# Case Studies

### Read the case studies and respond to the questions posed. Both situations are real – these did happen, and legal judgments were made – check the Internet for further information and resources on both cases.

### Case study 1 – Adidas just loves to sue anyone with similar logos or brand names

Adidas has a long history of aggressive suing anyone from any company if they believe that there is any form of similarity between their logos and trademarks, and anything being prepared around the globe.

Adidas considered it to be infringing their intellectual property rights.

**Case Study Resource:**

You may wish to conduct an Internet search to find how aggressive Adidas is in its protection of its intellectual property.

### Resources required to complete the assessment task:

* Computer
* Internet
* MS Word or similar word processing application
* Printer or e-printer

### Instructions

You are to prepare a brief response of no more than one A4 page that responds to the questions below.

1. Explain the term “trademark” using 20-40 words.
2. Research online and explain the importance of trademarks. Answer using 40-80 words.
3. Discuss why a company would sue someone for using their logo. Answer using 40-80 words.

### Case study 2 – Louis Vuitton versus Haute Diggity Dog

### An international high-end signature handbag and luggage maker lost a copyright infringement case against an entertainment company. The entertainment company had released a line of parody products that looked like materials used in some of the products from the luggage maker.

**Case Study Resource:**

Conduct an Internet search to find resources for this case study.

There is a video linked to the Task 3 Internet page as well.

### Resources required to complete the assessment task:

* Computer
* Internet
* MS Word or similar word processing application
* Printer or e-printer

### Instructions

You are to prepare a brief response of no more than one A4 page that responds to the questions below. You may like to refer to the site [Where Do Parody and Satire Fit Into Copyright Law?](https://legalvision.com.au/where-do-parody-and-satire-fit-into-copyright-law/?utm_source=Mondaq&utm_medium=syndication&utm_campaign=LinkedIn-integration)

1. Discuss how and why the entertainment company did not breach the intellectual property legislation using 40-80 words.
2. Research online and explain what is legally considered a parody? Answer using 40-80 words.
3. What are some of the factors that you should consider when using parody or satire? Answer using 20-40 words.