References are to sections.

A

Advertising

Generally, ch. 7

Chance or contest promotions and sweepstakes, 7.5, 7.12

False advertising

- —common-law actions, 7.8
- -Lanham Act, 2.50, 7.3, 7.11
- —Wisconsin statute, 7.3

Federal law

- —Federal Trade Commission Act and related regulations, 7.10
- -Lanham Act. See Lanham Act
- —other statutes, 7.12

Nongovernmental regulation, 7.13

Telephone, fax, mail, email, or person-to-person solicitations, 7.5–.6

Unfair competition

- —common-law actions, 7.8
- —Wisconsin statute, 7.4

Wisconsin law

- —administrative regulations, 7.6
- —common-law causes of action, 7.8
- —false advertising statute, 7.3
- —other statutes, 7.5
- —trademark-registration statute, 7.7
- —unfair-competition statute, 7.4

Assignment of Rights

Copyright. See Copyright
Intellectual property licensing. See
Intellectual Property
(Technology) Licensing
Trademarks, 2.56

Attorney Fees

Copyright infringement, 1.55 Patents, actions concerning

- —patent applicant's duty of candor, breach of, 3.115
- —patent-infringement action, 3.136

Publicity, invasion of right to control, 5.17

Trade secrets, misappropriation of, 4.58

Trademark infringement, 2.44, 2.48, 7.7

B

Better Business Bureau Advertising Code, 7.13

C

Common Law

Advertising practices, actions for, 7.8

Moral rights in copyright, protection of, 1.80

Publicity, right to control, 5.7, 5.9, 5.14–.16

Trade secret law, 4.4

Trademarks, 2.20, 7.8

Composition of Matter, Patents For

See Patents, Utility patents

Computer Fraud and Abuse Act, 4.39

Computer Maintenance Competition Assurance Act,

Computer Programs and Computers

Copyrights. See Copyright Patents. See Patents, Utility patents

Confidentiality

Intellectual property licensing agreement, 6.14-.15, 6.20 Patents, confidentiality agreements before granting of. See Patents Trade secrets. See Trade Secret Law

Consumer Credit Protection Act. 7.12

Copyright

Generally, ch. 1 Assignment, 1.45

- —as defense to infringement claim, 1.65
- —distortion or mutilation of work, author's right to prevent, 1.80
- —of performance rights, 1.78 Copyright Claims Board, 1.57

Creation of copyright

- —generally, 1.19
 —fixation in tangible medium of expression, 1.13, 1.19, 1.27
- —registration of copyright, 1.19
- —U.S. Copyright Act, application of, 1.20-.26
- —U.S. Copyright Act, history of, 1.21

Damages, 1.51-.55

- —actual, computation of, 1.54
- —attorney fees, 1.55
- —statutory, 1.55

Defenses

- -generally, 1.59
- -abandonment, 1.67
- —assignment or license, 1.65
- —claim preclusion (res judicata), 1.63

- -co-ownership, 1.61
- —estoppel, 1.64
- -fair use, 1.60, 1.87
- —joint ownership, 1.61
- —statute of limitation, 1.62
- —unclean hands, 1.66

Derivative works, protection of, 1.13, 1.29, 1.36

Digital Millennium Copyright Act of 1998. See Digital Millennium Copyright Act of 1998

Duration of copyright

- —copyrights existing on Jan. 1, 1978, 1.25
- terminal date, 1.26
- —works created but not published or copyrighted before Jan. 1, 1978, 1.24
- —works created on or after Jan. 1, 1978, 1.23

Employer, copyright vested in, 1.47

Exceptions to owner's rights

- —co-ownership, 1.32, 1.61
- —fair use, 1.31, 1.60, 1.87
- —libraries and archives, reproduction by, 1.33
- performance or display of works, certain, 1.34

Exclusive rights of copyright owner

- —derivative works, rights in, 1.13, 1.29, 1.36
- —description of, 1.29
- —exceptions to, 1.30–.35

First sale doctrine, 1.35

Independent contractor, copyright ownership by, 1.48

Infringement

- -generally, 1.51
- —act of copying without authorization, 1.52
- —damages, 1.51, 1.54–.55
- —defenses to, 1.58–.67
- —joint ownership, 1.32, 1.61
- —open source software, 1.53
- -statutory damages, jury trial, 1.56

