



Bar-Ilan University
Faculty of Law

Understanding Entrepreneurship: On IP, Culture and Innovation Environments



Center for Technology, Innovation and Competition



Sanford T. Colb & Co.
Intellectual Property Law

May 20-21, Bar-Ilan University, Faculty of Law, Israel
Nano-Technology Building (206), Auditorium (Hall 50)



Co-sponsored by:

Monday, May 20, 2013

08:30-08:50 Reception and Registration

08:50-09:00 Welcome Remarks

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

Prof. Christopher Yoo, University of Pennsylvania
Law School

09:00-10:00 Keynote Lecture, **Mr. Yanki Margalit**, Social Entrepreneur,
Chairman, *SpaceIL, Landing an Israeli Spaceship on the Moon*

10:00-10:30 Break

10:30-11:45 **Panel 1:**
Government Perspective: The Role of Government in Entrepreneurship

Chair: **Dr. Miriam Bitton**, Bar-Ilan University, Faculty of Law
Speakers:

Dr. Nir Ben-Aharon, Israel Small and Medium Business Agency,
Israel Ministry of Economy, Head of Policy, Research and Legislation Department,
*The Role of the Small and Medium Business Agency in Assisting Entrepreneurs
in Israel*

Mr. Yossi Smoler, Technological Incubators Program Director, Office of The
Chief Scientist, Israel Ministry of Industry, Trade & Labor,
The Chief Scientist Early Stage Programs

Mr. Roy Keidar, CEO of the Reut Institute,
*Innovation in Science and Technology: Is the Start-Up Nation Model
Sustainable?*

Mrs. Sharon Bar-Ziv, Haifa Center for Law & Technology, University of Haifa,
Faculty of Law, *Commercialization of Intellectual Property Rights in the
Governmental R&D Sector*

11:45-12:00 Break

12:00-13:45 **Panel 2: The Intersection of Patent Law & Entrepreneurship**

Chair: **Prof. Christopher Yoo**, University of Pennsylvania Law School

Speakers:

Prof. Stuart Graham, Senior Advisor on Economic Policy,
USPTO; Professor of Strategy, Scheller College of Management,
Georgia Institute of Technology,
U.S. Perspective, Results of the Berkeley Patent Survey

Prof. Dietmar Harhoff (with Karin Hoisl), Munich Max
Planck Campus for Legal and Economic Research and
Ludwig-Maximilians-Universität (LMU) München,
IP-Based Entrepreneurship

Prof. Polk Wagner, University of Pennsylvania Law School,
*Poisoning the Next Apple? America Invents Act and
Individual Inventors*

Prof. David Abrams, University of Pennsylvania Law School,
Measuring the Value of Patents

Dr. Daniel Ben-Oliel, University of Haifa, Faculty of Law,
Patent Club Convergence Among Nations

Dr. Yoav Oestreicher, Partner, Head of Intellectual Property and
Technology Litigation, Meitar Liguornik Geva Leshem Tal,
*The Implications of Compensation and Royalties for Service Inventions
on Entrepreneurship and the Israeli Economy and Tech Industry*

14:00 Speakers Lunch

Tuesday, May 21, 2013

09:00 -10:15 **Panel 3: Internet and Entrepreneurship**

Chair: **Mr. Justin (Gus) Hurwitz**, University of Pennsylvania Law School
Speakers:

Prof. Christopher Yoo, University of Pennsylvania Law School,
How the Internet Promotes (and Hinders) Entrepreneurship

Dr. Tal Zarsky, University of Haifa, Faculty of Law,
*Information Policy and Innovation Policy - The Causation-
Correlation Conundrum*

Adv. David Mirchin, Partner, Chair of Technology
Transactions Department,
Meitar Liguornik Geva Leshem Tal,
*The Lack of Certainty for Internet Companies:
Why Israel Needs the DMCA*

10:15-10:30 Break

10:30-12:00 **Panel 4: Legal Perspective: Law Reform Proposals**

Chair: **Prof. Polk Wagner**, University of Pennsylvania Law School
Adv. Sanford T. Colb, Managing Attorney, Sanford T. Colb & Co.,
The Patent System: Is It Still Relevant ?

Prof. Shyamkrishna Balganesh, University of Pennsylvania Law School,
Copyright Trolling: Problem or Solution?

Dr. Amir Houry, Tel Aviv University, Faculty of Law,
*Sisyphus' Entrepreneurship: The Case Against the Protection of
Negative Trade Secrets*

Prof. Abraham Bell, Bar-Ilan University, Faculty of Law, University of
San Diego Law School & **Prof. Gideon Parchomovsky**, University of
Pennsylvania Law School, Bar-Ilan University, Faculty of Law,
Modulating Intellectual Property Protection

Dr. Daniel Goldstein, Sanford T. Colb & Co., *Enhancing Access to the
Patent System while Inhibiting Waste: Procedural Changes that
Reduce Burden on Examiners without Sacrificing Patent Quality*

12:00-12:15 Break

12:15-14:00 **Panel 5: Cultural Perspective: The Role of Culture in Entrepreneurship**

Chair: **Prof. David Abrams**, University of Pennsylvania Law School
Speakers:

Dr. Avi Shoshana, Department of Sociology and Anthropology,
Bar-Ilan University, *What We Know About Culture and
Entrepreneurship*

Mrs. Inbal Arieli, Head of the 8200 Entrepreneurship and Innovation
Support Program (www.eisp.org.il), *The Israeli Start-Up Genome*

Cynthia Dahl, University of Pennsylvania Law School, Practice
Associate Professor of Law, *Intersection of Practice and Policy:
Encouraging a Culture of Entrepreneurship*

14:00 Speakers Lunch