This article will expand upon my earlier work on the historical development of copyright law for advertisements and labels (presented at IPSC in 2009) by exploring how in these expressions are in fact "Competitive Copyrights," in that what is primarily protected by granting copyrights to labels and advertisements is a competitive interest rather than a copyright interest. Accordingly, this article will follow the existing literature that copyrights for advertisements and labels are not copyrightable, and rather argue that the most appropriate form of legal protection is along the lines of unfair competition law, as was attempted by the 1874 Print and Label Act. To conclude, this article will note how such reforms may not be necessary as a prudential matter as they will introduce confusion, as the 1874 Act did, and the affirmative defense of Fair Use, when applied to supposed infringements of labels and advertisements, effectively restructures copyright law into unfair competition law.