

Monday 23 October

2.00-5.00pm

- > **ATRIP Executive Committee Meeting**

5.00-7.30pm

- > **Opening reception**

Location: Ground floor, Victoria University of Wellington, Faculty of Law, 55 Lambton Quay, Wellington. [SEE MAP](#)

Tuesday 24 October

Location: Lecture Theatre 1 (GBLT 1), Victoria University of Wellington, Faculty of Law, 55 Lambton Quay, Wellington. [SEE MAP](#)

8.30am

- > **Mihi (Māori Welcome)**

Rawinia Higgins, Deputy Vice-Chancellor Maori, Victoria University of Wellington

- > **Welcome**

Mark Hickford, Pro Vice-Chancellor and Dean of Law, Victoria University of Wellington

- > **Opening speakers**

Chair: Susy Frankel, ATRIP President

- Sherif Saadallah, Executive Director, WIPO Academy
- Annette Kur, Max Planck Institute for Innovation and Competition, ATRIP president 2007-2009

Session 1

9.00-10.30am: The Evolving International and Regional Rules

Chair: Sam Ricketson, University of Melbourne, Australia

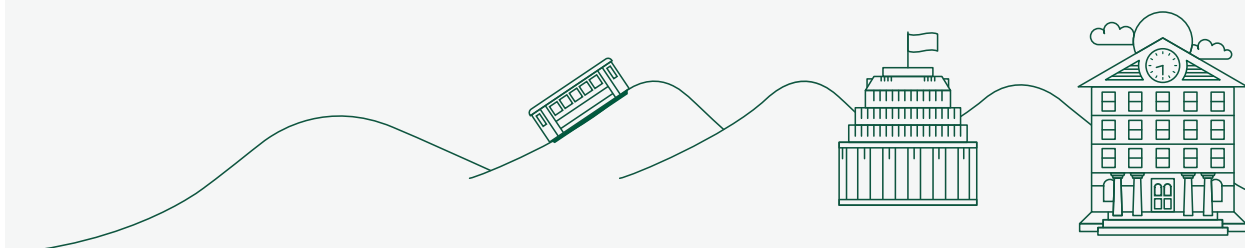
- > **Brexit and IP: the Great Unravelling?**

Graeme Dinwoodie, Faculty of Law, University of Oxford, UK

Rochelle Dreyfuss, NYU School of Law, USA

- > **Incrementalism and Intellectual Property Reform in India**

Arpan Banerjee, Jindal Global Law School, India





> **A TWAIL-Constructivist Critique of the IP and Development Divide in the Age of Innovation**

Bassem Awad and Marsha Simone Cadogan, Centre for International Governance Innovation, Canada

> **Human Rights, Intellectual Property Disputes, and International Investment Agreements**

Emmanuel Kolawole Oke, Edinburgh Law School, University of Edinburgh, UK

> **Intellectual Property and Public Policy**

Susan Sell, RegNet, Australian National University, Australia

Morning Tea 10.30-11.00am

Session 2

11.00am-12.45pm: What is Copyright For?

Chair: Ruth Okediji, Harvard Law School, USA

> **Intellectual Property as Seen by Barbie and Mickey: The Reciprocal Relationship of Copyright and Trademark Law**

Jane Ginsburg, Columbia Law School, New York, USA

> **How International Copyright Assisted American Corporate Capitalism and Led to the Decline of the Australian Feature Film Industry**

Kathy Bowrey, Faculty of Law, University of New South Wales, Australia

> **The Right to a Reasonable Exploitation Concretized – An Incentive Based Approach**

Ole-Andreas Rognstad, Department of Private Law, University of Oslo, Norway

> **New Neighbouring Rights for Digital Press Publishing**

Valentina Moscon, Max Planck Institute for Innovation and Competition, Germany

> **Limitations for Text and Data Mining and Teaching in the Copyright in the Digital Single Market Draft Directive**

Raquel Xalabarder, School of Law and Political Science, Oberta de Catalunya University, Spain

Lunch 12.45-1.45pm

Session 3A (parallel)

1.45-3.30pm: The Expanding Nature of Trade Marks and Geographical Indications

Chair: Christophe Geiger, Centre for International Intellectual Property Studies (CEIPI), University of Strasbourg, France

