

Intellectual Property and Behavioral Science

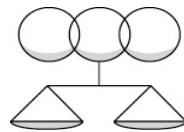
Conference August 28-29, 2006

Co-Sponsors:

MAX-PLANCK INSTITUTE FOR INTELLECTUAL PROPERTY,
COMPETITION, AND TAX LAW

and

GRUTER INSTITUTE FOR
LAW AND BEHAVIORAL RESEARCH



Conference Organizers:

Prof. Dr. Dr. h.c. Wolfgang
Fikentscher, LL.M.
Max-Planck Institute
University of Munich

Prof. Dr. Reto Hilty
Max-Planck Institute
University of Munich

Monika Gruter Cheney, J.D.
Executive Director
Gruter Institute

Professor Oliver Goodenough
Vermont Law School
Gruter Institute

Location: Max-Planck Institute for Intellectual Property, Competition and Tax Law, Munich
Munich, Marstallstrasse 8, Seminar Room 510

“Intellectual Property and Behavioral Science” Conference, August 28-29, 2006

Monday, August 28, 2006: Hotel Torbräu, Tal 41, 80331 Munich, Restaurant “La Familia”

19.00 **Opening Dinner** (Restaurant “La Familia” Hotel Torbräu)

Dinner Talk: Professor Reto Hilty, Director, Max-Planck Institute for Intellectual Property, Competition, and Tax Law, Munich: “Intellectual Property – in Need of Basic Research?”

Discussion

Tuesday, August 29, 2006: Seminar Room 510, Marstallstrasse 8

9.15 Professor Wolfgang Fikentscher: Words of Welcome

Moderator: Professor Wolfgang Fikentscher

9.17 Monika Gruter Cheney, J.D., Executive Director, Gruter Institute: “Property, Intellectual Property, and the Brain: A Research Initiative”

9.30 Professor Oliver Goodenough, Vermont University Law School and London University: “Why Do Good People Steal Intellectual Property?”

Discussion of Presentations of Monika Gruter Cheney and Oliver Goodenough. The discussion will be opened by a discussant’s statement, presented by Kristin Prehn, Graduate Student, Humboldt University, Berlin, Charité Neuroscience Laboratory (Professor Arno Villringer lab director).

10.30 *Coffee Break*

Moderator: Professor Reto Hilty

11.00 Professor Dorothy Glancy, University of California at Santa Clara School of Law: “Intellectual Property Rights in Personal Information in the US?”

11.20 Discussion continued

11.40 Professor Wolfgang Fikentscher, University of Munich Law School and Max-Planck: “Intellectual Property and Competition: Human Universals or Cultural Specificities?”

12.00 Discussion continued

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12.20 – 14.15 *Lunch Break*

Moderator: Professor Oliver Goodenough

14.15 Dr. Michael Hassemer, Wissenschaftlicher Assistent, Lehrstuhl für Bürgerliches Recht, Europäisches und Internationales Wirtschaftsrecht, University of Munich Law School, and Max-Planck: “Economic Behavior and Intellectual Property”

14.35 Discussion continued

14.55 Professor Urs Gasser, University of St. Gallen Law School and Berkman Center for Internet and Society, Harvard University Law School: “Neuropsychology of Copyright Law in the Digital Age: Taking Stock and Looking Ahead”

15.15 Discussion continued

15.35 *Coffee Break*

16.00 Dr. Alexander Peukert, Wissenschaftlicher Referent, Max-Planck: “Intellectual Property: Incentives and Exclusivity”

16.20 Discussion continued

17.00 Closing remarks by Monika Gruter Cheney, J.D., and Professor Reto Hilty

19.00 **Farewell Dinner:** Ratskeller, Munich Rathaus (Marienplatz), Prälaten-Raum

As can be seen from the foregoing, speakers are kindly asked to keep their presentations within a time frame of 20 minutes to leave enough room for discussion. Discussions are planned to extend to 20 minutes each as well. “Discussion continued” is to indicate that every participant may feel free to refer to earlier contributions and interventions made during the conference. This might add to the coherence of treatment of the subject matter before us. Conference languages are English and German, and everybody should feel free to use one’s own language. As with earlier Gruter Conferences, simultaneous translations will be provided by bilingual volunteers from the audience.