



The New Zealand Centre of International Economic Law presents a conference

“Intellectual Property on the Internet: Is there Life Outside of the Big Three?”

17-18 November 2014

Intellectual property often means copyrights, patents and trade marks, the Big Three of IP. There seems to be an increasing number of difficulties with the Big Three. Examples include the cost of obtaining international patent protection, the over enforcement of patents by so-called non-practising entities (trolls), the dubious validity of many patents such as for online business models, and the difficulties and possible inefficiencies of copyright-led efforts to modify online behaviour. Also, the useful but very limited role of trade marks (such as preventing domain names that too closely resemble protected marks) does not work well for new online uses, including for instance the sale of brand names as AdWords. Increasingly such problems have led to calls to repeal laws that do not work or replace them with other legal solutions. Is there life for IP online outside of the Big Three? Should researchers, online businesses and internet users focus more of their resources to explore other solutions? Do we need new instruments? The common denominator of new legal solutions is that they often are sui generis regimes or they stem from common law doctrines and have limited (or even no) recognition in international treaties. Does that matter?

Panels will explore these issues through discussion of the following topics:

- The expansion of trade secrets
- Publicity rights and the right to one's image
- The applicability of unjust enrichment and related doctrines
- Are sui generis regimes effective? (such regimes include databases, sports rights, traditional knowledge protection, plant variety rights)
- Are new modes of criminal and civil enforcement a new form of intellectual property?

Confirmed speakers include

Rochelle Dreyfuss, New York University School of Law (keynote)

- Graeme Austin, Victoria University of Wellington, Faculty of Law
- Irene Calboli, National University of Singapore, Faculty of Law
- Margaret Chon, Seattle University School of Law
- Susan Corbett, Victoria University of Wellington, School of Accounting and Commercial Law
- Stacey Dogan, Boston University School of Law
- Susy Frankel, Victoria University of Wellington, Faculty of Law
- Daniel Gervais, Vanderbilt University Law School
- Reto Hilty, Max Planck Institute for Innovation and Competition Munich
- Bernt Hugenholtz, University of Amsterdam, Faculty of Law
- Konstantina Koutouki, University of Montreal, Faculty of Law
- Jessica Lai, University of Lucerne, Faculty of Law
- Barbara Lauriat, Kings College London, The Dickson Poon School of Law
- Megan Richardson, The University of Melbourne Law School
- Sharon Sandeen, Hamline University School of Law
- Ping Xiong, University of South Australia School of Law
- Peter Yu, Drake University Law School



The NZ Centre of International Economic Law is pleased to acknowledge Internet NZ's support of this conference

REGISTRATION FORM

“Intellectual Property on the Internet: Is there Life Outside of the Big Three?”

17 – 18 November 2014

Title/Position Name

Organisation

Address

Phone Fax

Email

Dietary requirements

Registration (includes lunches, morning/afternoon teas)	Price (including GST)
<input type="checkbox"/> Early Bird Registration (before 31 October)	NZD\$340.00
<input type="checkbox"/> Standard Registration (after 31 October)	NZD\$380.00
<input type="checkbox"/> Full-time Student Registration (ID Required)	NZD\$60.00
<input type="checkbox"/> Not for profit Registration	NZD\$300.00

Conference Dinner (Monday 17 November 2014)

Conference dinner and entertainment at Zealandia.

I will attend the Monday night dinner at NZD\$125.00 per person

- Yes
- Additional guest
- No

CANCELLATIONS

A substitute delegate is welcome if you are unable to attend (please just let us know).
 An administration fee of \$50 may be charged for cancellations received in writing before 10 November 2014.
 No refunds will be made after this date.

Payment

- Please invoice me for payment
- Visa Mastercard

Card Number:																
Name on Card:										Expiry date:			/			
Signature:																

Please post, fax or email this form to:
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