Google AdWords Under Trademark Law

Friday, November 17
1:00 - 4:30 pm
Hutchins Hall - Room 250
University of Michigan Law School

Speakers:
Michael Kwun, Senior Litigation Counsel, Google Inc.
Greg Lastowka, Assistant Professor, Rutgers School of Law - Camden

Commentators:
Jack Bernard, Assistant General Counsel, University of Michigan
Rebecca Eisenberg, Professor of Law, University of Michigan
Susan Kornfield, Adjunct Professor, University of Michigan
(Law/Business/Sl) and Partner, Bodman LLP
Jessica Litman, Professor of Law, University of Michigan

Details:
Google's Adwords program has attracted high profile challenges under the Trademark law. Owners of trademarks in the United States and in Europe have objected to the appearance of their competitors' ads alongside searches for their trademarks and to the use of their trademarks as triggers for Adwords ads or in the text of Adwords themselves. Google's counsel Michael Kwun will present the Adwords program and describe the legal issues it raises and Google's legal response. Professor Lastowka will present a different legal analysis of how Google Adwords fares under trademark law. Professors Bernard, Eisenberg, Kornfield and Litman will offer commentary, followed by a question and answer session. Coffee and cookies will be provided.