

## Assignment #2: The three R's of Intellectual Property

ANTH 315 Fall 2006

**Due Date:** Thus Oct. 19. Graded by: Tue Oct 24.

**Group 1:** Trademark (US Code, Title 15, Chapter 22, §1051-1141).

**Group 2:** Patent (US Code, Title 35, Parts I-IV, §1-376).

**Group 3:** Copyright (US Code, Title 17, Chapters 1-13, §101-1332).

**Goals:** To communicate as clearly as possible answers to basic questions about (trademark|patent|copyright), in a manner that allows readers to understand 1) why it is culturally significant today, after the Internet and 2) how it has evolved historically, and could potentially change in the future. Try to give details that help readers understand why the laws exist in the first place (the *intent* of the law), as well as the actual *outcomes* and *politics* that surround the laws. Remember that these modules are for teaching people like yourselves—and will be assessed as such by your classmates. Use examples and pose questions of the reader (and provide answers!). Use Connexions. You may create more than one module, if necessary.

**Resources:** There are a number of Connexions modules from last year's class which can serve as a starting point.

You may want to do one of the following:

- 1) contact the authors in order to join and improve the module;
- 2) fork the module and make changes;
- 3) cite it in a new module;
- OR 4) ignore the old modules and start over.

You will also find the following extremely useful text on Reserve at Fondren:

KF2979 .I432 2006

Robert P. Merges, *Intellectual property in the new technological age*

**Grading:** Group 1 will grade Group 2 will grade Group 3 will grade Group 1.

The instructor reserves the right to determine the final grade.

Use the “Goals” (above) as criteria for grading. Use the following scale

*Boffo:* This module is the bomb, I learned everything I need to know and more. My head is spinning with new ideas; a well-written roller-coaster ride of a module.

*Funtastic:* This module is well done, nicely written, and/or filled with details, but it lacks a certain je ne sais quoi; I still some have questions or I don't understand why it was telling me what it was telling me.

*Hunky Dory:* An adequate job; this module brings home the bacon, but doesn't make anything interesting with it.

*Stumblebum:* Quick and dirty, a hatchet job. Done, but too hastily done to be fun. All kinds of questions still fill my head.

*Woebegone:* Not good and/or not done.

**Strategies:** You head is already filled with questions about IP law: can I do this, can I do that? what happens when I copy this or display that or sample this or photograph that? These are good questions to start with. Also, focus on the difference between *legality* and *legitimacy* (or *enforcement*): there are many laws on the books, but not all are enforced or respected. What difference do court cases, appeals, and supreme court decisions make to the “cultural significance” of law? What role do protest and civil disobedience play?