Licenses. *See also* Intellectual Property (Technology)
Licensing

-generally, 6.4

-defense, license as, 1.65

-musical works, 1.75-.79

Moral rights, 1.80

Musical works

—compulsory licenses through ASCAP and BMI, 1.75

—Digital Millennium Copyright Act of 1998, sound recordings provisions in, 1.97

-division of rights, 1.76-.79

—Music Modernization Act, 1.79

—teaching activities, exception to copyright for, 1.34

Notice of copyright

—effect of proper notice, 1.70

—errors in notice, 1.73

-exclusions, 1.72

—how to give notice, 1.71

—omission of notice, 1.73

—requirements, 1.69

Patents differentiated, 1.11

Performances of work, public

—generally, 1.29

—compulsory licenses through ASCAP and BMI for music performances, 1.75

—Digital Millennium Copyright Act of 1998 provisions, 1.97

-division of rights, 1.78

—teaching activities, exception to copyright for, 1.34

Registration

-generally, 1.38

—mailing requirement, failure to comply with, 1.40

-necessity of, 1.19

—online filing, 1.39

—persons eligible to apply for, 1.41

-pre-registration, 1.43

-procedure, 1.39

—software registration example, 1.42

Statute of limitation

-generally, 1.62

—separate-accrual rule, 1.62

Termination of copyright, 1.22–.26, 6.21

Trade secrets differentiated, 1.12, 4.6

Trademarks differentiated, 1.10

Transfer of rights

—assignment. See Assignment this heading

—independent contractor, 1.48

—termination of assignment of license, 1.49

—work made for hire, 1.46–.48

Visual arts

—generally, 1.5, 1.29

—moral rights of author to attribution and damaging modification of work, 1.80

—teaching activity, exceptions to copyright for, 1.34

Wisconsin law, federal preemption of, 1.98–.100

Work-made-for-hire doctrine, application of, 1.46–.48

Works not protected

-generally, 1.8

—blank forms, 1.15

—designs of useful articles, 1.17

-facts, 1.16

-mere words or phrases, 1.8, 1.14

—other protections differentiated, 1.10–.12

—underlying idea, 1.5, 1.8, 1.13

—U.S. government, works by, 1.72

Works protected

—categories of works protected, 1.5

—derivative works, 1.13, 1.29, 1.36

—essential requirements, 1.8

—original manner of expression protected, 1.5–.6, 1.8, 1.14, 1.19, 1.78

D

Damages

Copyright infringement, 1.54–.55 Patent infringement

- —attorney fees for exceptional circumstances, 3.136
- -monetary damages, 3.130-.134
- —willful infringement, damages enhanced for, 3.135

Publicity, invasion of right to control, 5.17

Trademark infringement, 2.42, 2.44, 2.48, 7.7

Uniform Trade Secrets Act (UTSA), under, 4.52–.57

Department of Agriculture, Trade and Consumer Protection (DATCP), 7.3-.4

Design Patents

See Patents

Digital Millennium Copyright Act of 1998, 1.81–.97, 4.39

Generally, 1.82 Additional protections granted, 1.83

Circumvention prohibited

- —exceptions to prohibitions, 1.92
- -remedies and penalties, 1.93
- —technological measures to prevent access, 1.86
- technological measures to protect copyright owner rights,
 1 87

Exceptions to prohibitions, 1.91–.92

Miscellaneous provisions, 1.97 Safe harbor

- —maintenance or repair, copying for, 1.96
- online service providers, limited liability for copyright infringement by, 1.95

Tampering with copyright management information

- —copyright management information, definition of, 1.89
- —exceptions to prohibitions, 1.91
- —prohibitions, 1.90
- —remedies and penalties, 1.93

\mathbf{E}

Employees and Employers

Copyright vested in employer; work-made-for-hire doctrine, 1.47

Patents

—employee creative effort fostered by, 3.51

Trade secret protection

- —employee preemployment and exit interviews, 4.25
- —employment law in conflict with trade secret law, 4.30
- —nondisclosure clauses in employment agreements, 4.24

