Oxford Intellectual Property Research Centre  
Annual Report for Academic Year 2017-18

In the 2017-2018 academic year, several of the Centre’s research related activities came to fruition. The special issue of the Journal of Intellectual Property Law and Practice (2018, Volume 13, Issue 4; available here) arising out of a Design law conference in Singapore was published. This publication was in large part a result of the collaboration between Oxford and the Intellectual Property Lawyers Association (IPLA), with whom we have been collaborating on the IP Diploma for over a decade. Additionally, the European Union Intellectual Property Office (EUIPO) published the OIPRC’s Study on Voluntary Registration and Deposit Systems: United States and China in June 2018 (available from here). This commissioned report assesses the extent to which the voluntary registration of title in copyright protected works is practically useful. Copyright is unusual in that formal registration is not a precondition for recognising property rights. However voluntary registration has proved useful in both the US and China. Two teams of Oxford researchers conducted field-based interviews with registry officials and expert practitioners in both these countries, to assess the effectiveness of the copyright registration in practice. This empirically informed, comparative research report will inform the EU’s decision on whether to adopt a digital deposit or registration system for valuable intangible creations across the EU.

On 27 June 2018, the Centre hosted an expert Workshop on Intermediary Liability for Intellectual Property Infringement at Pembroke College, University of Oxford, which drew together twenty of the leading scholars from around Europe to debate the extent to which online platforms ought to be liable for the conduct of their users (report here). Over this past year, research student members of the centre participated in international conferences and had work published in some of the leading journals. For instance, Katharina Behrend presented her research on the international protection of trade secrets on 25 June 2018, at the inaugural Intellectual Property Researchers Europe (IPRE) Conference that took place at the World Intellectual Property Organisation (WIPO) headquarters in Geneva. Luis Porangaba, presently the departmental lecturer in IP at the law faculty, published ‘A Contextual Account of the Trade Mark Functions Theory’ in the Intellectual Property Quarterly (2018). The Centre Director, Dr Dev Gangjee, was recognised at the European Communities Trade Mark Association research awards, with his paper ‘From Geography to History: Geographical Indications and the Reputational Link’ winning a prize.

In a welcome new development, the Centre will be hosting two post-doctoral researchers for the first time in its history. Dr Poorna Mysoor was awarded a prestigious Leverhulme Trust Early Career Fellowship in 2018. The award funds her research on a full-time basis for three years and she will be affiliated to the OIPRC and the Law Faculty. Poorna’s project explores how the structure of tangible property can be transposed to copyright to achieve a balance between ownership and user rights. The Centre also welcomed Dr Xiaoyan Wang, an ESRC postdoctoral research fellow at the Faculty of Law. Xiaoyan’s research focuses – very topical – on geographical indication protection in the UK after Brexit.

The Centre also continues to host the high profile and well-regarded annual IP Moot. The 16th Moot competition, relating to copyright and performers’ rights, was held at the Law Faculty and Pembroke College from 15-17 March 2018. Out of 66 written submissions received, 28 teams were invited to compete in the oral rounds in Oxford. This is the highest number of teams invited in the moot’s history. Teams from Australia, Canada, China including Hong Kong, France, Germany, India, Malaysia, Singapore, Switzerland, the United Kingdom and the United States participated. Besides the annual influx of mooters, Oxford continued to be an attractive destination for academic visitors and research students. The centre hosted Professor Guo He of Renmin University and Professor Allan Rocha de Souza of the Federal University of Rio de Janeiro (PPED/UFRJ), Brazil.
The Centre therefore continues to deliver a wide range of high quality, IP-related activities for a range of constituencies. As noted in last year’s report, it continues to be challenging to support the full range of Centre activities with very limited staff – it is hoped that the appointment of a new Chair will provide some much-needed support.

