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**Mini-course on the  
Behavioral Law & Economics of Intellectual Property  
at the International Max Planck Research School  
for Competition and Innovation, Munich,  
July 16 – 19, 2013**

**SCHEDULE AND ASSIGNMENTS**

**Tuesday, July 16**

**Introductory Session: Behavioral Law & Economics**

16:00- Assignment 1: Christine Jolls, Behavioral Law & Economics, in: Peter Diamond &  
16:50 Hannu Vartiainen, Behavioral Economics and its Applications, 2007, pp. 115-145

16:50- Assignment 2: Christoph Engel, Behavioral Law & Economics: Empirical  
17:40 Methods, 2013, <http://ssrn.com/abstract=2207921>

17:40- Break  
18:10

**The Role of Incentives & Cumulative Innovation**

18:10- Assignment 3: Katharina Eckartz, Oliver Kirchkamp & Daniel Schunk, How Do  
19:00 Incentives Affect Creativity?, 2012, <http://ssrn.com/abstract=2198760>

**Wednesday, July 17**

**The Role of Incentives & Cumulative Innovation (continued)**

16:00- Assignment 4: Heidi Williams, Intellectual Property Rights and Innovation:  
16:50 Evidence from the Human Genome, Journal of Political Economy 121 (2013),  
1-27

16:50- Assignment 5: Mark Lemley, The Economics of Improvement in Intellectual  
17:40 Property Law, 75 Texas Law Review 989-1084 (1997)

17:40- Break  
18:10

- 18:10- **Trademark Law and Consumer Behavior**  
19:00 Assignment 6: Maureen Morrin Jacob Jacoby: Trademark Dilution: Empirical Measures for an Elusive Concept, *Journal of Public Policy & Marketing* 19 (2000), 265-276 & Maureen Morrin, Jonathan Lee & Greg M. Allenby, Determinants of Trademark Dilution, *Journal of Consumer Research* 33 (2006), 248-257

#### **Thursday, July 18**

##### **Trademark Law and Consumer Behavior (continued)**

- 16:00- Assignment 7: Chris Pullig, Carolyn Simmons & Richard Netemeyer: Brand  
16:50 Dilution: When Do New Brands Hurt Existing Brands?, *Journal of Marketing* 70 (2) (2006), 52-66

- 16:50- Break  
17:20

##### **Morality and Fairness**

- 17:20- Assignment 8: Colin F. Camerer & Ernst Fehr, Measuring Social Norms and  
18:10 Preferences Using Experimental Games: A Guide for Social Scientists, in:  
Joseph Henrich et al. (eds.), *Foundations of Human Sociality: Economic Experiments and Ethnographic Evidence from Fifteen Small-Scale Societies*, 2004, pp. 55-95  
Optional reading: Yochai Benkler: Designing Cooperative Systems for Knowledge Production: An Initial Synthesis from Experimental Economics, in: Mario Biagioli et al. (eds.), *Making and Unmaking Intellectual Property: Creative Production in Legal and Cultural Perspective*, 2011, pp. 149-163
- 18:10- Assignment 9: Jonathan Haidt, The Emotional Dog and Its Rational Tail: A  
19:00 Social Intuitionist Approach to Moral Judgment, *Psychological Review* 108 (2001), 814-834  
Optional reading: Cass Sunstein, Moral Heuristics, *Behavioral and Brain Sciences* 28 (2005), 531-542

#### **Friday, July 19**

##### **Morality and Fairness (continued)**

- 9:00- Assignment 10: Gregory Mandel, The Public Psychology of Intellectual  
9:50 Property, 2013, <http://ssrn.com/abstract=2240335>
- 9:50- Break  
10:40
- 10:40- Assignment 11: Ryan Buell & Michael Norton, The Labor Illusion: How  
11:10 Operational Transparency Increases Perceived Value, *Management Science* 57 (2011), 1564-1579
- 11:10- Assignment 12: Ben Depoorter, Alain van Hiel & Sven Vanneste, Copyright  
12:00 Backlash, 84 *Southern California Law Review* 1251-1292 (2011)

We are very much looking forward to meeting you! If you have any questions, please do not hesitate to send an email to us.