Estoppel

Copyright infringement action defense, 1.64
Patent-infringement action defense,

Patent-infringement action defense 3.144

European Union Intellectual Property Licensing Regulations, 6.15

F

Federal Trade Commission, 7.10

Federal Trade Commission Act, 7.10

Federal Trademark Dilution Act of 1995 (FTDA), 2.52

I

Intellectual Property (Technology) Licensing

Generally, ch. 6

Allocation of risks. *See* Objectives and allocation of risks *this heading*

Assignment of rights

- —license agreement, allowed under, 6.5, 6.14
- —licensing differentiated from assignment, 6.4

Breach of contract, 6.15

Copyright protection. See Copyright

Cross-licensing, 3.46–.47, 3.52, 6.22

European Union regulations, 6.15 Expiration of underlying intellectual property rights, effect of, 6.15, 6.21

Forms of property rights subject to, 6.3

Government-funded research, effect of, 6.17

Indemnification, 6.13

Infringement, 6.2

- -copyright, 1.50-.67
- —indemnification from claim of, 6.13
- —licensing as affirmative defense to, 6.4
- ---patents, 3.120--.144
- —remedies for, 6.2
- —third parties, infringement by, 6.21–.22
- —third parties, infringement of rights of, 6.5, 6.12
- -trademarks, 2.39-.53

International issues

- —European Union regulations, 6.15
- —export restrictions, licensee's knowledge of, 6.21
- —rights, securing of, 6.5

Know-how, defined, 6.3 Liability, limitations of, 6.13

License, defined, 6.2, 6.4

License agreement

- —affiliates, defining of, 6.14
- —bankruptcy or financial difficulties of party, effect of, 6.14, 6.22
- —change in party status, 6.14, 6.22
- -conditions in, 6.5
- —confidentiality of information, 6.14–.15, 6.20. *See also* Trade Secrets
- —contractual obligations in, 6.2, 6.4
- -definitions of terms in, 6.11
- —dispute resolution provisions, 6.5
- —due diligence, need for, 6.12
- —exchange of consideration, 6.7— .9 See also Royalties, payment of this heading
- —field of use, limitation to specific, 6.5
- —future property, rights to, 6.14, 6.20–.22
- —letter of intent or memorandum of understanding, before, 6.19
- —licensor's intrusions into licensee's operations, 6.14
- -"most favored" provision, 6.14
- —record owner as party to, 6.12
- —related intellectual property, agreement on, 6.22
- —sublicenses, right to grant, 6.5
- —term sheet, 6.19
- —termination of license, conditions for, 6.15, 6.20–.22
- -transfer or assignment of rights, 6.5, 6.14, 6.22

License grant

- —compensation in, 6.5. See also Royalties, payment of this heading
- -definition, 6.2
- -exclusivity of, 6.5
- -statutory rights, effect of, 6.5

—transferability of, 6.5, 6.14, 6.22

Licensee

- —definition, 6.2
- —objectives and concerns of, 6.21–.22

Licensor

- —anticompetitive activity as misuse, 6.5
- —audit of licensee's records, right to, 6.14
- —definition, 6.2
- -grant-back of rights, 6.22
- —objectives and concerns of, 6.20, 6.22
- —owner of record as party to agreement, 6.12

Multiple licenses from multiple parties (stacking), acquiring, 6.5

Nature of license, 6.4

Objectives and allocation of risks

- -generally, 6.18
- —ideal licenses, 6.23
- —licensee, concerns of, 3.48, 3.50, 6.21–.22
- —licensor, concerns of, 6.20, 6.22
- —term sheet for negotiations, 6.19

Quality control requirements, 6.14 Physician Payments Sunshine Act

(PPACA), 6.17

Representations, 6.12

Restraint of trade and, 6.5

Royalties, payment of

- -generally, 6.7
- -amount paid, 6.8
- —audit of licensee's records, licensor's right to, 6.8, 6.14
- —disclaimers, limitations, and indemnification, effect of, 6.13
- —licensee, objectives of, 3.48, 3.52, 6.21–.22
- —licensor, objectives of, 6.20, 6.22
- —maximum (cap) on, 6.22
- -paid-up royalty, 6.9
- —patent infringement, reasonable royalty as damages for, 3.132

- —patents, royalty exposure minimized by, 3.47
- —termination, 6.15
- -25 Percent Rule, 6.8
- —when paid, 6.9, 6.20

Tax consequences, 6.16

Technology, protection of, 6.3

Termination of license, 6.15, 6.20–

Third parties

- —competition from, 6.21–.22
- -rights of, 6.5, 6.12, 6.22
- U.S. Department of Justice Intellectual Property Licensing Guidelines, 6.15

