

# PROGRAMME OUTLINE

## DAY 1: AUGUST 14, 2014 (THURSDAY)

08:30 – 09:00 Registration & Light Snacks

09:00 – 09:10

### **Welcome Address**

Professor Simon CHESTERMAN

*Dean, National University of Singapore, Faculty of Law*

09:10 – 09:25

### **Opening Address by Guest of Honour**

Ms Indranee RAJAH

*Senior Minister of State, Ministry of Law and Ministry of Education*

09:25 – 09:35

Break

09:35 – 11:05

## **FRAME 1: IP AS INCENTIVE**

### Distinguished Speakers

Session 1 – **In Praise of an Incentive-Based Theory of Intellectual Property Protection**

Rochelle DREYFUSS

*Pauline Newman Professor of Law*

*Co-Director of the Engelberg Center on Innovation Law & Policy*

*New York University School of Law (NYU), United States*

Session 2 – **What do we know about incentives and IP?**

Christopher SPRIGMAN

*Professor of Law*

*Co-Director of the Engelberg Center on Innovation Law & Policy*

*New York University School of Law (NYU), United States*

### Panel Discussion

Chair – Stanley LAI, S.C.

*Chairman*

*Intellectual Property Office of Singapore, Singapore*

Panellists – Marco ALEMAN

*Acting Director, Patent Law Division*

*World Intellectual Property Organisation (WIPO), Switzerland*

Jerome REICHMAN

*Bunyan S. Womble Professor of Law*

*Duke University School of Law, United States*

Mark LIM

*Director (Hearings & Mediation Group)*

*Legal Consultant (IPM-Public Agencies)*

*Intellectual Property Office of Singapore, Singapore*

Q&A (30 mins)

11:05 – 11:20

Coffee Break

11:20 – 12:50

**FRAME 2: IP AS TRADE**

Distinguished Speakers

Session 1 – **IP and international Trade – Time for a Trial Separation**

Jerome REICHMAN

*Bunyan S. Womble Professor of Law  
Duke University School of Law, United States*

Session 2 – **The Fusion of Intellectual Property and Trade**

Susy FRANKEL

*Professor of Law  
Director of New Zealand Centre of International Economic Law  
Victoria University of Wellington, Faculty of Law, New Zealand*

Panel Discussion

Chair – Tony YEO  
*President  
AIPPI (Singapore Group)*

Panellists – Graeme DINWOODIE  
*Professor of Intellectual Property and Information Technology Law  
University of Oxford, Faculty of Law, United Kingdom*

Annette KUR  
*Professor of Law  
Head of Unit  
Max Planck Institute for Intellectual Property and Competition Law, Germany*

Daren TANG  
*Deputy Chief Executive, Registries Cluster  
Intellectual Property Office of Singapore, Singapore*

Q&A (30 mins)

12:50 – 14:00

Lunch

14:00 – 15:20

### **FRAME 3: IP AS DEVELOPMENT**

#### Distinguished Speakers

Session 1 – **The WIPO Standing Committee on the law of Patents and the work on Progressive International Development**

Marco ALEMAN  
*Acting Director, Patent Law Division  
World Intellectual Property Organisation (WIPO), Switzerland*

Session 2 – **Flexibilities in Implementation of TRIPs: An Analysis of their Impact on Technological Innovation in Asia**

*Joint paper by:*

Elizabeth Siew-Kuan NG  
*Associate Professor of Law  
Director of Intellectual Property, Centre for Law & Business  
National University of Singapore, Faculty of Law, Singapore*

*and*

Albert HU  
*Associate Professor of Economics  
National University of Singapore, Department of Economics, Singapore*

#### Panel Discussion

Chair – Ai Ming LEE  
*Partner  
Rodyk & Davidson LLP, Singapore*

Panellists – Ruth OKEDIJI  
*William L. Prosser Professor of Law  
University of Minnesota Law School, United States*

Graeme AUSTIN  
*Chair in Private Law, Victoria University of Wellington, New Zealand  
Professor of Law, Melbourne University School of Law, Australia*

Q&A (30 mins)

15:20 – 15:35

Coffee Break

## FRAME 4: IP AS CULTURE

### Distinguished Speakers

#### Session 1 – **Image Rights and Other Unorthodox Forms of Intellectual Property**

*Joint paper by:*

**Megan RICHARDSON**

*Professor of Law*

*Co-Director of the Centre for Media and Communications Law (CMCL)  
The University of Melbourne, Melbourne Law School, Australia*

*and*

**Julian THOMAS**

*Professor of Media and Communications*

*Director, Swinburne Institute for Social Research  
Swinburne University of Technology, Australia*

#### Session 2 – **Taking the Mickey out of Disney: A Cultural Approach to the Transformative Use Doctrine in Copyright Law**

**David TAN**

*Associate Professor of Law*

*Director of the Master of Law (General) Programme  
National University of Singapore, Faculty of Law, Singapore*

### Panel Discussion

Chair – **Burton ONG**

*Associate Professor of Law*

*Director of Competition Law, Centre for Law & Business  
National University of Singapore, Faculty of Law, Singapore*

Panellists – **Susy FRANKEL**

*Professor of Law*

*Director of New Zealand Centre of International Economic Law  
Victoria University of Wellington, Faculty of Law, New Zealand*

**Christopher SPRIGMAN**

*Professor of Law*

*Co-Director of the Engelberg Center on Innovation Law & Policy  
New York University School of Law (NYU), United States*

**Wee Loon NG-LOY**

*Professor of Law*

*Vice-Dean of Academic Affairs*

*National University of Singapore, Faculty of Law, Singapore*

Q&A (30 mins)

- 18:00 – 19:00      Networking Cocktail Reception
- 19:00                **Arrival of Guest of Honour**  
The Honourable the Chief Justice Sundaresh MENON
- 19:10                **Address by Chairman, Centre for Law & Business, National University of Singapore, Faculty of Law**  
Professor TAN Cheng Han, S.C.
- 19:15                **Address by Dean, National University of Singapore, Faculty of Law**  
Professor Simon CHESTERMAN
- 19:20                **Address by Guest of Honour**  
The Honourable the Chief Justice Sundaresh MENON
- 19:35                Dinner
- 20:35                **Official Launch of Centre for Law & Business National University of Singapore, Faculty of Law**  
- The Honourable the Chief Justice Sundaresh MENON  
- Professor Simon CHESTERMAN  
- Professor TAN Cheng Han, S.C.  
- Associate Professor LAN Luh Luh
- 22:00                End of Dinner

**END OF DAY 1**