



## APPENDIX A

# HOW TO BRIEF CASES AND ANALYZE CASE PROBLEMS

### How to Brief Cases

To fully understand the law with respect to business, you need to be able to read and understand court decisions. To make this task easier, you can use a method of case analysis that is called *briefing*. There is a fairly standard procedure that you can follow when you “brief” any court case. You must first read the case opinion carefully. When you feel you understand the case, you can prepare a brief of it.

Although the format of the brief may vary, typically it will present the essentials of the case under headings such as those listed below.

1. **Citation.** Give the full citation for the case, including the name of the case, the date it was decided, and the court that decided it.
2. **Facts.** Briefly indicate (a) the reasons for the lawsuit; (b) the identity and arguments of the plaintiff(s) and defendant(s), respectively; and (c) the lower court’s decision—if appropriate.
3. **Issue.** Concisely phrase, in the form of a question, the essential issue before the court. (If more than one issue is involved, you may have two—or even more—questions here.)
4. **Decision.** Indicate here—with a “yes” or “no,” if possible—the court’s answer to the question (or questions) in the *Issue* section above.
5. **Reason.** Summarize as briefly as possible the reasons given by the court for its decision (or decisions) and the case or statutory law relied on by the court in arriving at its decision.

### An Example of a Briefed Sample Court Case

As an example of the format used in briefing cases, we present here a briefed version of the sample court case that was presented in Chapter 1 in Exhibit 1–6.

#### APPLE INC. v. AMAZON.COM INC.

United States District Court, Northern District of California,  
\_\_\_ F.Supp.2d \_\_\_, 2013 WL 11896 (2013).

**FACTS** In July 2008, Apple Inc. began to sell applications for its mobile devices through its APP STORE service. In March 2011, Amazon.com Inc. launched the Amazon Appstore for Android. Apple filed a suit in a federal district court against Amazon in the same month, asserting false advertising. Apple alleged that that by using the word “Appstore” in the name of Amazon’s store, Amazon implied that its store was affili-

ated with or sponsored by Apple. Apple argued that Amazon’s service did not have the characteristics and qualities that the public had come to expect from the name APP STORE. For this reason, Apple contended, Amazon’s use of “Appstore” misled the public. Amazon filed a motion for summary judgment.

**ISSUE** Can a vendor use the term “Appstore” to designate a site for buying apps without representing that the nature, characteristics, or quality of the site is the same as that of another vendor’s “APP STORE”?

**DECISION** Yes. The court granted Amazon’s motion for summary judgment.

**REASON** The court pointed out that a false advertising claim requires either a false statement of fact in an ad or evidence showing “exactly what message was conveyed that was sufficient to constitute false advertising.” Here, Apple failed to show that Amazon made any false statement and presented no evidence that consumers were misled. Apple did not show that consumers understood “app store” to include specific qualities, characteristics, or attributes of the Apple APP STORE or were otherwise misled by Amazon’s use of the term. Nothing indicated that a consumer would expect the two sites to be identical—especially considering that Apple sold apps solely for Apple devices and Amazon sold apps solely for Android and Kindle devices. Apple did not make clear how Amazon’s use of Appstore constituted a “statement” that implied something false about Apple’s APP STORE. Apple “made no showing that such (implied) statement deceived or had a tendency to deceive users of Amazon’s Appstore.”

### Review of Sample Court Case

Here we provide a review of the briefed version to indicate the kind of information that is contained in each section.

**CITATION** The name of the case is *Apple Inc. v. Amazon.com Inc.* Apple is the plaintiff. Amazon is the defendant. The U.S. District Court for the Northern District of California (a trial court) decided this case in 2013. The citation states that this case can be found in volume \_\_\_ of the *Federal Supplement, Second Series*, on page \_\_\_, and on Westlaw® at 2013 WL 11896.

**FACTS** The *Facts* section identifies the plaintiff and the defendant, describes the events leading up to this suit and the allegations made by the plaintiff in the suit. If this case were a decision of one of the U.S. courts of appeals, the lower court’s ruling, the party appealing, and the appellant’s contention on appeal would also be included here.



**ISSUE** The *Issue* section presents the central issue (or issues) decided by the court. This case involves a false advertising claim. The court considers whether a vendor can use the term “Appstore” to designate a site for buying apps without representing that the nature, characteristics, or quality of the site is the same as that of another vendor’s “APP STORE.”

**DECISION** The *Decision* section includes the court’s decision on the issues before it. The decision reflects the opinion of the judge or justice hearing the case. Here, the court determined that consumers were not deceived by the two vendors’ use of the same term. There was no evidence that consumers understood “app store” to include specific qualities, characteristics, or attributes or were otherwise misled by the use of the term. Decisions by appellate courts are frequently phrased in reference to the lower court’s decision. That is, the appellate court may “affirm” the lower court’s ruling or “reverse” it.

**REASON** The *Reason* section includes references to the relevant laws and legal principles that were applied in coming to the conclusion arrived at in the case before the court. The relevant law here included the principle that a false advertising claim requires either a false statement of fact in an ad or evidence showing “exactly what message was conveyed that was sufficient to constitute false advertising.” This section also explains the court’s application of the law to the facts in this case.

## Analyzing Case Problems

In addition to learning how to brief cases, students of business law and the legal environment also find it helpful to know how to analyze case problems. Part of the study of business law and the legal environment usually involves analyzing case problems, such as those included in this text at the end of each chapter.

