

BA260 Business Law I (28-MAY-14 - 22-JUL-14 [22475])

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W3 Discussion "Trademarks and Dilution"

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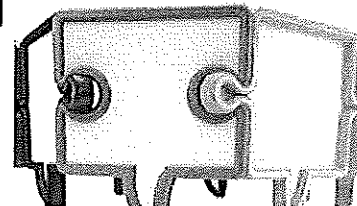
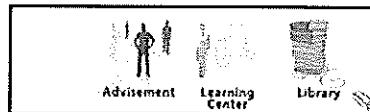
Business Law I

Trademarks and Dilution

Provide an example of an existing trademark. What makes this trademark strong? What makes it weak? What is trademark dilution? Is this trademark at risk for dilution?

Please respond to the initial question by day 5 and be sure to post two ad peers and/or instructor by day 7. The initial post by day 5 should be 75 to may go longer depending on the topic. If you use any source outside of yo you should reference that source. Include solid grammar, punctuation, se and spelling.

Grading Criteria
In your initial post, clearly present well-reasoned ideas and concepts.
Post to at least two additional students or the instructor reflecting on the other participants' postings. You should actively participate in the discussion. (5 poin per response)
Total



508

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**W3 Assignment "Business Torts"**[My Notes](#) | [Previous](#) [Next](#)**Submissions accepted:** 5/28/2014 | 12:00 AM

Review: Full, Anonymous: No

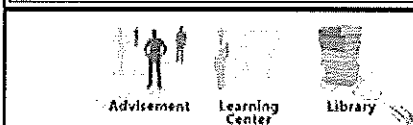
Business Law I

Business Torts

Write a short essay, between 400 and 500 words, responding to the assignment below. You are expected to utilize the textbook and outside resources to provide accurate and substantive answers to the question. Also, be sure to make use of illustrating examples where appropriate. Submit your work in APA format.

Precise Engineering Corporation has a contract with Quik Mart Stores to provide customized software for Quik's inventory control system. Retail Outlets, Inc, Quik's competitor, induces Sam, a Precise subcontractor who is writing code for the Quik software, to delay delivery of the code for one week. As a result, Precise's delivery of the software is delayed, and Quik sustains \$500,000 in lost profits. On what ground could Quik recover damages from Retail Outlets?

Grading Criteria Assignments	Maximum Points
Meets or exceeds established assignment criteria	40
Demonstrates an understanding of lesson concepts	20
Clearly presents well-reasoned ideas and concepts	30
Mechanics, punctuation, sentence structure, spelling, APA formatting.	10
Total	100



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