- > **Online Trading, Internet Advertising and Mark Infringement: Trends of Consumer Protection by African Courts**
Joelle Nwabueze, Enugu State University of Science and Technology, Nigeria
- > **Human Rights and the Object and Purpose of International Trade Mark Agreements**
Genevieve Wilkinson, University of Technology, Sydney, Australia
- > **How 3D Printing Challenges the Consumer Protection Rationale of Trademarks**
Bram Van Wiele, Intellectual Property Unit, University of Cape Town, South Africa
- > **‘To Kill a Trade Mark’ Wartime Lessons on the Objects and Purposes of Trade Mark Law**
Catherine Bond, Faculty of Law, University of New South Wales, Australia
- > **A Toast to Geographical Indications: The Market Battle of Champagne and Prosecco**
Henry Biggs, Washington University, St Louis, USA

Session 3B (parallel)

1.30-3.30pm: Object and Purpose in the Digital Realm

Chair: Susan Corbett, School of Accounting and Commercial Law, Victoria University

- > **‘Going for Gold’: A Legal and Empirical Case Study into 3D Scanning, 3D Printing and Mass Customisation of Ancient and Modern Jewellery**
Dinusha Mendis, Centre for Intellectual Property Policy and Management (CIPPM), Bournemouth University, UK
- > **Legislative Measures Related to Online IPR Infringements: Keeping Up with IPRs Role and Purpose**
Ana Nordberg, Faculty of Law, University of Copenhagen, Denmark
(co-author) Knud Wallberg, Faculty of Law, University of Copenhagen, Denmark
- > **3D Printing and Intellectual Property Futures**
Angela Daly, Faculty of Law, Queensland University of Technology, Australia
- > **Do we still need IP Offices?**
Nicolas Binctin, Université de Poitiers, France





> **Digitally-Manipulated Personal Photographs:
Tensions, Taxonomies and Treatments**

S Che Ekaratne, School of Law, University of Canterbury, New Zealand

> **The Purpose and Characteristics of Copyright Law in Internet Era**

Yahong Li and Weijie Huang, Faculty of Law, University of Hong Kong

Afternoon Coffee 3.30-3.50pm

Session 4

3.50-5.20pm: The Many Purposes of Trade Marks

Chair: Reto Hilty, Max Planck Institute for Innovation and Competition Law, Germany

> **Non-traditional Trademarks and Inherently Valuable Expression**

Lisa Ramsey, School of Law, University of San Diego, CA, USA

> **'Market Definition' as a Tool for Assessing Anti-Competitive
Effects of Registering Non-Traditional Trade Marks**

Lavinia Brancusi, Faculty of Canon Law, Department of Civil Law, Card. Stefan Wyszyński University,
Warsaw, Poland

> **Inventing Harm: Reassessing the Origins and Reception of the
First Trade Mark Anti-Dilution Statutes**

Michael Handler, Faculty of Law, University of New South Wales, Australia

> **Trademark Law and the Public Interest (in the Luxury Industry):
Can Anti-Dilution Protection Promote Higher Quality Products?**

Irene Calboli, School of Law, Singapore Management University, USA

> **What are Trade Marks For? A Case Study in Coffee**

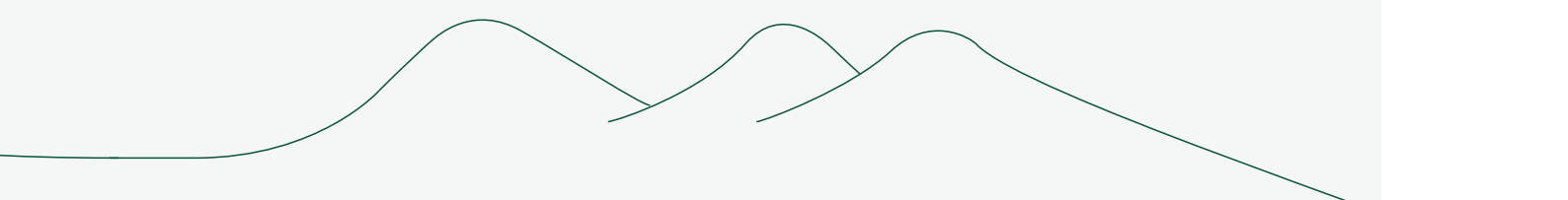
Megan Richardson, Melbourne Law School, University of Melbourne, Australia
(co-author) Jill Klein, Melbourne Business School, University of Melbourne, Australia

Day 1 closes 5.20pm

Evening events (included as part of your conference registration)

[Weta Workshop tour](#) and dinner

Transport to pick delegates up from Victoria University of Wellington, Faculty of Law at 5.30pm and take to the Weta Workshops and Roxy Cinema.



