

CLICKERS

Three reasons why they work for me

In 300-level undergrad COML papers:

**Marketing Law, Contract Law
and E-Commerce Law**

ONE

Immediate **Review and feed back** – how is my teaching going?

For the **students**: Do they understand important concepts? Have they missed something?

Review Question

Which method of incorporating terms and conditions in an online contract is not recommended?

- A Browsewrap
- B Clickwrap

Review

True or False?

Patent protection is a monopoly that lasts for ever (so long as you keep renewing it).

Example

Jill has taken out life insurance with JMI on Sam's life. Does JMI have to pay out if Sam dies on the way to their wedding?

- 1- Yes
- 2 - No



TRUE? or FALSE?

Bill has a Wellington business selling football gear. Bills business is called FERNY®

No other trader in New Zealand may use the name, FERNY.

TWO

Practice at reading and applying complex material

- Helps to overcome the 15 point constraints
- Passive listeners to active learners

ENG Insurance paid Ben's claim for flood damage to Kim, his broker. Kim becomes insolvent and fails to pay Ben.

Which provisions of the 1994 Act would have assisted Ben?

- A. Sections 2 and 5
- B. Sections 2 and 4
- C. Sections 8 and 9

Ricky owns a clothing store. He wants to register his chosen trade mark: GOOGLE. Which of the following is correct?

- A This will not be possible because s 25(a) of the TMA 2002 applies
- B This will not be possible because s 25(c) of the TMA 2002 applies.
- C This is possible because Google does not sell clothes in New Zealand.

The advert for Jane[®] designer watches says they are more reliable than Citizen[®] watches.

Which is correct?

- A This is an infringement of Citizen's registered trade mark.
- B This is an example of comparative advertising.
- C This is a breach of the Fair Trading Act.

Which if the following is **not** correct?

1. The news media is not subject to the Privacy Act in relation to its news gathering activities.
2. A photograph is "personal information" for the purposes of the Privacy Act 1993.
3. A sole trader is not "an agency" for the purposes of the Privacy Act 1993.

THREE

Clickers are Fun!

- Anonymous
- Replaces texting
- Stimulate discussion – overcomes the anonymity of large classes

Revision

Mary sells plums from her orchard in Upper Hutt. Which of the following could she use as a trade mark?

- A RED™
- B JUICY™
- C UPPER HUTT™
- D POLAR™



The disadvantages

1. The technology is not fail-safe.
2. Inventing the questions – can be time consuming.
3. Will the students become bored if we all use clickers?