

COPYRIGHT LAW – TRADEMARK LAW – RUBRIC – 2019 – 2020

Use this rubric both as a guide to performance on the present assignment and also as a guide to understanding where to improve in later assignments.

The categories below are not weighted equally in evaluating each assignment. In general, categories toward the top of the rubric weigh less heavily. Categories toward the bottom weigh more heavily.

STUDENT NAME					
	++ Very Good	+ Good	O Acceptable	- Not Good	-- Poor
<p>WRITING (Are sentences clear and direct? Does the author avoid unnecessary adjectives and adverbs? Does the author use the active voice as much as possible? Is the product spellchecked and proofread?)</p>					
<p>ORGANIZATION AND CLARITY (Does the product rely on a clear and logical structure? Does it prioritize the information that the audience wants and needs? Does it use clear and direct topic sentences? Do paragraphs follow logically from its beginning to its end?)</p>					
<p>LEGAL ANALYSIS (Does the product accurately state and apply relevant law? Does it avoid citing or applying unhelpful or irrelevant law?)</p>					
<p>WORK WITH FACTS (Does the product dig deeply into the facts of the hypo? Does it explore the goals and motivations of the parties, where appropriate? Does it propose solutions or strategies tailored to the client’s or audience’s needs, as appropriate? Does it acknowledge ambiguity and the possible need for more information?)</p>					
<p>RESPONSIVENESS (Does the product answer the questions that the assignment posed and meet the audience’s expectations? Does it answer the questions that motivated the assignment, even if those were different than those stated in its text?)</p>					
COMMENTS:					
SCORE (out of 20):					