Dr Dev Gangjee
Hilary Term 2019

**Academic Staff**

Dr Carolyn Deere-Birkbeck, Senior Researcher, Global Economic Governance Programme, Department of Politics

Professor Graeme Dinwoodie, Professor of Intellectual Property and Information Technology Law (until January 2018), Visiting Professor, Faculty of Law

Dr Dev S. Gangjee, Associate Professor of Intellectual Property; Law Fellow, St. Hilda’s College; Director of OIPRC

Professor Christine Greenhalgh, Professor of Applied Economics (Emeritus), Department of Economics

Lord Leonard Hoffmann, Visiting Professor, Faculty of Law

Dr Javier Lezaun, Associate Professor, School of Anthropology and Museum Ethnography; Director of the Institute for Science, Innovation and Society

Professor Viktor Mayer-Schönberger, Professor of Internet Governance and Regulation, Oxford Internet Institute

Professor Ansgar Ohly, Visiting Professor, Faculty of Law

Dr Robert Pitkethly, Official Fellow and Tutor of Management, St Peter’s College

**Research Fellows**

Sara Ashby, Partner, Wiggin LLP

Professor Rochelle Cooper Dreyfuss, Pauline Newman Professor of Law, New York University School of Law

Dr Naomi Hawkins, Senior Lecturer in Law, University of Exeter

Dr Christian Helmers, Assistant Professor of Economics, Leavey School of Business, Santa Clara University

Dr Emily Hudson, Reader in Law, King’s College, London

Professor Paul Jensen, Deputy Dean, Faculty of Business and Economics, University of Melbourne

Dr Barbara Lauriat, Senior Lecturer in Law, King’s College, London; Academic Fellow, Honourable Society of the Inner Temple
Dr Frederick Mostert, Professor of Practice at the Dickson Poon School of Law, King’s College, London; Research Fellow at Tsinghua University

Ms. Shira Perlmutter, Chief Policy Officer and Director for International Affairs, United States Patent and Trademark Office

Dr Graham Reynolds, Associate Professor, University of British Columbia

Dr Alison Slade, Lecturer in Intellectual Property Law, University of Leicester

Catriona Smith, Wiggin, Consultant to the Course Director of the PG Diploma in Intellectual Property Law and Practice, Oxford

David Stone, Partner, Allen & Overy LLP, Deputy High Court Judge

Dr Georg von Graevenitz, Senior Lecturer in Quantitative Methods, Queen Mary University of London

Professor Elizabeth Webster, Director of the Centre for Transformative Innovation and Pro Vice-Chancellor for Research Impact and Policy, Swinburne University of Technology

**Research Student Members**

Katharina Behrend (St Peter’s)
Quentin Cregan (St. Hilda’s)
Thomas Dysart (St. Peter’s)
Alvaro Fernandez de la Mora Hernandez (St Antony’s)
Henry Fraser (Exeter)
Kathy-Ann Hughes (Wadham)
Alexandra Mogyoros (St Peter’s)
Poorna Mysoor (St Cross)
Jane Parkin (St Catherine’s)
Luis Henrique Porangaba (Keble)
Andrea Zappalaglio (Sommerville)

**Visiting Research Fellows**

Daniel Prud’homme (GLORAD, Center for Global R&D and Innovation, Tongji University)

**Administration**

Mrs Ellen Moilanen, Administrator of the OIPRC and the Oxford Postgraduate Diploma in Intellectual Property Law & Practice

Ms. Jennifer Hassan, Administrative Assistant to the Intellectual Property Group
Management Committee

Professor Edwin Peel (Chair)
Professor Dev Gangjee
Dr Javier Lezaun
Professor Ian Loader
Professor Viktor Mayer-Schönberger
Dr Robert Pitkethly

Publications

Academic Members


Graeme B. Dinwoodie, ‘Design Protection for Products that are “Dictated by Function” in Annette Kur, Marianne Levin and Jens Schovsbo (eds), *The EU Design Approach – A Global Appraisal* (Elgar 2018) (with Jens Schovsbo)


Dev Gangjee (Principal Investigator), *Study on Voluntary Registration & Deposit Systems: United States and China* (EUIPO Observatory Research Study AO/001/17, 2017) (with Graeme Dinwoodie, Alexandra Mogyoros and Baao Zhao)


Dev Gangjee ‘Copyright: India’ in L Bently (ed), *International Copyright Law and Practice* (Lexis: Matthew Bender, 2018) [Annual contribution since 2012]


