulbright Scholar, in Finland (1995) and Ireland (2000).

In 2006, based on his contributions to legal scholarship, Professor Cross was awarded a Doctor of Law degree honoris causa from the University of Turku in Finland.

RSVP/Registration

Please Register by September 21, 2010
Symposium Fee \$50.00

This course has been approved by the Supreme Court of Ohio Commission on Continuing Legal Education for 1.50 total CLE hour(s), with 0.00 of ethics, 0.00 of professionalism and 0.00 of substance abuse instruction.

You may register by contacting:
Nan Holler-Potter
Phone: (937) 229-4676
Fax: (937) 229-4778
email: hollernl@notes.udayton.edu
online: <http://law.udayton.edu>

If you prefer not to send your credit card number by fax, please provide the card type, signature, and expiration date, but leave the credit card number blank. You can then telephone us at (937) 229-4676 and provide the credit card number.

If you choose to pay by check, make it payable to the University of Dayton and mail to:

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