

**Mini-course on the  
Behavioral Law & Economics of Intellectual Property  
at the International Max Planck Research School  
for Competition and Innovation, Munich,  
May 31 – June 4, 2011**

**SCHEDULE AND ASSIGNMENTS**

**Tuesday, May 31**

- 17:00-18:10      **Introductory Session: Rational Choice Analysis of Intellectual Property Law and Its Limitations**  
Reading: Landes/Posner, *The Economic Structure of Intellectual Property Law*, 2003, pp. 11-36; 37-70; 294-333
- 18:10-18:20      Break
- 18:20-19:30      Introductory session (continued)

**Wednesday, June 1**

- 17:00-18:30      **Topic Session A: Valuation of Intellectual Property**  
1. Christopher Buccafusco & Christopher Sprigman: *The Creativity Effect*, *University of Chicago Law Review*, forthcoming 2011  
2. Michael Norton, Daniel Mochon & Dan Ariely: *The "IKEA Effect": When Labor Leads to Love*, draft paper 2011
- 18:30-18:40      Break
- 18:40-19:30      **Topic Session B: Incentives, Motivation & Institutions**  
3. Florian Ederer & Gustavo Manso: *Is Pay-for-Performance Detrimental to Innovation?*, draft paper 2010

### Friday, June 3

- 17:00-17:45 **Topic Session B: Incentives, Motivation & Institutions**
4. Debrah Meloso, Jernej Copic & Peter Bossaerts: Promoting Intellectual Discovery: Patents Versus Markets, *Science* 323 (2009), 1335-1339, with commentary by David Levine, *Eyes on the Prize?*, *Science* 323 (2009), 1296-1297
- 17:45-17:55 Break
- 17:55-19:30 **Topic Session C: Legal Applications**
5. Gregory Mandel: Left-Brain versus Right-Brain: Competing Conceptions of Creativity in Intellectual Property Law, 44 *University of California at Davis Law Review* 283-361 (2010)
  6. Jeanne C. Fromer: A Psychology of Intellectual Property, 104 *Northwestern University Law Review* 1441-1509 (2010)

### Saturday, June 4

- 10:00-11:30 **Topic Session D: Other Biases**
7. Christoph Engel & Michael Kurschilgen: Fairness Ex Ante & Ex Post: An Experimental Test of the German "Bestseller Paragraph", draft paper 2010
  8. Andreas Glöckner, Janet Kleber, Stephan Tontrup & Stefan Bechtold: The Endowment Effect in Groups with and without Strategic Incentives, draft paper 2009
- 11:30-11:40 Break
- 11:40-12:20 **Topic Session E: Creativity Tasks in the Lab**
- The goal of this session is to discuss the different experimental tasks that are used in order to implement creative behavior in a laboratory setting:
- *Artistic, verbal & problem-solving creativity tasks*: Teresa Amabile, Beth Hennessey, Barbara Grossman, *Social Influences on Creativity: The Effects of Contracted-for Reward*, *Journal of Personality and Social Psychology* 50 (1986), 14-23
  - *Painting artwork task*: Christopher Buccafusco / Christopher Sprigman, *The Creativity Effect*, *University of Chicago Law Review*, forthcoming 2011
  - *Labor task*: Michael Norton, Daniel Mochon, Dan Ariely: The "IKEA Effect": When Labor Leads to Love, draft paper 2011
  - *Knapsack task*: Debrah Meloso, Jernej Copic, Peter Bossaerts: Promoting Intellectual Discovery: Patents Versus Markets, *Science* 323 (2009), 1335-1339, with commentary by David Levine, *Eyes on the Prize?*, *Science* 323 (2009), 1296-1297
  - *Packing quarters task*: Dan Ariely, Uri Gneezy, George Loewenstein, Nina Mazar, *Large Stakes and Big Mistages*, *Review of Economic Studies* 76 (2009), 451-469
  - *Lemonade task*: Florian Ederer & Gustavo Manso, *Is Pay-for-Performance Detrimental to Innovation?*, draft paper 2010
  - *Maze task*: Ronald Friedman, Jens Förster, *The Effects of Promotion and Prevention Cues on Creativity*, *Journal of Personality and Social Psychology* 81 (2001), 1001-1013
  - *Candle task & remote associates task*: Alice Isen, Kimberly Daubman, Gary Nowicki, *Positive Affect Facilitates Creative Problem Solving*, *Journal of Personality and Social Psychology* 52 (1987), 1122-1131
  - *Investment decision tasks*: Dario Sacco, Armin Schmutzler: *Is There a U-Shaped Relation Between Competition and Investment?*, *International Journal of Industrial Organi-*

zation 29 (2011), 65-73; Donja Darai, Dario Sacco, Armin Schmutzer: Competition and Innovation: An Experimental Investigation, *Experimental Economics* 13 (4) (2010), 439-460; Sigrid Suetens, Cooperative & Noncooperative R&D in Experimental Duopoly Markets, *International Journal of Industrial Organization* 23 (2005), 63-82

12:20-  
12:30

**General Wrap-up Session: Gaps in Current Research and Next Steps**