

2<sup>d</sup> Law, Economics & Psychology Seminar  
4<sup>th</sup> EIPIN Doctoral Meeting  
*Zurich, May 23-25, 2008*

*Organized by Stefan Bechtold, Bruno Frey and Gerard Hertig*

**Friday, May 23, 2008**  
**(ETH Main Building, Rämistrasse 101, Room E 42)**

14:00-14:15 Introduction

*Chair: Gérard Hertig*

14:15-14:35 **Efficiency of Terms in Consumer Contracts: Looking Beyond Reputation**  
Hanneke A. Luth, Erasmus University Rotterdam

14:35-14:50 Comments by Bruno Frey, ETH Zurich and University of Zurich

14:50-15:20 Open Discussion

15:10-15:30 Coffee Break

15:30-15:50 **Freedom of Choice and Paternalism in Contract Law: Prospects and Limits of an Economic Approach**  
Péter Cserne, Hamburg University

15:50-16:05 Comments by Stefan Bechtold, ETH Zurich and MPI Bonn

16:05-16:35 Open Discussion

16:35-16:45 Break

16:45-17:00 **Revisiting the Effects of Counter-Punishment in Public Good Games**  
Michael Kurschilgen, MPI Bonn

17:00-17:15 Comments by Bruno Frey, ETH Zurich and University of Zurich

17:15-17:45 Open Discussion

19:30 Dinner at Restaurant Rechberg

**Saturday, May 24, 2008**  
**(ETH Main Building, Rämistrasse 101, Room E 42)**

*Chair: Bruno Frey*

- 09:00-09:20 **Firm Governance and the Role of Top Management**  
Hossam Zeitoun, University of Zurich
- 09:20-09:35 Comments by Gérard Hertig, ETH Zurich
- 09:35-10:05 Discussion
- 10:05-10:20 Coffee Break
- 10:20-10:40 **Vertical Control by Intellectual Property Rights**  
Christoph Wolf, University of Tübingen
- 10:40-10:55 Comments by Dan L. Burk, University of Minnesota
- 10:55-11:25 Open Discussion
- 11:25-11:30 Break
- 11:30-11:45 **Anti-Competitive Implications of TPMs: Re-Defining the Interplay  
between IP and Competition Law in IT Markets**  
Rachel Aridor-HersHKovitz, Haifa University
- 11:45-12:00 Comments by F. Scott Kieff, Washington University St. Louis
- 12:00-12:30 Open Discussion
- 12:45-14:00 Lunch at Restaurant Kunsthaus

## **Saturday, May 24, 2008**

**(ETH Main Building, Rämistrasse 101, Room E 42)**

*Chair: Gerard Hertig*

- 14:15-14:35 **The Future of Copyrights in India**  
Ayan Roy Chowdhury, IPRI, Queen Mary College, University of London
- 14:35-14:50 Comments by Bruno Frey, ETH Zurich and University of Zurich
- 14:50-15:20 Open Discussion
- 15:20-15:40 Coffee Break
- 15:40-15:55 **Transaction Costs Considerations in the EC's Approach to Collective Management of Online Music Rights**  
Maria Mercedes Frabboni, IPRI, Queen Mary College, University of London
- 15:55-16:10 Comments by Stefan Bechtold, ETH Zurich and MPI Bonn
- 16:10-16:40 Open Discussion
- 16:40-16:50 Break
- 16:50-17:05 **Inspiration or Imitation: The Legal Protection of Fashion Design in the EU**  
Magdalini Tsaousi, CEIPI Strasbourg
- 17:05-17:20 Comments by Bernt Hugenholtz, University of Amsterdam
- 17:20-17:50 Open Discussion
- 19:30 Dinner at Restaurant Frieden

## **Sunday, May 25, 2008**

**(ETH Main Building, Rämistrasse 101, Room E 42)**

*Chair: Gerard Hertig*

- 08:30-08:50 **Geographical Indications and Socio-Economic Development**  
Daphne Zografos, University of Reading
- 08:50-09:05 Comments by Dan L. Burk, University of Minnesota
- 09:05-09:35 Discussion
- 09:35-09:50 Coffee Break
- 09:50-10:05 **The Protection of Intellectual Property Rights under International Investment Treaties**  
Simon Klopschinski, MPI Munich
- 10:05-10:20 Comments by Bernt Hugenholtz, University of Amsterdam
- 10:20-10:50 Open Discussion
- 10:50-11:00 Break
- 11:00-11:15 **Technical Standards and Patent Pools in the Biotechnology Sector: Trends and Perspectives**  
Paola Karam Valdès, MPI Munich
- 11:15-11:30 Comments by F. Scott Kieff, Washington University St. Louis
- 11:30-12:00 Open Discussion

*Chair: TBA*

- 12:00-12:15 **The Usefulness of the Patent System in Space Technologies**  
Malka Klein-Frucht, Haifa University
- 12:15-12:30 Comments by Stefan Bechtold, ETH Zurich and MPI Bonn
- 12:30-13:00 Open Discussion
- 13:15-14:15 Lunch at Restaurant Madrid