



# International Conference

# The Many Faces of Innovation

In Memoriam of Alberto Musy

**January 5-6, 2016**

Bar-Ilan University, Faculty of Law & Ono Academic College

**Day 1 – Bar-Ilan University**

The Jeanne & Maurice Benin Faculty of Law Building (306), Floor 2

**Day 2 – Ono Academic College**

2 Agudat Sport HaPoel, Building 4, Floor 3, Room 5, Jerusalem

**Organizers:** Prof. Gideon Parchomovsky, Dr. Lital Helman, Dr. Miriam Marcowitz-Bitton

**Co-Sponsored by:** Prof. Martin Adelman, Bar-Ilan University, Ono Academic College

[Click here to register](#)

**For more Information:** [innovationconference2016@gmail.com](mailto:innovationconference2016@gmail.com)



# International Conference

## The Many Faces of Innovation

### In Memoriam of Alberto Musy

Day 1 – Bar-Ilan University

The Jeanne & Maurice Benin Faculty of Law Building (306), Floor 2, Hall 200

8:30-8:50 - Reception and Registration

8:50-9:00 - Welcome Remarks

Prof. Shahar Lifshitz, Dean, Bar-Ilan University, Faculty of Law

9:00-10:00 - Keynote Lecture: The Legacy of the late Alberto Musy

**Speakers:** Prof. Gideon Parchomovsky, Bar-Ilan University, Faculty of Law, University of Pennsylvania Law School  
Ms. Angelica d'Auvare

10:00-10:15 - Break

10:15-12:15 - Panel 1: Innovation & Competition

**Chair:** Dr. Dov Greenbaum, Director, Zvi Meitar Institute for Legal Implications of Emerging Technologies, Interdisciplinary Center Herzliya

**Speakers:**

Dr. Ido Baum, Haim Striks School of Law, The College of Management – Academic Studies

**Innovative Regulation through Competition: Calibrating Responses to Rapidly Evolving Markets**

Prof. Francisco Marcos, IE University

**Innovation by Dominant Firms in the Market**

Mr. Qiang Yu, Leiden University

**Innovation Market Analysis in Merger Control**

Prof. Salil Mehra, Temple University School of Law

**Towards Post-Scarcity Competition Law**

12:15-13:30 - Lunch

13:30-15:30 - Panel 2: Innovation, Trademarks & Design Law

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

**Speakers:**

Mr. Asa Kling, Patent Office, Commissioner of Patents

**Designs and Trademarks, The New Israeli Design Law**

Prof. Deborah Gerhardt, UNC School of Law

**Thought Leadership Through Branding**

Dr. Neil Wilkof, Partner, Head of Trademark & Information Technology Team, Dr. Eyal Bressler & Co.

**Co-Branding and Its Contribution to Innovation**

Dr. Michal Shur-Ofry, Hebrew University of Jerusalem, Faculty of Law

**Access to Error**

15:30-15:45 - Break

15:45-18:15 - Panel 3: Innovation & Patents

**Chair:** Prof. Martin Adelman, George Washington University Law School

**Speakers:**

Dr. Adi Ayal, Bar-Ilan University, Faculty of Law & Dr. Yaad Rotem, Ramat-Gan College of Law and Business

**Anticompetitive Patents: An Incorporation Solution**

Prof. Emily Michiko Morris, Visiting Professor & Eastern Scholar, Shanghai University of Politics and Law

**Innovation, Patents, and (Unfair) Competition**

Ms. Talya Ponchek, University of Haifa, Faculty of Law & Georg-August-Universität Göttingen, Faculty of Law

**The Evolution of Innovation Production Theories: Is the Patent System Left Behind?**

Dr. Jacob Nussim, Bar-Ilan University, Faculty of Law, & Anat Sorek, Intern, S. Horowitz & Co.

**Innovation and Taxation**

Dr. Ofer Tur-Sinai, Ono Academic College, Faculty of Law

**Technological Progress and Well-Being**



# International Conference The Many Faces of Innovation

In Memoriam of Alberto Musy

Day 2 – Ono Academic College

2 Agudat Sport HaPoel, Building 4, Floor 3, Room 5, Jerusalem

8:30-8:50 - Reception and Registration

8:50-9:00 - Welcome Remarks

**Speakers:** Prof. Amichai Cohen, Dean, Ono Academic College, Faculty of Law

9:00-11:00 - Panel 4: Copyright, Regulation & Innovation

**Chair:** Dr. Lior Zemer, Radzyner Law School, Interdisciplinary Center Herzliya

**Speakers:**

Prof. Gideon Parchomovsky, Bar-Ilan University, Faculty of Law, University of Pennsylvania Law School & Prof. Avi Bell, Bar-Ilan University, Faculty of Law, University of San Diego Law School

**Fair Use**

Dr. Maayan Perel, University of Haifa, Faculty of Law & Prof. Niva Elkin-Koren, University of Haifa, Faculty of Law  
**Accountability in Algorithmic Enforcement: Lessons from Copyright Enforcement by Online Intermediaries**

Dr. Lital Helman, Ono Academic College, Faculty of Law

**Curated Innovation**

Dr. Shelly Kreiczer-Levy, Ramat-Gan College of Law and Business

**Share, Own, Access: Innovative Consumption and Property Law**

11:00-11:15 - Break

11:15-13:15 - Panel 5: Innovation in Certain Industries

**Chair:** Prof. Tal Zarsky, University of Haifa, Faculty of Law

**Speakers:**

Dr. Yafit Lev Aretz, New York University School of Law & Dr. Nizan Geslevich-Packin, Baruch College, CUNY

**Big Data and Social Netbanks: Are You Ready to Replace Your Bank?**

Ms. Netta Sagie, Tel Aviv University, School of Education & Dr. Miri Yemini, Tel Aviv University, School of Education  
**Has the Educational Field Been Left Behind? Entrepreneurship Policy in Education - The Israeli Case**

Prof. Timothy Ravich, University of Central Florida; President, Ravich Law Firm

**Unnamed Innovation: The Interface of Aviation and Information Technology**

Dr. Hanan Mandel, Ono Academic College, Faculty of Law

**Re-innovating Courts: Courts and IT**

13:15-14:30 - Lunch

14:30-16:30 - Panel 6: Innovation and Different Fields of Law

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

**Speakers:**

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

**Of Patents and Cobras: Changing the Incentive Structure of Patent Law**

Dr. Dov Solomon, Ramat-Gan College of Law and Business & Dr. Miriam Marcowitz-Bitton, Bar-Ilan University, Faculty of Law

**IP Securitization: Solving the Information Problem**

Dr. Shlomit Yanisky-Ravid, Ono Academic College, Faculty of Law

**Promoting Innovation - a Comparative Approach**

Dr. Gil Avnimelech, Ono Academic College, Faculty of Business Administration

**Yozma Program and Other VC Policies: 20-Years Perspective**

16:30-18:00 - The Jerusalem Innovation Scene: Visit to SifTech & Jerusalem Venture Partners (JVP)