

SANTA CLARA LAW

A Century of Educating Lawyers Who Lead | 1911-2011



Santa Clara Law professors contribute to the academic community in numerous ways, including publishing casebooks that help advance the pedagogy in their areas.

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High Tech Casebooks by Santa Clara Law Professors

Doing Business in China

Co-authored by
Professor Anna Han

Professor Anna Han will co-author a casebook with Professor Daniel Chow of Ohio State University on Doing Business in China. The casebook will focus on laws which affect trade and investment in China and will take a problem approach. The casebook will be a comprehensive coverage of China's legal system, contract law, forms of investment in China, intellectual property laws, labor issues, mergers and acquisitions, including anti-monopoly issues, taxation of foreign investment and real property law. The casebook will be published by West.

Advertising and Marketing Law

Co-authored by
Professor Eric Goldman

Eric Goldman and Professor Rebecca Tushnet of Georgetown University Law Center are co-authoring a new casebook on Advertising and Marketing Law. This casebook will be the first of its kind catering to the legal academic market (about a dozen law schools offered advertising law courses in academic year 2009-10). The casebook will cover the full range of legal issues encountered in the advertising industry, including in-depth material on false advertising doctrines and intellectual property issues. The authors hope to have a beta version of the casebook available for use in Spring 2011 courses.

Copyright Law (8th Ed.)

Co-authored by
Professor Tyler Ochoa

Nicknamed the "Statute of Anne Edition," this revision of the best-selling copyright casebook in the US celebrates the 300th Anniversary of the first Anglo-American copyright statute by including a short introduction to each chapter comparing current provisions of U.S. law with relevant aspects of the Statute of Anne. This edition also features eight new principal cases decided since the last edition was published in 2006. Updated with annual supplements, this casebook strives to be the "casebook of record," providing comprehensive coverage of all aspects of U.S. copyright law. The casebook was published in April 2010 by LexisNexis and also co-authored by Craig Joyce, Marshall Leaffer, and Peter Jaszi.

Celebrity Rights: Rights of Publicity and Related Rights in the United States and Abroad

Co-authored by
Professor Tyler Ochoa

Co-authored by David Welkowitz and Tyler Ochoa, this casebook is the first casebook designed to be used in a stand-alone course on Rights of Publicity. Its fourteen chapters cover the development of the right of publicity as an offshoot of the right of privacy, the broad scope of the right of publicity, post-mortem rights and duration, alternative rights under trademark law, newsworthiness, preemption and other defenses, First Amendment limitations on the right of publicity, and practical aspects such as jurisdiction, choice of law, and extra-territorial enforcement. Uniquely, it also includes comparative materials concerning legal theories and scope of protection for celebrities in the United Kingdom, Australia, Canada, and other countries. The casebook was published by Carolina Academic Press in January 2010.

Telecommunications Law: Convergence and Competition

Co-authored by
Professor Allen Hammond and
Professor Catherine Sandoval

The casebook, Telecommunications Law: Convergence and Competition, by Allen Hammond, Catherine Sandoval and Leonard Baynes, tracks the evolution of media regulation from the invention of telephone, broadcasting and cable through the advent of broadband communication. The book examines the evolution as the interplay of technology, regulation, industry competition, politics, social utility, and competing conceptualizations of the public's interest (Communitarian vs. Free Market). It is written to provide the student or beginning communications attorney with a framework for understanding media regulation. The book will be published by Aspen Press in the summer/fall of 2011.

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