Warranties, 6.12

—disclaimers of, 6.13

Internet

Digital Millennium Copyright Act of 1998. See Digital Millennium Copyright Act of 1998

Domain names, trademark rights for, 2.58, 6.3

Email, federal restrictions on unsolicited, 7.12

Inventorship

See also Patents

Generally, 3.55

Conception phase

- -generally, 3.57
- -mental part of invention, 3.58
- —must be complete and define operative invention, 3.59

Determining inventorship

- —generally, 3.66
- —conception determines inventorship, 3.68–.70
- —joint inventors, 3.71–.75
- —listed inventors must have participated in conception, 3.70, 3.76
- —patent applicant must be inventor, 3.67

Documenting invention

- —generally, 3.78
- —invention-disclosure form, 3.85
- —inventor's logbook, 3.84
- —types of corroborating documentation, 3.82–.86
- —written record, importance of, 3.79–81

Good-faith error in naming inventors, no penalty for, 3.76 Joint inventors, 3.71–.75

Reduction to practice

- —generally, 3.61
- -actual reduction, 3.63
- —constructive reduction, 3.64
- -physical part of invention, 3.62

L

Lanham Act

False advertising, actions for, 2.50, 7.3, 7.11

Trademarks, registration of, 2.27

- —cybersquatting, prevention of, 2.58
- —dilution, action for, 2.52
- -enforcement of act, 2.46-.48
- —false advertising, action for, 2.50
- —likelihood of confusion, issue of, 2.47, 2.53

Unfair-competition provisions, 4.38

Licensing, Intellectual Property

See Intellectual Property (Technology) Licensing

M

Machines, Patents for

See Patents, Utility patents

Magnuson-Moss Warranty Act,

7.12

Manufacture, Articles of, Patents

for

See Patents, Utility patents

Moral Rights, Copyright Protection of, 1.80

Musical Works, Copyright Protection of

See Copyright

N

Notice

Copyright. *See* Copyright Patents, Notice of Allowance of, 3.113

Trademarks, 2.18

- -Notice of Allowance, 2.32-.33
- —Notice of Opposition to registration of, 2.32

0

Online Copyright Infringement Liability Limitation Act, 1.95

P

Patent Application Document and Patent Procurement Process

Generally, 3.88
Applicant must be inventor, 3.67
Claims, utility patent, 3.98–.105
Constructive reduction to practice, filed application and, 3.64
Examination by patent examiner, formal

- -generally, 3.107
- —appeals, 3.112
- —candor, duty of, 3.115
- —government issue fee, 3.113

-interview, 3.111

-Notice of Allowance, 3.113

—office action, issuance of, 3.111– .113

—patent examiner, role and qualifications of, 3.108

—prior art search, 3.109

—response by applicant, 3.111

Filing of application, 3.89

Fraud, 3.115

Granting of patent, 3.39, 3.113

Patent Cooperation Treaty application, 3.37

Pending applications, pre-grant publication of, 3.115

Provisional application, 3.16

Timing

-generally, 3.27

—grace period, 3.25, 3.28, 3.43

-inventor-based disclosures, 3.28

Utility patent application, parts of

-generally, 3.91

-best mode of carrying out invention, 3.96

-claims, 3.98-.105

-drawings, 3.97

enablement requirement, 3.95

-specification, 3.92-.96

-written description, 3.94

Patent Cooperation Treaty (PCT), 3.37

Patents

Generally, ch. 3

Application document. See Patent Application Document and Patent Procurement Process Competitiveness enhanced by, 3.49