Dev Gangjee ‘From Geography to History: Geographical Indications and the Reputational Link’ in I Calboli and WL Ng-Loy (eds), *Geographical Indications at the Crossroads of Trade, Development, and Culture in the Asia-Pacific* (CUP, 2017) 36-60


Ansgar Ohly, ‘Der weite Täterbegriff des EuGH in den Urteilen »GS Media«, »Filmspeler« und »The Pirate Bay«: Abenddämmerung für die Störerhaftung? [The CJEU’s broad concept of primary liability in »GS Media«, »Filmspeler« and »The Pirate Bay«: sunset for the interferer’s liability?]’, (2017) Zeitschrift für Urheber- und Medienrecht (ZUM), 793-802


Ansgar Ohly, “Buy me because I’m cool”: the “marketing approach” and the overlap between design, trade mark and unfair competition law’ in A. Kur, M. Levin, J. Schovsbo (eds.), *The EU Design Approach – A Global Appraisal* (Edward Elgar 2018)


Ansgar Ohly, ‘Die referierende Benutzung im alten und neuen Markenrecht [Referential use in the old and in the new trade mark law]’, in: H.-J. Ahrens e.al. (eds.), *Festschrift für Wolfgang Büscher* (Carl Heymanns Verlag 2018)


Viktor Mayer-Schönberger, “A Big Choice for Big Tech”, Foreign Affairs, (September/October 2018) (with Thomas Ramge)

Viktor Mayer-Schönberger, “Are the Most Innovative Companies Just the Ones With the Most Data?”, Harvard Business Review Online (February 7, 2018) (with Thomas Ramge)
Viktor Mayer-Schönberger, “Grundrechte 4.0, in Zukunft Europa?” FS Johannes W. Pichler (Verlag Österreich 2017), pp. 335-343

Research Fellows

Rochelle Dreyfuss, *Framing Intellectual Property* (CUP 2018) (with Siew Kuan Ng (eds))

Rochelle Dreyfuss and Justine Pila (eds), *The Oxford Handbook of Intellectual Property Law*, (OUP 2018) (with Justine Pila (eds))


Naomi Hawkins, “Striking a balance: Resolving conflicts between the duty of confidentiality and duties to third parties in genetics” (2018) 38 Legal Studies 645-665 (with Timon Hughes-Davies)


Emily Hudson, Submission: ‘Submission to the Copyright Consultation: Department of Communications and the Arts’ (4 July 2018, 5,079 words) (with Tanya Aplin and Robert Burrell)
Emily Hudson, Commentary: ‘Why the not-for-profit cultural sector needs tailor-made copyright safe harbours’, The Conversation, 13 February 2018 (with Graeme Austin)


Graham J. Reynolds ‘Property in the City Special Issue Introduction’ (2017) 50:4 UBC Law Review 885 (with Douglas Harris)


**Presentations by Academic Staff**

Graeme B. Dinwoodie, _Pluralism and Universalism in International Copyright Law: The Role of an International Acquis_, Conference on Pluralism or Universalism in International Copyright Law, Cyprus (May 2018)

Graeme B. Dinwoodie, _The Treatment of Online Platforms_, European Copyright Society Conference on EU copyright, Quo Vadis?, Belgium (May 2018)

Graeme B. Dinwoodie, _Non-Traditional Marks in Europe: Conceptual Lessons From Their Apparent_
Demise? Speaker Series, Centre for Intellectual Property and Information Law, Cambridge (May 2018)


Graeme B. Dinwoodie, *The IP Provisions in the Comprehensive Economic and Trade Agreement*, Conference on Innovating at the International Level, Canada (February 2018)

Graeme B. Dinwoodie, *Lessons For Brexit From The CETA Ratification Process*, Conference on Innovating at the International Level, Canada (February 2018)


Dev Gangjee, Invited Expert, EUIPO and DG-Agri workshop on Trade Marks and Geographical Indications, Alicante (Oct 2018)


Dev Gangjee, *Trade Marks on the Internet: Intermediary Liability and Blocking Injunctions*, Hong Kong University (Mar 2018)