For each case problem in this book, we provide the relevant background and facts of the lawsuit and the issue before the court. When you are assigned one of these problems, your job will be to determine how the court should decide the issue, and why. In other words, you will need to engage in legal analysis and reasoning. Here, we offer some suggestions on how to make this task less daunting. We begin by presenting a sample problem:

While Janet Lawson, a famous pianist, was shopping in Quality Market, she slipped and fell on a wet floor in one of the aisles. The floor had recently been mopped by one of the store’s employees, but there were no signs warning customers that the floor in that area was wet. As a result of the fall, Lawson injured her right arm and was unable to perform piano concerts for the next six months. Had she been able to perform the scheduled concerts, she would have earned approximately \$60,000 over that period of time. Lawson sued Quality Market for this amount, plus another \$10,000 in medical expenses. She claimed that the store’s failure to warn customers of the wet floor constituted

negligence and therefore the market was liable for her injuries. Will the court agree with Lawson? Discuss.

## Understand the Facts

This may sound obvious, but before you can analyze or apply the relevant law to a specific set of facts, you must clearly understand those facts. In other words, you should read through the case problem carefully—more than once, if necessary—to make sure you understand the identity of the plaintiff(s) and defendant(s) in the case and the progression of events that led to the lawsuit.

In the sample case problem just given, the identity of the parties is fairly obvious. Janet Lawson is the one bringing the suit; therefore, she is the plaintiff. Quality Market, against whom she is bringing the suit, is the defendant. Some of the case problems you may work on have multiple plaintiffs or defendants. Often, it is helpful to use abbreviations for the parties. To indicate a reference to a plaintiff, for example, the *pi* symbol— $\pi$ —is often used, and a defendant is denoted by a *delta*— $\Delta$ —a triangle.

The events leading to the lawsuit are also fairly straightforward. Lawson slipped and fell on a wet floor, and she contends that Quality Market should be liable for her injuries because it was negligent in not posting a sign warning customers of the wet floor.

When you are working on case problems, realize that the facts should be accepted as they are given. For example, in our sample problem, it should be accepted that the floor was wet and that there was no sign. In other words, avoid making conjectures, such as “Maybe the floor wasn’t too wet,” or “Maybe an employee was getting a sign to put up,” or “Maybe someone stole the sign.” Questioning the facts as they are presented only adds confusion to your analysis.

## Legal Analysis and Reasoning

Once you understand the facts given in the case problem, you can begin to analyze the case. Recall from Chapter 1 that the IRAC method is a helpful tool to use in the legal analysis and reasoning process. IRAC is an acronym for Issue, Rule, Application, Conclusion. Applying this method to our sample problem would involve the following steps:

1. First, you need to decide what legal **issue** is involved in the case. In our sample case, the basic issue is whether Quality Market’s failure to warn customers of the wet floor constituted negligence. As discussed in Chapter 6, negligence is a *tort*—a civil wrong. In a tort lawsuit, the plaintiff seeks to be compensated for another’s wrongful act. A defendant will be deemed negligent if he or she breached a duty of care owed to the plaintiff and the breach of that duty caused the plaintiff to suffer harm.
2. Once you have identified the issue, the next step is to determine what **rule of law** applies to the issue. To make this determination, you will want to review carefully the text of the chapter in which the relevant rule of law for the problem appears. Our sample case problem involves the tort of

negligence, which is covered in Chapter 6. The applicable rule of law is the tort law principle that business owners owe a duty to exercise reasonable care to protect their customers (“business invitees”). Reasonable care, in this context, includes either removing—or warning customers of—foreseeable risks about which the owner knew or should have known. Business owners need not warn customers of “open and obvious” risks, however. If a business owner breaches this duty of care (fails to exercise the appropriate degree of care toward customers), and the breach of duty causes a customer to be injured, the business owner will be liable to the customer for the customer’s injuries.

3. The next—and usually the most difficult—step in analyzing case problems is the **application** of the relevant rule of law to the specific facts of the case you are studying. In our sample problem, applying the tort law principle just discussed presents few difficulties. An employee of the store had mopped the floor in the aisle where Lawson slipped and fell, but no sign was present indicating that the floor was wet. That a customer might fall on a wet floor is clearly a foreseeable risk. Therefore, the failure to warn customers about the wet floor was a breach of the

duty of care owed by the business owner to the store’s customers.

4. Once you have completed Step 3 in the IRAC method, you should be ready to draw your **conclusion**. In our sample problem, Quality Market is liable to Lawson for her injuries, because the market’s breach of its duty of care caused Lawson’s injuries.

The fact patterns in the case problems presented in this text are not always as simple as those presented in our sample problem. Often, for example, a case has more than one plaintiff or defendant. A case may also involve more than one issue and have more than one applicable rule of law. Furthermore, in some case problems the facts may indicate that the general rule of law should not apply. For example, suppose that a store employee advised Lawson not to walk on the floor in the aisle because it was wet, but Lawson decided to walk on it anyway. This fact could alter the outcome of the case because the store could then raise the defense of assumption of risk (see Chapter 7). Nonetheless, a careful review of the chapter should always provide you with the knowledge you need to analyze the problem thoroughly and arrive at accurate conclusions.