

THE 2012 *JOURNAL OF INTELLECTUAL PROPERTY LAW* CONFERENCE  
*Back to the Future: Global Perspectives on the Future of IP Law in the Next Decade*

Presented By:

*Journal of Intellectual Property Law*  
Dean Rusk Center for International Law and Policy  
University of Georgia School of Law

Friday, March 2, 2012  
8:15 a.m. – 3:00 p.m. Dean Rusk Hall

Larry Walker Room, 4<sup>th</sup> Floor

**Agenda:**

- 8:15 a.m. Registration and Coffee
- 8:45 a.m. WELCOME AND INTRODUCTION  
Rebecca H. White, Dean, University of Georgia School of Law  
Ambassador C. Donald Johnson, Director, Dean Rusk Center
- 9:00 a.m. Panel 1—INTERNATIONAL PERSPECTIVES ON THE EVOLUTION OF  
COPYRIGHT LAW IN THE NEXT DECADE
- Panelists:
- Alain Strowel, Professor, Facultés universitaires St.-Louis, Brussels; Of Counsel, Covington & Burling LLP
  - Michael J. Madison, Professor, University of Pittsburgh School of Law
  - Orit Fischman Afori, Associate Professor, College of Management Academic Studies Law School, Israel
- Moderator:
- David E. Shipley, Thomas R.R. Cobb Professor of Law, University of Georgia School of Law
- 10:30 a.m. Break
- 10:45 a.m. PANEL 2—U.S. AND EU PERSPECTIVES ON TRADEMARK AND  
DESIGN LAW IN THE NEXT DECADE
- Panelists:

- Annette Kur, Senior Research Fellow, Max Planck Institute for Intellectual Property and Competition Law; Associate Professor, Stockholm University
- Rebecca Tushnet, Professor, Georgetown University Law Center
- Mark P. McKenna, Professor, University of Notre Dame Law School
- Stacey Dogan, Professor, Boston University School of Law

Moderator:

- Joseph S. Miller, Professor, University of Georgia School of Law

12:30

Lunch

1:15 p.m.

PANEL 3—PATENT LAW IN THE NEXT DECADE

Panelists:

- Mark D. Janis, Robert A. Lucas Chair of Law, Indiana University Maurer School of Law
- Jason Du Mont, Doctoral Candidate, International Max Planck Research School for Competition and Innovation
- Andrew W. Torrance, Professor, University of Kansas School of Law

Moderator:

- Joseph S. Miller, Professor, University of Georgia School of Law

2:45 p.m.

CLOSING REMARKS

Lara Ortega, Editor in Chief, *Journal of Intellectual Property Law*

Distinguished Panelists

**Stacey Dogan** is a professor at Boston University School of Law and a leading scholar in intellectual property and competition law. She has published numerous articles on the application of trademark and copyright law to the online environment, with a particular emphasis on the role of intermediaries such as Napster and Google, in prominent legal journals, including the *Stanford Law Review*, *Emory Law Journal*, *Iowa Law Review* and *Texas Law Review*. In the fall of 2008, she became the co-editor-in-chief of the *Journal of the Copyright*

*Society*, a peer-reviewed copyright journal. Professor Dogan is also the incoming chair of the Intellectual Property Section of the Association of American Law Schools (AALS).

**Jason Du Mont** is a doctoral candidate at the International Max Planck Research School for Competition and Innovation and a nonresident Intellectual Property Fellow at Chicago-Kent College of Law. His research at the Max Planck Institute focuses on the discordant application of creativity standards in industrial design regimes. Before joining the Max Planck Institute, Mr. Du Mont was an adjunct professor of law and a resident fellow in Chicago-Kent's IP program where he taught courses on patent litigation and helped supervise the theses of international IP LL.M. scholars. He is admitted to the Illinois Bar and the United States Patent & Trademark Office.

**Orit Fischman Afori** is an associate professor and the academic manager of the LL.M. program at the College of Management Academic Studies Law School in Israel. Her main field of research is intellectual property law and she is a prolific writer in the areas of copyright, industrial designs and cultural rights as human rights. Professor Afori teaches a variety of courses on corporate law, copyright law, and intellectual property and directs various seminars in the intellectual property field, including a clinical seminar on intellectual property and law and technology.

**Mark D. Janis** teaches intellectual property, trademarks, and patent law courses at the Indiana University Maurer School of Law, where he is the Robert A. Lucas Chair of Law and the director of the Center for Intellectual Property Research. He has authored a number of books, including the treatise *IP and Antitrust* (with Hovenkamp, Lemley, and Leslie) and casebooks on trademarks and unfair competition law, trade dress and design law, among others. He has also published numerous law review articles and book chapters on patent law, intellectual property and antitrust, trademark law, as well as intellectual property protection for plants and plant biotechnology. Prior to joining the faculty at Indiana, Professor Janis was the H. Blair and Joan V. White Chair in Intellectual Property Law at the University of Iowa College of Law. He practiced patent law at Barnes & Thornburgh LLP (Indianapolis) from 1989 to 1995.