Confidentiality and nonuse

agreements

—invention disclosure form, 3.85

—people involved in testing invention, 3.43

-vendors, 3.42

Copyright protection differentiated,

Cost of patent, 6.20

Defenses to infringement action

—generally, 3.138

—burden of proof, 3.126

—equitable estoppel, 3.142, 3.144

—inequitable conduct, 3.140

-invalidity, 3.139

-laches, 3.142-.143

Defensive purposes, patent obtained for, 3.46

Definition of patent, 3.3

Design patents, 3.15, 6.3

-duration, 3.117

—literal infringement, 3.121

-monetary damages for infringement of, 3.134

Employee creative efforts fostered by, 3.51

Enforcement for infringement, 3.30, 3.41

—before grant of patent, 3.39

-contributory infringement, 3.124, 3.126

-defenses, 3.126

-direct infringement, 3.123, 3.126

doctrine of equivalents, infringement under, 3.122

—imported goods, 3.34

—inducing infringement, 3.125– .126

—literal infringement, 3.121

—proof of infringement, 3.126

—remedies, 3.128–.136

Entry into new markets enabled by, 3.53

Income generated by, 3.50

International issues

-generally, 3.1

—foreign patents, obtaining, 3.36— .37, 6.20

—importation and offer for sale of invention, 3.34

-other disclosures as prior art, 3.25

—Patent Cooperation Treaty (PCT) application, 3.37

—pending applications, avoiding pre-grant publication of, 3.114

—prior publication as prior art, 3.24

—territorial infringement, limitations on, 3.127

—territory covered by U.S. patent, 3.35

Inventorship. See Inventorship Licenses. See also Intellectual Property (Technology) Licensing

—cross-licensing, 3.46–.47, 3.52

—leverage in negotiations provided by, 3.47

—marking of products with patent, required, 6.14

—third party, effect of patents held by, 6.5

Noninfringing alternative, 3.47 Nonobviousness, generally, 3.21 Novelty and nonobviousness,

general requirements of

—generally, 3.18–.20

—prior publications as prior art, 3.24

—time limits for filing, 3.26–.28

Obtaining patent protection

-generally, 3.39

—protecting invention before patent obtained, 3.40–.43

—reasons for filing application, 3.44–.53

"Patent pending," value of, 3.50 Patent procurement process. *See* Patent Application Document and Patent Procurement Process

Plant patents, 3.14

—doctrine of equivalents, infringement under, 3.122

-duration, 3.117

—literal infringement, 3.121

—monetary damages for infringement of, 3.130–.134

—periodic maintenance fees, 3.118

Post-grant review, generally, 3.146–.147

—covered business method, 3.149

—inter partes, 3.148

Prior art disclosures, generally, 3.23

Product line protected by, 3.48 Provisional application, 3.16

—time limits for filing, 3.27

Remedies in infringement action

-generally, 6.2

—attorney fees for exceptional circumstances, 3.136

—injunction, 3.129

-monetary damages, 3.130-.134

—willful infringement, damages enhanced for, 3.135

Rights afforded

—generally, 3.30

—foreign patents, 3.36–.37

—importation, exclude others from, 3.34

—making, exclude others from, 3.31

—offering for sale, exclude others from, 3.33

—Patent Cooperation Treaty (PCT) application, 3.37

—selling, prevent others from, 3.33

—territory covered by patent, 3.35

—using, exclude others from, 3.32

Term and expiration

—duration, 3.117

—periodic maintenance fees, 3.118

—public domain, passage into, 3.119

Time limits for filing. See Patent Application Document and Patent Procurement Process

Trade secret protection differentiated, 4.6

Types of patents, 3.4–.15

U.S. Constitution, inclusion in, 3.1, 3.51

Utility patents, 6.3

-generally, 3.7

- -application, parts of, 3.90-.105
- —article of manufacture, including program stored on disk, 3.10
- —composition, 3.11
- —doctrine of equivalents, infringement under, 3.122
- —duration, 3.117
- -eligible subject matter, 3.12
- —ineligible subject matter, 3.13
- —literal infringement, 3.122
- —machines and programmed computers, 3.9
- —monetary damages for infringement of, 3.130–.133
- -periodic maintenance fees, 3.118
- process, including computer implemented processes and methods of doing business, 3.8

Plant Patents. See Patents

Plant Variety Act Amendments of 1994, 3.14

Plant Variety Act of 1954, 3.14

Privacy, Right to

See also Publicity, Right to Control

Causes of action, statutory, 5.13, 5.15

Developing law of privacy, balancing Wisconsin statute with, 5.22

Right to control publicity as subset of, 5.3, 5.10

Publicity, Right to Control

Generally, ch. 5

Animals, no rights of, 5.22

Background of

- —generally, 5.6
- —common law, 5.7, 5.9

Business entities, no rights of, 5.22

Causes of action

—common law, 5.14–.15

- —dual causes of action, 5.15
- —public disclosure of private information, effect of, 5.13

