



TRADEMARK
DILUTION

Theoretical and Empirical Inquiries

Sponsored by

**HIGH
TECH
LAW**[™]
INSTITUTE

Santa Clara
University
School of Law

OCTOBER 5, 2007

**Bannan 142
Santa Clara University
School of Law**

TRADEMARK DILUTION

Theoretical and Empirical Inquiries

This one-day symposium will bring together legal scholars and social scientists to examine trademark dilution as a legal and social phenomenon. Through the cross-disciplinary conversation, this conference will shed more light on the purported harms caused by trademark dilution and possible policy approaches to address those harms.

The High Tech Law Institute thanks its benefactors for their support.

Bingham McCutchen LLP

Blakely Sokoloff Taylor & Zafman LLP

Cooley Godward Kronish LLP

Fenwick & West LLP

McDermott Will & Emery

Morrison & Foerster LLP

Orrick, Herrington & Sutcliffe LLP

**Swegman Lundberg
Woessner and Kluth**

Weil, Gotshal & Manges LLP

White & Case LLP

Wilson Sonsini Goodrich & Rosati

OCTOBER 5, 2007

TO REGISTER

PLEASE GO TO www.scu.edu/law/tmdilution/



The High Tech Law Institute (HTLI) builds on over a quarter-century of excellence in intellectual property and technology law at Santa Clara Law School. The Institute brings together Santa Clara Law's nationally-ranked academic program and the innovators of Silicon Valley in studying the law of today and the future. For more information, see HTLI's web site at hightechlaw.scu.edu

CONSUMER PERCEPTIONS • Part 2

Laura R. Bradford

George Mason University School of Law
Trademarks and Emotion

Christine Haight Farley

American University Washington College of Law
*Mental Associations and Evocations:
The Slippery Slope of Dilution*

Lars S. Smith

Louis D. Brandeis School of Law,
University of Louisville
*The Disconnect Between Legal
and Marketing Perceptions of Brand*

Moderator: Dorothy Glancy

Santa Clara Law

DILUTION REGULATION • Part 1 (A Look Back)

Barton Beebe

Cardozo School of Law
The TDRA Case Law So Far: An Empirical Study

Robert Bone

Boston University School of Law
*Schechter's Ideas in Historical Context
and Dilution's Rocky Road*

Shari Seidman Diamond

Northwestern University School of Law
*Expansion and Contraction of the
Trademark Dilution Revision Act?*

Shubha Ghosh

SMU Dedman School of Law
*Competition Norms in the Law of Trademark
Dilution: The Ascendancy of Misappropriation
and the Descent of Competitive Entry?*

Moderator: Mark McKenna

Saint Louis University School of Law

DILUTION REGULATION • Part 2 (Doctrinal Challenges)

Graeme B. Dinwoodie

Chicago-Kent College of Law
*The Role of Theoretical Justification:
Dilution and Unfair Competition Law*

Mark Lemley

Stanford Law School
Trademark Use Requirement in Dilution

Xuan-Thao Nguyen

SMU Dedman School of Law
*Searching for Fame: The Challenge of
Proving Property in Trademark Dilution Law*

Lisa P. Ramsey

University of San Diego School of Law
*Increasing First Amendment Scrutiny
of Trademark Law*

Moderator: Tyler Ochoa

Santa Clara Law

COMPARATIVE ANALYSES OF DILUTION

Mary LaFrance

William S. Boyd School of Law
University of Nevada, Las Vegas
*Identical Cousins? Dilution by Blurring
and the Right of Publicity*

Kenneth L. Port

William Mitchell College of Law
Trademark Dilution in Japan

David Welkowitz

Whittier Law School
State Dilution Laws

Moderator: Margreth Barrett

University of California Hastings College of the Law

MCLE

Santa Clara University certifies that this activity has been approved for MCLE credit by the State Bar of California in amounts of one hour of MCLE credit for each hour of substantive presentation. As the provider, Santa Clara University will retain the required MCLE records for this program.

Special Needs

If you have a disability or require reasonable accommodation, please call Jasmine Pilgeram at 408-551-1868 or California Relay at 800-735-2929 (TTY) at least 72 hours prior to the event.

Please note that speakers are subject to change. Visit www.scu.edu/law/tmdilution/ for updates.

For more information, contact Jasmine Pilgeram at 408-551-1868 or email: hightechlaw@scu.edu



High Tech Law Institute
Santa Clara University School of Law
500 El Camino Real
Santa Clara, CA 95053-0427

Nonprofit Organization
U.S. Postage
PAID
Permit No. 22
Santa Clara, CA



SELECTED UPCOMING EVENTS FALL SEMESTER

Sept. 17

Blogging, Scholarship, and the Bench and Bar

Sponsored by the Association of American Law Schools
and the National Law Journal

Sept. 26

Mock Markman Hearings

co-sponsored with Thelen Reid Brown Raysman & Steiner LLP

Oct. 2

Trust and Privacy in Online Transactions

co-sponsored with the Center for Science, Technology
& Society and the Markkula Center for Applied Ethics

Oct. 12

Prof. Michael Madison

University of Pittsburgh School of Law

Oct. 23

Update on DMCA and Google v. Viacom Case

co-sponsored with Santa Clara Bar Association, High Tech section

Nov. 1

Prof. Jonathan Zittrain

Oxford Internet Institute and Harvard Law School

Nov. 6

Bay Area Blawgers gathering

For details about HTLI events at Santa Clara Law see
www.scu.edu/law/hightech/events.html or email hightechlaw@scu.edu