IDM Media Law Gray Work **Proposal**

By Bryce Summers

My gray work will focus on the topic of trademarks, and particularly on confusingly similar branding. I am planning on founding a new academic program which will have similar branding to the NYU Integrated Digital Media Program. I will rent out the 7th floor of the 2 Metrotech building and will call it the Interpretive Dogmatic Methodology Program (IDM), which is an Ethnography program that allows students to study the mannerisms and behaviour of Integrated Digital Media students and faculty through direct observation technology including tin cans, periscopes, and the Robot LD platform that provides the most modern and accurate R. Luke Dubois behavioral emulation platform in the world.

The program advertises its business using a somewhat differentiated color scheme from NYU, with a logo depicting some logs and a periscope. It labels itself as the IDM program on the plaque in the lobby of the 2 Metrotech building, whereas the Integrated Digital Media program is labeled simply as the MAGNET floor. In their marketing materials, they focus on the classes and activities conducted by the IDM program such as spying on media theory, observing research sessions at the ability lab, and wiretapping the sound systems used for the Integrated Digital Media colloquium. They mention that they are an ethnography program, but don’t mention it too often. They produce radio advertisements as well, where listeners may tune in at any moment.