

**11<sup>th</sup> Annual Conference on Innovation and Communications Law**

May 3-4, 2019

William S. Boyd School of Law  
University of Nevada, Las Vegas  
Thomas & Mack Courtroom

*Playing to Win: Property, Technology, and the Creative Future*

**Friday, May 3**

**8:00 am:** Check-in and Speakers' Breakfast – T&M Courtroom Foyer

**8:30 am:** Welcome (Mary LaFrance)  
Dean's Welcome (Daniel Hamilton, Dean)

**8:45 – 10:30 am: Panel 1**

***Getting to Know You***

or

***Anything You Can Do, AI Can Do Better***

Chair: Peter Yu

Sharon K. Sandeen: *Introduction to Information Law and Governance*

Carina Kraatz: *AI: The Benevolent Attack on Privacy?*

Cesar-Joel Ramires-Montez: *Branding and Artificial Intelligence*

Daryl Lim: *Predictive Analytics*

Susan Corbett: *The Bot and Its Legal Status*

**10:30 – 10:45 am:** Coffee Break – T&M Courtroom Foyer

**10:45 am-12:00 pm:** Panel 2

***Food, Glorious Food***

Chair: John Cross

Yaling Jia: *Online Food-Ordering Platform in China*

Katja Weckstrom Lindroos: *The Role of Online Platforms and Big Data in Regulating Food E-commerce*

Nguyen Ho Bich Hang: *IPRs and Traditional Food in Vietnam: Are We What We Eat?*

**12:00 pm – 1:15 pm:** Group Photo and Speakers' Lunch – Faculty Lounge

**1:15 – 2:30 pm:** Panel 3

***Sounds of Science***

Chair: Daryl Lim

Daniel Acquah: *Recent Developments in the SPC Regime in Europe: What Developing Countries Can Learn From Its Inclusion in FTAs*

Mei-Hsin Wang: *Case Study of Big Data Analysis on IP Monetization*

Tabrez Ebrahim: *Is There “Patent” in Sharia?: Property Theory Debate & Patent Eligibility Examination*

**2:30 pm:** Speakers’ Event: *Science Friday* -- Visit to the National Atomic Testing Museum and Open House at the Desert Research Institute

**6:30 pm:** Speakers’ Dinner @ Panevino

**Saturday, May 4**

**8:30 am:** Speakers’ Breakfast – T&M Courtroom Foyer

**9:00 am – 10:45 am:** Panel 4

***Ch-Ch-Ch-Changes***

Ch-Ch-Ch-Chair: Sharon Sandeen

Lucius Klobucnik: *Special Legal Regime for New Online Content Services as Innovation Boost in the Online Content Sector in Europe?*

Clemens Appl and Phillip Homar: *EU Copyright Reform*

John Cross: *Letting Go of Copyright Misuse*

Peter Yu: *TRIPS and Its Contents*

**10:45– 11:00 am:** Coffee Break – T&M Courtroom Foyer

**11:00 am – 12:30 pm:** Panel 5

***Don’t Fence Me In***

Chair: Susan Corbett

Amanda Reid: *Operationalizing Fair Use*

Doris Estelle Long: *Gambling with the Digital Universe: The Unexpected Risks of Digital Cultural Surrogacy*

Ulla-Maija Mylly: *Overlapping IP Rights over the Software Features*

Sean Pager: *Trademarking Blockchain Enterprises*

**12:30 – 1:30 pm:** Speakers' Lunch – Faculty Lounge

**1:30 – 2:45 pm:** Panel 6

***There's No Business Like Show Business***

Chair: Marketa Trimble

Luis-Javier Capote-Pérez: *Digital Re-Creation of Former Artists and Protection of Their Memory – A Review from Spanish Law* (by videoconference)

Nicola Lucchi & Enrico Bonadio: *New Technology, Pornography, and Copyright Protection*

**2:45 pm:** Speakers' Event: *An Offer You Can't Refuse* -- Visit to the Mob Museum

**7:30 pm:** Dinner @ 7<sup>th</sup> and Carson

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**The Intellectual Property Section of the State Bar of Nevada**

**is proud to sponsor**

**The 11th Annual Conference on Innovation and Communications Law  
Boyd School of Law  
University of Nevada**

The Intellectual Property Section comprises some 110 intellectual property attorneys from across Nevada and beyond. Members practice in diverse areas of law including patents, copyrights, trademarks, trade secrets, entertainment law, and sports law. The Section sponsors an all-day CLE program each October featuring a wide variety of topics of interest to IP attorneys. Its officers include:

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