Name of the course: EU TRADEMARK LAW
Total number of hours: 10
Semester: FIRST
Professor: SOFIA MARTINEZ-ALMEIDA
Contact: samartinezalmeida@icade.comillas.edu
Office hours outside of class: any time by e-mail. In person meeting by appointment

Session 1
Presentation by Professor of Lesson 1, part I, comprising (1 h.30 min.):

1. ACQUISITION OF THE TRADEMARK RIGHT
2. NATIONAL TRADEMARK (characteristics)
3. COMMUNITY TRADEMARK (characteristics)
4. NATIONAL vs COMMUNITY TRADEMARK (pros-cons)
5. INTERNATIONAL TRADEMARK (characteristics)
6. TRADEMARK CONCEPT
7. MARK TYPES ACCORDING TO THEIR STRUCTURE (I)

Discussion in class of a case re. matters explained. The case will be prepared and discussed in teams at class (45.min.)

Session 2
Presentation by Professor of Lesson 1, part II, and Lesson 2, part I, comprising (1 h.30 min.):

8. MARK TYPES ACCORDING TO THEIR STRUCTURE (II)
9. REGISTRATION SYSTEM: ABSOLUTE GROUNDS FOR REFUSAL;
   RELATIVE GROUNDS FOR REFUSAL;
   THIRD PARTY'S RIGHTS;
   LIKELIHOOD OF CONFUSION

Discussion in class of a case re. matters explained. The case will be prepared and discussed in teams at class (45.min.)

Session 3
Presentation by Professor of Lesson 2, part II and Lesson 3, comprising (1 h.15 min.):

10. REGISTRATION SYSTEM: RELATIVE GROUNDS FOR REFUSAL;
   WELL KNOWN TRADE MARKS; UNFAIR ADVANTAGE/DILUTION/TARNISHMENT
   OTHER THIRD PARTY'S RIGHTS
11. DURATION OF TRADEMARK PROTECTION
12. LIMITS
13. USE OBLIGATION

Presentation by students of a case that has to be prepared in advanced of the class and that it will be provided at the beginning of the course. Discussion in class of main findings (1 h.)

Session 4
Presentation by Professor of Lesson 4, comprising (1 h.):

14. TRADEMARK ACTIONS
15. JURISDICTIONAL ISSUES
16. TRADEMARK PROPERTY AND EXPLOITATION RIGHTS
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<thead>
<tr>
<th>Classroom Etiquette</th>
<th>Do not use your laptops for anything except taking notes.</th>
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<tbody>
<tr>
<td>Required Co-curricular Activities</td>
<td>ONE CASE TO BE ANALYSED AND PRESENTED TO PROFESSOR TEN DAYS AFTER THE END OF COURSE</td>
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<td>Suggested Co-curricular Activities</td>
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**GRADE EVALUATION AND CRITERIA**

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<thead>
<tr>
<th>Evaluation Activities</th>
<th>Indicators</th>
<th>Evaluation Weighting</th>
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<tbody>
<tr>
<td>Debate</td>
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<td>Class presentations</td>
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<tr>
<td>Evaluation: exam (final)</td>
<td>15%: case study to be prepared individually after course</td>
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<td>35% Multiple choice Exam at class on Session 4</td>
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<td>Attendance</td>
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