Dev Gangjee, *Copyright Registration in China and the US*, Current Issues in International IP Policy Roundtable for the UK IPO and National Copyright Administration of China, St Hilda’s College, Oxford (Sep 2017)


Javier Lezaun, *Self-disclosure and Community-building in Open Source Medicinal Chemistry*, European Association for the Study of Science and Technology, Lancaster (July 2018)

**Presentations by Research Fellows**


Christian Helmers, Yassine Lefouili, Brian Love and Luke McDonagh, *The Effect of Fee Shifting on Litigation: Evidence from a Court Reform in the UK*, PatCon 7, Northwestern University; 7th ZEW/MaCCI Conference on the Economics of Innovation and Patenting; 44th Annual Conference EARIE, Maastricht


Christian Helmers Alessandro Iaria, Manasa Patnam, Julian Runge and Stefan Wagner, *Freemium in Digital Markets: Evidence from an Online Game*, ESMT Berlin

Emily Hudson, *Keynote Address on Copyright Exceptions*, UUK/GuildHE Summer Copyright Workshop, London (June 2018)

Frederick Mostert, *Legal Solutions/Responses to Cyberspace Technological Advancements*, Tsinghua University World Forum on the Rule of Law, China (September 2018)

Frederick Mostert, *Blockchain and IP*, Big Data: IP and Antitrust, China (September 2018)

Frederick Mostert, *Global Digital Enforcement of IP*, Gothenburg University, Sweden (February 2018)


Graham J. Reynolds, *Copyright, Creativity, and Human Rights*, ABC Copyright Conference, Canada (May 2018).


Graham J. Reynolds, *Copyright and Human Rights*, Symposium in Honour of Professor David Vaver’s Appointment to the Order of Canada, Canada (November 2017).

Alison Slade, *Facilitated Licensing and Access to Patented Medicines: Evaluating the Impact of Licensing Terms and Conditions*, Bournemouth (June 2017)

Alison Slade, *Facilitated Licensing and Access to Patented Medicines: Evaluating the Impact of Licensing Terms and Conditions*, Exeter (June 2017)

David Stone, *Partial designs – full protection*, AIPPI Congress, Australia (October 2017)


David Stone, *Predicting the trajectory of future developments in design law*, UCL IBIL Brands Seminar, London (February 2018)


David Stone, *David v Martin - Gloves off for a Design Law Debate (Debate with Martin Howe QC on recent case law on EU designs)*, TIPLO, London, (June 2018)

Elizabeth Webster, *Which Australian Industries produce most Knowledge External Benefits?* Productivity Commission seminar, Australia, (September 2018).


Elizabeth Webster, *Creating Wealth: How Economies Grow*, John Freebairn Oration, Australia (May 2018). [now available online](#).

Elizabeth Webster, *Innovation policy in Australia: Never a better time?* Grattan Institution Event, Australia, (March 2018).


Elizabeth Webster, *Which Australian industries produce most knowledge external benefits?* Australia (August 2018)

Elizabeth Webster, *The effect of collaborative research grant programs on business patents and sales*, New Zealand, (November - December 2017)

**Research Grants by Academic Staff**

Graeme Dinwoodie, Dev Gangjee, EUIPO: Study on Voluntary Registration & Deposit Systems: United States and China

**Research Grants by Research Fellows**

Naomi Hawkins, ESRC IAA: Seeking out a new frontier of research at the intersection of space law, intellectual property and space technology

Elizabeth Webster, ‘Identifying technological trajectories using machine learning algorithms’ ARC Linkage (other investigators Assoc Prof Alfons Palangkaraya, Prof Timos Sellis, Assoc Prof Kai Qin, Bradley Man)

**Other Activities and Information of Note**

Rochelle Dreyfuss will be the Arthur Goodhart Visiting Professor in Legal Science at University of Cambridge for the academic year 2019/2020.