Wednesday 25 October

Session 5

8.45-10.30am: Reconsidering Incentives in Times of Social and Cultural Change

Chair: Abbe E L Brown, School of Law, University of Aberdeen, UK

- > **Copyright and Distributive Justice**
Justin Hughes, Loyola Law School, Los Angeles, CA, USA
- > **What Can a History of Copyright and Cartography Tell Us about the Object and Purpose of Intellectual Property Law?**
Isabella Alexander, Faculty of Law, University of Technology, Sydney, Australia
- > **Overlapping Incentives and the Persistent Conundrum of Free Trade in Intangibles – ISDS and International IP**
Barbara Lauriat, The Dickson Poon School of Law, King's College London, UK
- > **The Object and Purpose of Intellectual Property: A Blessing or a Curse for TK?**
Lida Ayoubi, Auckland University of Technology, New Zealand
- > **Intellectual Property and the Criminal Law**
Kimberlee Weatherall, Law School, University of Sydney, Australia
- > **Intellectual Property Rights in the Recreational Cannabis Market: Craft or Commodity?**
Jeremy de Beer and Alyssa Gaffen, University of Ottawa, Canada

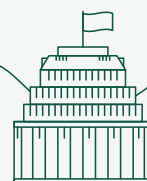
Morning Tea 10.30-11.00am

Session 6

11.00am-12.45pm: From Trade Secrets to Patent Purpose

Chair: Alexander Peukert, University of Frankfurt, Germany

- > **The Problematic Object and Purpose of Trade Secret Protection**
Niklas Bruun and Nari Lee, Hanken School of Economics, Helsinki, Finland
- > **Encouraging 'Openness' in Genomics Research: The Impact of Trade Secrecy**
Jane Nielsen and Dianne Nicol, Faculty of Law, University of Tasmania, Australia





> **The Changing Face of Patents in Biotechnology:
The Case of Biofabrication**

Pheh Hoon Lim, Law School, Auckland University of Technology, New Zealand
(co-author) Phoebe Li, Sussex University, UK

> **Thinking beyond the TRIPS Agreement about Reshaping the
Patent Term**

Milton Lucídio Leão Barcellos, Antonio Meneghetti Law School and Leão Intellectual Property, Brazil

> **Expertise, Efficiency, Equity – searching for an appropriate degree
of bifurcation of patent infringement and validity**

Christoph Rademacher, Waseda University School of Law, Tokyo

> **Searching for Optimal Response to PAEs' Excessive
Enforcement Practices**

Rafal Sikorski, Adam Mickiewicz University, Poznań, Poland

Lunch 12.45-1.45pm

Session 7A (parallel)

1.45-3.30pm: Contouring Copyright Purposively

Chair: Silke von Lewinski, Max Planck Institute for Innovation and Competition, Germany

> **United in Diversity or Divided in Unity? – In Search of a Lost Object
of Copyright Protection**

Ewa Laskowska, Faculty of Law, Jagiellonian University, Kraków, Poland

> **Access to Education Vis-à-vis Protection of Copyright:
Indian Copyright Jurisprudence**

Vandana Singh, School of Law and Legal Studies, Guru Gobind Singh Indraprastha University,
New Delhi, India

> **Copyright as an Access Right: Rethinking Copyright Law as a
Vehicle for Cultural Participation and Social Progress**

Christophe Geiger, Centre for International Intellectual Property Studies (CEIPI), University of
Strasbourg, France

> **Copyright Scope and Copyright Misuse**

Ann Bartow, Franklin Pierce Center for Intellectual Property, School of Law, University of New
Hampshire, USA

> **Collective Management Systems Vis-À-Vis Competition Law and
Policy, the European Response**

Valeria Falce, Professor of Law, European University of Rome, Italy
Maria Letizia Bixio, Post Doc Researcher, European University of Rome, Italy

Session 7B (parallel)

1.45-3.30pm: Patents Objective(s)