**Annette Kur** is a senior member of the research staff and head of unit at the Max Planck Institute (MPI) for Intellectual Property, Competition and Tax Law. She is an associate professor at the University of Stockholm and honorary professor at the University of Munich (LMU). In addition, she teaches at the Munich Intellectual Property Law Center (MIPLC), and is a member of the foreign faculty of Santa Clara University in California. For the American Law Institute's project "Intellectual Property: Principles Governing Jurisdiction, Choice of Law, and Judgments in Transnational Disputes," she served as an adviser. She is a founding member of CLIP (European Max Planck Group for the Conflict of Laws in Intellectual Property) and was president of the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP) for the term 2007-2009. Prof. Dr. Kur is the author of books and numerous articles in the fields of national, European, and international trademark, unfair competition and industrial design law, as well as international jurisdiction and choice of law.

**Michael J. Madison** is a professor and faculty director of the Innovation Practice Institute at the University of Pittsburgh School of Law, specializing in the law, policy, and theory of intellectual property. His scholarship on intellectual property law, property theory, and governance has appeared in law reviews at Cornell University, Fordham University, Boston College, the College of William & Mary, and Case Western Reserve University, among others, and he is the co-author of a casebook on intellectual property law published by Aspen Publishers, now in its third edition. He blogs on regional economics and entrepreneurial culture at [pittsblog.blogspot.com](http://pittsblog.blogspot.com) and on law and technology at [madisonian.net](http://madisonian.net).

**Mark P. McKenna**, a professor at the Notre Dame Law School, is widely recognized as a leading scholar in the trademark area, having published a number of articles in leading law journals on the topic of trademark law. He has also written about copyright law, the right of publicity, and the intersection of intellectual property rights regimes. Some of his latest projects deal with concerns about intergenerational equity in intellectual property and the role of the placebo effect in intellectual property policy. Prior to joining the faculty at Notre Dame, Professor McKenna was a member of the faculty at Saint Louis University School of Law and practiced law with an intellectual property firm in Chicago, where he primarily litigated trademark and copyright cases.

**Alain Strowel** is a professor at the Facultés universitaires Saint-Louis in Brussels and teaches in various European LL.M. programs. His courses cover copyright, design, and media law, as well as the interaction between IP and competition law. Since 1988, he has been a Belgian avocat, and he is of counsel in the Brussels office of Covington & Burling LLP, where he focuses on digital copyright and trademark issues. He is a panelist for WIPO and .be domain name resolution procedures. Professor Strowel has authored numerous articles and books, including *Peer-to-Peer File Sharing and Secondary Liability in Copyright Law* (Edward Elgar, 2009) and *Google et les nouveaux services en ligne* (with J.P. Triaille; Larcier, 2008).

**Andrew W. Torrance** is a professor at the University of Kansas School of Law and has been named a Docking Faculty Scholar. Prior to joining the KU faculty, he practiced biotechnology patent law at Fish and Richardson PC, served as in-house patent counsel at Inverness Medical Innovations, and helped start Stirling Medical Innovations, a cardiac diagnostics biotechnology company based in Scotland. Professor Torrance, who holds a Ph.D. in Biology from Harvard University, has presented his research across the United States and internationally and has published widely in legal journals. His research and teaching interests include intellectual property, patent law, innovation law, biotechnology, biolaw, food and drug law, biodiversity law, climate change law, and international environmental law.

**Rebecca Tushnet** is a professor at Georgetown University Law Center. Before beginning her teaching career, she clerked for Associate Justice David H. Souter and worked at Debevoise & Plimpton LLP. Her work focuses on copyright, trademark, and false advertising law, and she is completing a casebook on advertising and marketing law with Eric Goldman. She is head of the legal committee of the Organization for Transformative Works, a nonprofit dedicated to supporting and promoting fanworks. She is also an expert on the law of engagement rings.

Moderators:

**Joseph S. Miller** joined the University of Georgia School of Law faculty in 2011 as a professor teaching patent law, intellectual property survey, and antitrust law. Professor Miller's scholarly efforts focus on intellectual property law issues, both alone and within the larger legal structures that govern the competitive process within a market economy. He is especially interested in intellectual property law's creativity thresholds, such as patent law's nonobviousness requirement and copyright law's originality requirement.

**David E. Shipley** joined the University of Georgia School of Law faculty as dean and professor of law in July 1998. He led the school through the completion of a strategic planning process and resigned as dean in June 2003 to return to teaching full time as the Thomas R.R. Cobb Professor of Law. Professor Shipley has been teaching courses on civil procedure, copyright, administrative law and remedies since returning to the classroom. He also helped establish the law school's new semester abroad program at England's historic Oxford University.