



About the Exam

and Some End-of-Semester Things

Trademark & Unfair Competition
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Attendance

- If you are concerned about attendance, including whether it might have a negative effect on your grade and what you action you might take to mitigate that, read Syllabus §9. It's all explained in there.
- Do that now. Don't put it off.

Please consider staying in touch!

- Consider dropping me an email a year from now and letting me know what you're up to. It could be two sentences long. Doesn't have to be fancy. I'd be excited to get it!
- Keeping in touch with me probably won't help your career.
 - (Although if I could refer business to you, or do something else to help your career, I'd be very pleased!)
- But it will help me keep in touch with the world of practice.
- And it might help my future students. I'd like to have a network of alumni such that if a student came to me wanting to know about about some career path – the Seattle FTC office, the New Hampshire criminal defense bar, skier-focused personal injury practice in Colorado – that I could get in touch with you and ask if I could give your contact info to a student!
- Also, would greatly anything you learn in the world of practice that I could use to be a better teacher/scholar! (Something all students should know. Something courts could use scholarly research on. Etc.) If an idea comes to you, drop me a line!

About the exam

- Read Syllabus §10. It discloses a huge amount of information about the exam.
- The exam will consist of two parts. They will be separately administered, one after the other. Part I booklets and answer sheets will be collected before Part II materials are distributed.
- Part I of the exam (worth 1/3 of the exam grade) will be multiple-choice questions, 60 minutes in duration, and closed-book.
- Part II of the exam (worth 2/3 of the exam grade) will be essay, 2.0 hours in duration, divided up as follows: (1) a Reading Outlining (“RO”) Period of 30 minutes, and (2) an Exam Writing (“EW”) Period of 90 minutes. This Part II is open-book/open-notes — limited to paper-based/non-digital materials. You will use a computer (tablet, laptop) locked down with exam software to type your response. Alternatively, you may handwrite your response in blue books that will be provided.

About the exam

- I believe in testing across the whole course. So yes, that would include “New Lawyer Tips.” And that includes the slides-and-lecture-only/no-reading topics (e.g., False Advertising).
- My plan is to try to use multiple-choice for those sorts of things. I certainly didn’t equip you to write an essay on an antitrust question, for instance! I wouldn’t do something like that.
- What level of recall do I expect for those kinds of topics? Here’s my standard: *If you attended the class in an engaged manner and read over the slides a couple times afterward, and where there’s an example or problem or question in the slides with an answer if you thought that through so that you understood it, that’s what I’m hoping for. If you’ve done that, and if I’ve designed the exam well, you’ll get those points.*

About the exam

- As a grader, reading essays, when it comes to the substance, I think I am quite forgiving of errors. The top essays generally miss one or two easy issues. Sometimes a top exam even says something that’s just actually wrong. I aim to award points where you earn them.
→ *So in that regard, relax and try to enjoy the exam as a straightforward challenge that is demanding yet doable, fair, and rewarding.*
- But I am not forgiving of failure to comply with exam instructions. If you don’t turn in the exam on time, if you share materials, if you have unpermitted communications, if you don’t put your correct exam ID number in the places it is required, or if you otherwise fail to follow instructions, do not expect forgiveness.
→ *So in that regard, do not be nonchalant, breezy, or carefree. Be diligent and obey the instructions.*