-statutory, 5.13, 5.15

Decedent, rights of, 5.21-.22

Defenses, 5.16

Federal laws, 5.11

—Lanham Act, dilution and, 7.11

Nature of right, 5.4

Other states, statutes of, 5.9, 5.11

Person's identity and persona, 5.16

Privacy, subset of right to, 5.3, 5.10

—developing law of privacy, balance with, 5.22

Relief, 5.17

Wisconsin statute

- -causes of action, 5.13, 5.15
- —content, 5.10
- —defenses, 5.16
- —legislative history, 5.9

R

Restatement (First) of Torts

Trade secret law, 4.4

Restatement (Third) of Unfair Competition

Trade secret law, 4.4

Royalties

See Intellectual Property (Technology) Licensing

S

State Uniform Trade Secrets Act

See Uniform Trade Secrets Act (UTSA)

Statute of Limitation

Copyright infringement actions, 1.62

\mathbf{T}

Taxes

Intellectual property licensing, tax consequences of, 6.16

Technology Licensing

See Intellectual Property (Technology) Licensing

Telemarketing and Consumer Fraud and Abuse Prevention Act, 7.12

Trade Related Aspects of Intellectual Property (TRIPS), 4.40

Trade Secret Law

Generally, ch. 4, 6.3

Background, 4.3-.6

Business plans, protection of, 4.14 Copyright protection differentiated, 1.12, 4.6

Customer lists and files, tables of data, and credit ratings, protection of, 4.15

Defend Trade Secrets Act, 4.38 Disadvantages of attempting protection by

- -generally, 4.32
- —independent discovery, 4.33
- —reverse engineering, 4.34
- —rightful disclosure by one who has right to disclose, 4.35

Employment law, conflict with, 4.30

Enforcement

- -generally, 4.42
- -burden of proof, 4.43
- —Uniform Trade Secret Act, 4.44—.48

Federal protection, 4.38 Formulations, protection of, 4.12 International protection, 4.40 Licensing of trade secrets. See also Intellectual Property (Technology) Licensing

—confidentiality, maintenance of, 6.15, 6.20

—reverse engineering, prohibiting, 6.20

Manufacturing methods, protection of 4 13

Marketing plans, protection of, 4.14

Methods of doing business, protection of, 4.14

Other statutory options, 4.39

Patent protection differentiated, 4.6 Private criminal or civil actions, 4.39

Product designs, protection of, 4.13 Recipes, protection of, 4.12 Subject-matter requirements, 4.10 Software, protection of, 1.42, 4.13 Trade secret, defined, 4.5, 4.9

Wisconsin Uniform Trade Secrets

See Uniform Trade Secrets Act (UTSA)

Trademarks

Generally, ch. 2, 6.3
Biotechnology, marks and, 2.59
Certification marks, 2.7
Collective marks, 2.6
Common-law marks, 2.20, 7.8
—enforcement, 2.40–.42
Copyright differentiated, 1.10
Counterfeit marks, use of, 2.44, 7.7
Cybersquatting, 2.58
Enforcement of rights
—common-law infringement, 2.40–.42
—defenses to, 2.53

- -dilution, action for, 2.52, 7.11
- —false advertising, action for, 2.50
- —Lanham Act, infringement under, 2.46–.48

- —related federal causes of action, 2.49–.52
- —remedies for infringement, 2.42, 2.44, 2.48, 7.7
- —trade dress infringement, action for, 2.51
- —unfair-trade-practice liability, 2.45
- —Wisconsin statutes, violation of, 2.43–.45

Federal registration of marks

- -application, 2.30
- —cancellation of, 2.32, 2.38
- —Certificate of Registration, 2.32
- —duration and maintenance of, 2.34–.38
- —electronic filing, 2.28
- -eligibility for, 2.28
- —ex parte expungement and reexamination proceedings, 2.38
- —examination of application, 2.31
- —intent-to-use application, 2.32—.33
- -Lanham Act. See Lanham Act
- —likelihood of confusion, 2.47, 2.53
- -Notice of Allowance, 2.32-.33
- —opposition to, 2.32
- —pseudo-trademark registration rights, 7.12
- —publication in Official Gazette of USPTO, 2.32
- —registration categories, 2.29
- —registration symbol, use of, 2.18
- -renewal, 2.37
- —response to office actions, 2.31
- —six-year affidavits or declarations, 2.36

