



THE
JOHN MARSHALL LAW SCHOOL®
CENTER FOR INTELLECTUAL PROPERTY LAW

— Distinguished Professor Presentation —

Running the Gamut from A to B: Federal Trademark and False Advertising Law

Friday, November 20, 2009 | Noon to 1:30 p.m.

The John Marshall Law School | Room 503 | 315 S. Plymouth Court | Chicago, Illinois 60604
Box lunches will be provided.

Federal trademark and false advertising law are governed by the same statute using almost identical wording, yet courts have treated the two bodies inconsistently in significant, and mistaken, ways. Professor Tushnet's presentation will explore how false advertising law has been contracting as trademark expands, and what the two overlapping bodies of law should take from each other.

Professor Rebecca L. Tushnet

Georgetown University Law Center, Washington, DC

There is no cost to attend this program, however reservations are required.

Please register online at www.jmls.edu/events/112009IP.asp. Registration deadline is Friday, November 13, 2009.

Questions? Contact Michele Bridges at 312.427.2737, ext. 581.

CLE CREDIT: The John Marshall Law School will advise the appropriate state bar or agency of the presentation of its program. The extension of CLE credit is subject to each state's approval. It is the responsibility of the individual to meet the requirements of each jurisdiction. The John Marshall Law School is an approved MCLE provider with the State Bars of California, Illinois, Missouri, Pennsylvania, South Carolina, and Wisconsin. The John Marshall Law School will assist with CLE applications to Florida, Georgia, Rhode Island, and Texas, but attorneys must apply individually for credit for courses and submit payment directly in these states.

CLE Credit: Approximately 1.5 hours.



Rebecca L. Tushnet

AB, Harvard University
JD, Yale University

Professor Tushnet's current work focuses on the relationship between the First Amendment and false advertising law. She has advised and represented several fan fiction websites in disputes with copyright and trademark owners and is a member of the board of the Organization for Transformative Works, a nonprofit dedicated to supporting and promoting fanworks. She has taught classes in Trademark, Copyright, Unfair Competition, and Advertising Law.

She has written extensively in the areas of intellectual property and First Amendment rights, most recently, *Power Without Responsibility: Intermediaries and the First Amendment*, 76 Geo. Wash. L. Rev. 110 (2008); *User-Generated Discontent: Transformation in Practice*, 31 Colum. J.L. & Arts 110 (2008); *It Depends on What the Meaning of "False" Is: Falsity and Misleadingness in Commercial Speech Doctrine*, 41 Loyola L.A. L. Rev. 101 (2008); *Gone in 60 Milliseconds: Trademark Law and Cognitive Science*, 86 Tex. L. Rev. 507 (2008); and *Truth and Advertising: The Lanham Act and Commercial Speech Doctrine*, in *Trademark Law & Theory: A Handbook of Contemporary Research* (Graeme B. Dinwoodie and Mark D. Janis eds., forthcoming, from Edward Elgar Press).

Professor Tushnet clerked for Chief Judge Edward R. Becker of the Third Circuit Court of Appeals in Philadelphia and Associate Justice David H. Souter of the United States Supreme Court. She also spent two years as an associate at Debevoise & Plimpton in Washington, DC. Before joining the faculty at Georgetown University Law Center, she taught at New York University School of Law.



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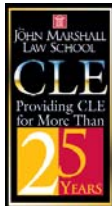
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