Chair: Daniel Gervais, Vanderbilt Law School, USA

> **Data exclusivity as an instrument of legal protection of pharmaceuticals**

Żaneta Pacud, The Institute of Law Studies of the Polish Academy of Sciences, Warsaw, Poland

> **Patent Invalidation and Legal Certainty**

Christoph Ann, Technical University of Munich, TUM School of Management

> **Stating the Obvious or Just Seeking Clarity? A Comparative Analysis of Objects and Purposes Clauses in Key Patent Jurisdictions**

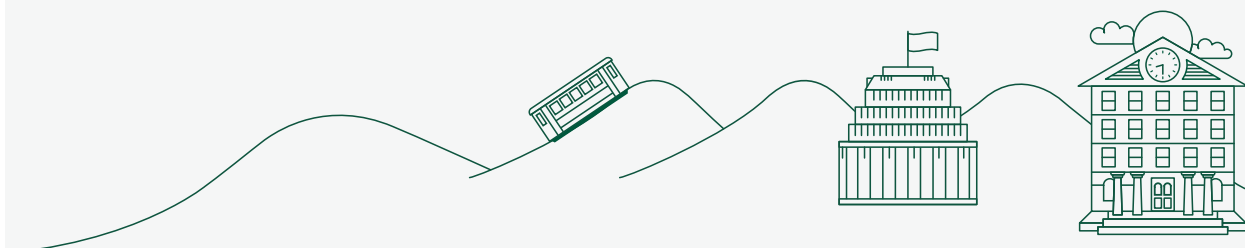
Natalie P Stoianoff, Faculty of Law, University of Technology, Sydney, Australia

> **The Purposes of Patent System and their Interactions with Green Technology Innovation Policies**

Yu Xiang, Chinese-German Institute for Intellectual Property, School of Management, Huazhong University of Science & Technology, China

> **Reframing the Software and Business Method Patents Debate around Disclosure and Reuse**

James Scheibner, Faculty of Law, University of Tasmania, Australia



Session 7C (parallel)

1.45-3.30pm: Development and the Interpretation of Rules

Chair: Peter Yu, Texas A&M University School of Law, USA

> **The Role of Intellectual Property and Universities in Fostering Regional Socio-Economic Development and Regional Competitiveness**

Helen Yu, Faculty of Law, University of Copenhagen, Denmark

> **An Update on Intellectual Property in Russia**

Ivan Zenin, Moscow State University, Russia

> **Making Derivative Works Without Authorisation and the Interpretation of 'Originality and Creativity' under Thailand's Copyright Law**

Chongnang Wiputhanupong, School of Law, Sripatum University, Thailand

> **The Economic Considerations in Shaping Intellectual Property**

Christian Schmitz Vaccaro, Universidad Católica de la Santísima Concepción, Chile

> **Creative Industries in Malaysia: Copyright Reform, Incentive Theory and Industrial and Trade Politics**

Ida Madieha Abd. Ghani Azmi, Department on Civil Law, International Islamic University, Malaysia
Rokiah Alavi, Department of Economics, International Islamic University, Malaysia

Afternoon tea 3.30-3.50pm

Session 8

3.50-5.35pm: The Sui Generis and Intellectual Property's Frontier

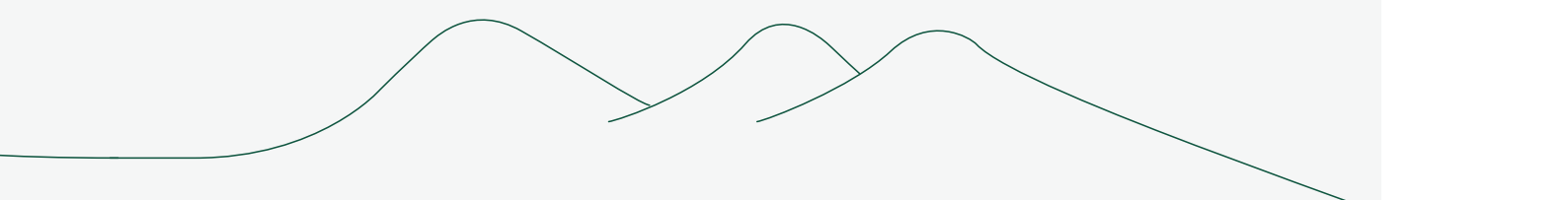
Chair: Jessica Lai, School of Accounting and Commercial Law, Victoria University

