

The Radzyner Law School is Pleased to Host:

# THE MEASURE OF INTELLECTUAL PROPERTY

## NEW PRINCIPLES, FUTURE DILEMMAS

In Honour of  
Reinhold Cohn Group's 80th Anniversary

### International Conference

March 10-11 2014, IDC Herzliya Campus,  
Kanfei Nesharim Street, Herzliya

#### Monday, March 10th

Venue: Auditorium SL201, Radzyner-Sustainability building

13:00 Registration and Gathering

13:15 Welcome

**Prof. Amnon Rubinstein**, IDC Herzliya and Israel Prize Laureate

**Adv. David Gilat**, Senior Partner, Gilat, Bareket & Co., Reinhold Cohn Group

**Dr. Lior Zemer**, Radzyner Law School, IDC Herzliya

#### Session I

13:30 **New Trends, Old Principles**

Chair: **Dr. Adam Shinar**, Radzyner Law School, IDC Herzliya

**Prof. David Vaver**, Professor of IP Law at Osgoode, and Emeritus Prof of IP & IT Law at Oxford  
*"User Rights in Intellectual Property"*

**Prof. Reto Hilty**, Director, Max Planck Institute for Innovation and Competition and University of Zurich  
*"The Future of Copyright Law in Europe"*

**Dr. Adi Ayal**, Faculty of Law, Bar-Ilan University  
*"Patents, Inc" (with Dr. Yaad Rotem)*

**Prof. Roberta Rosenthal Kwall**, Raymond P. Niro Professor of Intellectual Property Law;  
DePaul University College of Law; Co-Director of the Center for Jewish Law & Judaic Studies  
*"Shabbat: A Diverse Perspective on Human Creativity"*

**Dr. Lior Zemer**, Radzyner Law School, IDC Herzliya  
*"The Power of Intellectual Property Clauses"*

15:30 Coffee Break

#### Session II

16:00 **Copyright**

Chair: **Adv. Tamir Afori**, Senior Partner, Gilat, Bareket & Co., Reinhold Cohn Group

**Prof. Wendy J. Gordon**, School of Law, Boston University  
*"The Concept of Harm in Copyright"*

**Prof. Abraham Drassinower**, Faculty of Law, University of Toronto  
*"Remarks on Copyright Subject Matter"*

**Prof. David Lametti**, Faculty of Law, McGill University  
*"Virtue Ethics, Abuse of Rights and Fair dealing"*

**Dr. Guy Pessach**, Faculty of Law, Hebrew University of Jerusalem  
*"The Form and Structure of Copyright Exemptions"*

17:45 Coffee Break

#### Panel I

18:00 **The Legal Limits of Science**

Chair: **Prof. Sharon Rabin-Margalioth**, Dean, Radzyner Law School, IDC Herzliya

#### Keynote Speaker

*"From Basic Science to Advanced Medicine"*

**Prof. Ada Yonath**, Weizmann Institute of Science,  
Nobel Prize Laureate, Chemistry

Discussants:

**Prof. Aharon Barak**, President of the Israeli Supreme Court (Ret.), Radzyner Law School, IDC Herzliya

**Prof. Reto Hilty**, Director, Max Planck Institute for Innovation and Competition and University of Zurich

**Dr. Ilan Cohn**, Senior Partner, Reinhold Cohn Group

**Adv. David Gilat**, Senior Partner, Gilat, Bareket & Co., Reinhold Cohn Group

Due to high demand, participants must register in advance at: [rsvp4@idc.ac.il](mailto:rsvp4@idc.ac.il)

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**Tuesday, March 11th**

Venue: Arison-Lauder Lobby

09:30 Gathering

### Session III

10:00 **Patents**

Chair: **Dr. Ilan Cohn**, Senior Partner, Reinhold Cohn Group

**Prof. Graham Dutfield**, School of Law, University of Leeds

*"Open Innovation in Biomedical Research: A New Model"*

**Prof. Gideon Parchomovsky**, Faculty of Law, Bar-Ilan University and School of Law, University of Pennsylvania

*"Reinventing Patents and Copyrights"*

**Dr. Daniel Benoliel**, Faculty of Law, University of Haifa

*"The Impact of Pharmaceutical Patents on Drug Pricing in Least Developing Countries (LDCs)"*

**Dr. Miriam Bitton**, Faculty of Law, Bar-Ilan University

*"Examining the Patent Aspects of the Trans Pacific Agreement"*

**Prof. Dov Greenbaum**, School of Medicine, Yale University

*"Disruptive Technologies and IP: Is 3D printing the next Napster; What can patent law learn from Copyright's recent experiences?"*

12:00 Lunch

### Session IV

13:00 **Trademarks and Designs**

Chair: **Adv. Ronit Barzik-Soffer**, Senior Partner, Head of the Trademarks Department, Reinhold Cohn Group

**Dr. Orit Fischman-Afori**, Haim Striks School of Law, College of Management

*"Towards a Paradigm Shift in Design Law"*

**Adv. Howard Poliner**, Head of Intellectual Property Law Legislation and Legal Counsel, Ministry of Justice

*"Highlights of the Proposed Design Law"*

**Dr. Catherine Ng**, School of Law, University of Aberdeen

*"Past the Patina of Passing Off"*

**Dr. Katya Assaf**, Faculty of Law, Hebrew University of Jerusalem

*"Trademarks and Social Competition"*

**Dr. Kim Treiger Bar-Am**, Faculty of Law, Bar-Ilan University

*"Trademark Dilution and Moral Rights: Divergence and Convergence"*

15:00 Coffee Break

### Panel II

15:15 **Towards an IP Tribunal in Israel**

Chair: **Adv. Eran Bareket**, Senior Partner, Gilat, Bareket & Co., Reinhold Cohn Group

**Nili Arad**, President of the National Labor Court (Ret.)

**Prof. David Vaver**, Professor of IP Law at Osgoode, and Emeritus Prof of IP & IT Law at Oxford

**Gabriella (de Leeuw) Levy, Judge (Ret.)**

**Adv. Gali Ben-Or**, Legal Department, The Knesset

16:45 **General Assembly**

**Adv. David Gilat**, Senior Partner, Gilat, Bareket & Co., Reinhold Cohn Group

**Dr. Lior Zemer**, Radzyner Law School, IDC Herzliya