

Trademark through Card-Based Creativity: Building Social Enterprise Brands



This project addresses the challenge of teaching trademark law beyond memorization and doctrine by using card-based creativity, social enterprise design, and ethical reflection to help students connect law with real-world creativity, ownership, and social responsibility.



This project reimagines trademark education through experiential learning, where students act as creators, analyze ownership and distinctiveness, and debate trademark conflicts through “Good Guy–Bad Guy” scenarios, connecting legal doctrine with ethics, social entrepreneurship, and human responsibility.

This project addresses the challenge of teaching trademark law beyond memorization and doctrine by using card-based creativity, social enterprise design, and ethical reflection to help students connect law with real-world creativity, ownership, and social responsibility.

This project reimagines trademark education through experiential learning, where students act as creators, analyze ownership and distinctiveness, and debate trademark conflicts through “Good Guy–Bad Guy” scenarios, connecting legal doctrine with ethics, social entrepreneurship, and human responsibility.