> **Illegal Designs? Disclosure of Origin Requirements and the Draft Design Law Treaty**

Margo Bagley, Emory University School of Law, USA

> **Licensing of Traditional Knowledge in Africa**

Enyinna S Nwauche, Faculty of Law, Rhodes University, Grahamstown, South Africa



> **Protection of Traditional Knowledge: Finding A Legal Framework for Bangladesh**

Towhidul Islam, Department of Law, University of Dhaka, Bangladesh
(co-author) Ahsan Habib, Faculty of Law, Eastern University, Bangladesh

> **Righting Wrongs: Rights in Traditional Knowledge as Corrective Justice**

Evana Wright, Faculty of Law, University of Technology, Sydney, Australia

> **Non-conventional Copyright: do New and Non-traditional Works Deserve Protection?**

Enrico Bonadio, The City Law School, London, UK
Nicola Lucchi, Jonkoping International Business School, Sweden

> **Where is the design? To capture the essence of EU design protection and verify its adequacy**

Anna Tischner, Faculty of Law, Jagiellonian University, Krakow, Poland

5.35pm: Essay competition presentation, sponsored by FICPI

Chair: Graeme Dinwoodie, Faculty of Law, University of Oxford, UK

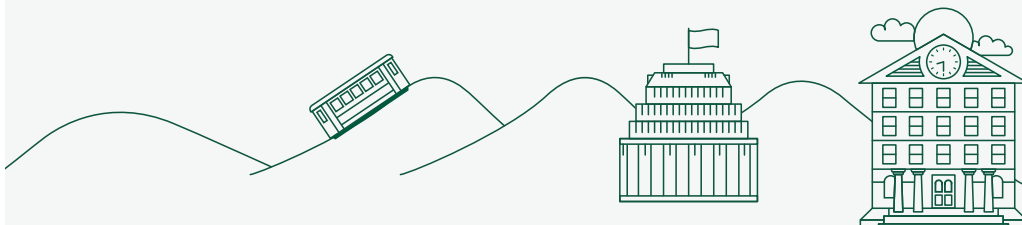
Essay Prize Winner, Verity Dawkins, University of Tasmania, Australia

Day closes 6.00pm

Evening events (included as part of your conference registration)

Gala dinner, [Te Papa Tongarewa](#), Museum of New Zealand

Transport to pick delegates up from hotels from 6.30pm and take to Te Papa Tongarewa, Museum of New Zealand for the Gala Dinner.





Thursday 26 October

Session 9

9.00-10.45am: National Policy Drivers

Chair: Tana Pistorius, University of South Africa

> **The Object and Purpose of Intellectual Property: a National, Creative, Adversarial Approach**

Abbe E L Brown, School of Law, University of Aberdeen, UK

> **IP Protection in China in the Context of Industry 4.0**

Du Ying, Central University of Finance and Economics, Beijing, China

> **Access to Knowledge and the Purpose of IP Protection**

Alfred Früh, Center for Information Technology, Society and Law, University of Zurich, Switzerland

> **Do Legislative Limitations and Judicial Attitudes to Copyright Enforcement Encourage Piracy?: Lessons from Fiji**

Salvin Nand, University of Fiji

> **Aligning Intellectual Property and Labour Law Objectives**

Lee-Ann Tong, Faculty of Law, University of Cape Town, South Africa

Grab a coffee (15 mins)

Session 10

11.00am-12.00pm: Panel Discussion – Academic Publishing

Chair: Annette Kur, Max Planck Institute for Innovation and Competition, ATRIP President 2007-2009

Panellists: Jane Ginsburg, Columbia Law School, New York, USA

Sherif Saadallah, Executive Director, WIPO Academy

Kimberlee Weatherall, Law School, University of Sydney, Australia

Jeremy de Beer, University of Ottawa, Canada

This panel will discuss a series of questions about the evolving challenges of academic publishing. Discussion will cover the publishing of teaching texts and research and the issues raised by books (authored and edited) and the opportunities of open access.

ATRIP General Assembly 12.00-12.30pm

Susy Frankel (President)

Alexander Peukert (Treasurer)

Daniel Gervais (Incoming President)

Closing lunch 12.30pm

Optional tour events

Please see our website for more details:

www.victoria.ac.nz/atrip/programme/optional-activities