Dev Gangjee, ECTA Award, Best research paper - professional category, third prize (2018) (For ‘From Geography to History’ (2017), cited below)
**Events Organised by the Centre**

**Intellectual Property Invited Speaker Seminar Series 2017-2018**
Venue: St Peter’s College  
Convened by: Prof. Graeme Dinwoodie, Dr Dev Gangjee and Dr Robert Pitkethly

2 November 2017  
Professor Christian Helmers (Santa Clara University)  
“Submarine Trademarks”

9 November 2017  
Professor Annette Kur (Max Planck Institute for Innovation) and Professor Paul Torremans (British Literary and Artistic Copyright Assocation (BLACA) & University of Nottingham)  
“Duran Duran: Copyright and Copyright Contracts in Private International Law?”

16 November 2017  
Nicola Dagg (Allen & Overy)  
“The Legal questions at the Vanguard of Standard Essential Patent and FRAND Litigation in the UK”

23 November 2017  
Professor Megan Richardson (University of Melbourne)  
“From ‘Oomoo’ to ‘Oro’ - Trade Marks at the Edge of Empire”

18 January 2018  
Dr Péter Mezei (University of Szeged and University of Turku)  

25 January 2018  
Dr Viola Prifti (Institute of Intellectual Property in Tokyo)  
“Which hESC Inventions should be Excluded from Patentability? A Comparison of EU and Japanese Patent Law”

1 February 2018  
Dr Aisling McMahon (University of Durham)  
“Gene Patents and Access to Health: Bridging an Institutional Divide”

8 February 2018  
Dr Graham Reynolds (University of British Columbia)  
“Copyright, Creativity and Human Rights”

15 February 2018  
Professor Ansgar Ohly (University of Oxford)  
“Recent CJEU Rulings on Communication to the Public and Intermediaries: primary, secondary or unitary liability?”

8 March 2018  
Hamish Sandison (Fieldfisher)  
“Can Intellectual Property Survive the Digital Revolution?”
Intellectual Property Discussion Group

Venue: Faculty of Law, Oxford

17 October 2017
Andrea Zappalaglio (University of Oxford)
“Journey to the Foundations of Sui Generis GI Law: History and Dilemmas of the Product/Place Link”

31 October 2017
Karen Walsh (University of Exeter)
“The Unitary Patent – A Never-ending Story?”

14 November 2017
Dev Gangjee and Graeme Dinwoodie (University of Oxford)
“Research Trends in Intellectual Property”

28 November 2017
Mairi Gibbs (University of Oxford)
“How an Idea becomes IP and turns into Impact – Commercializing Oxford Inventions”

6 February 2018
Hayleigh Bosher (Coventry University)
“Damages in Copyright Infringement: Punitive? Dissuasive? Contrary to the Rule of Law?”

13 February 2018
Ansgar Ohly (LMU Munich and University of Oxford)
“A Fairness-based Approach to Economic Rights in Copyright Law”

20 February 2018
Tobias Endrich (LMU Munich and MPI Munich)
“The Function of Technical Functionality and the Protection of Shapes”

27 February 2018
Allan Rocha de Souza (Universidad Federal Rural do Rio de Janeiro)
“Copyright Limitations in Brazil: New Developments”

6 March 2018
Mathilde Pavis (University of Exeter)
“Uncovering the Cultural Heritage Discourse of Copyright: Implications for Contemporary Culture”

24 April 2018
Luis Henrique Porangaba (University of Oxford)
“Actavis v Eli Lilly – Has Equivalence Lost it Purpose?”

22 May 2018
Pascale Chapdelaine (University of Windsor)
“Copyright User Rights, Contracts and the Erosion of Property”
16th Annual Intellectual Property Law Moot and Conversazione
15‒17 March 2018
Pembroke College, Oxford
Organised by: Dr Emily Hudson; Dr Barbara Lauriat
Funders: Allen & Overy, 8 New Square, Herbert Smith Freehills, Powell Gilbert, CMS, Hart Publishing; Edward Elgar Publishing; Cambridge University Press; Oxford University Press

Selected Forthcoming Events

17th Annual Intellectual Property Law Moot and Conversazione (March 2019)

Workshop on Geographical Indication Protection in the UK and China: A Retrospective and Prospective (June 2019)