Internet domain names, 2.58, 6.3

- Licensing of. *See also* Intellectual Property (Technology)
 Licensing
- —quality control requirements, 6.14

Proper usage

—generally, 2.17

- -acquired distinctiveness, 2.19
- -notice considerations, 2.18
- -secondary meaning, 2.19

Service marks, 2.5

Strong mark, selection of

- —generally, 2.9
- —arbitrary marks, 2.14
- —descriptive marks, 2.12
- —fanciful marks, 2.15
- —generic marks, 2.11
- —suggestive marks, 2.13
- —unprotectable terms, 2.10

Transferring and licensing rights in marks

- —generally, 2.55
- -assignments, 2.56
- —internet domain names and cybersquatting, 2.58
- —licenses, 2.57

Types of marks, 2.3–.7

Wisconsin, registration of marks in

- —applicable statutes, 2.22, 7.7
- —common law, 7.8
- —effect of state registration, 2.25, 7.7
- —eligibility for state registration, 2.23
- —enforcement, 2.43–.45, 7.7
- —mark, definition of, 2.3, 2.23
- —procedure for state registration, 2.24

U

Unfair Competition

Advertising

- —common-law actions, 7.8
- —Wisconsin statute, 7.4

Trade secret protection, Lanham Act, 4.38

Uniform Trade Secrets Act (UTSA)

Generally, 4.4, 4.8

Enforcement

- —improper means, information acquired by, 4.47–.48
- —misappropriation requirement, 4.45–.48
- —plaintiff required to disclose secret, 4.44

Independent economic value, requirement of

- -generally, 4.18
- —"generally not known" factors, 4.20–.21
- —"not readily ascertainable" or "not easily discoverable" factors, 4.20, 4.22

Remedies

- -generally, 4.50
- -attorney fees, 4.58
- —defendant's unjust enrichment, 4.55
- —injunctive relief, 4.51
- -monetary damages, 4.52-.58
- —plaintiff's actual loss, 4.54
- —punitive damages, 4.57
- —reasonable royalty, 4.56

Steps to ensure trade secret protection

- -generally, 4.23
- —computer security measures, 4.29
- —employee preemployment and exit interviews, 4.25
- -need-to-know basis, 4.26
- —nondisclosure clauses in employment agreements, 4.24
- —physical-security measures, 4.28
- —third-party written agreements of confidentiality, 4.27

Subject-matter requirements

- -generally, 4.11
- —business plans, 4.14
- —customer lists and files, tables of data, and credit ratings, 4.15
- -formulations, 4.12
- -manufacturing methods, 4.13
- -marketing plans, 4.14

- -methods of doing business, 4.14
- —patterns, blueprints, and architectural plans, 4.16
- —product designs, 4.13
- —software, 4.13

Trade secret, defined, 4.3, 4.9

Wis. Stat. § 134.90, 4.9, 6.3

- -misappropriation, 4.45-.48
- —plaintiff required to disclose secret, 4.44
- -remedies, 4.52-.58
- -trade secret, defined, 4.9

U.S. Copyright Act

See Copyright

U.S. Copyright Office, 1.19

Copyright registration. See Copyright

Digital Millennium Copyright Act of 1998 miscellaneous provisions, 1.97

Rule of Doubt, 1.42

U.S. Department of Agriculture, 3.14

U.S. Department of Justice

Intellectual Property Licensing Guidelines, 6.15

U.S. Government Works, Copyright Protection and, 1 72

U.S. Patent and Trademark Office (USPTO), 3.1, 6.3

Cost of patent, 6.20

Filing of patent application with.

See Patent Application

Document and Patent

Procurement Process

Patent Cooperation Treaty Application examining authority, 3.37 Trademarks, registration by publication in Official Gazette, 2.32

Utility Patents

See Patents

V

Vessel Hull Design Protection Act, 1.82

W

Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP), 7.3–.4 Wisconsin Uniform Trade Secret
Act (Sec. 134.90)

See Uniform Trade Secrets Act (UTSA)

World Intellectual Property Organization (WIPO), 1.82– .83, 4.40

World Intellectual Property Organization (WIPO) Copyright and Performances and Phonograms Treaties Implementation Act, 1.82

World Trade Courts, 4.40