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Faculty of Law, The European Forum & The DAAD Center of German Studies
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EDUCATION

- 2003-2005 Ludwig Maximilian University, Munich, Law Faculty (Ph.D)
Max Planck Institute for Intellectual Property (fellowship)
summa cum laude
- 2001-2002 Hebrew University of Jerusalem, Law Faculty (LL.M.)
with honors
- 1996-2000 Hebrew University of Jerusalem, Law Faculty (LL.B)

ACADEMIC POSITIONS

- 2008-** Hebrew University of Jerusalem – Senior Lecturer at the Law Faculty,
the European Forum and the DAAD Center for German Studies
- 2020-2021 Wissenschaftskolleg zu Berlin (Institute for Advanced Study) – Fellow
- 2010-2011 University of Illinois – Visiting Professor (taught a seminar on
Comparative Intellectual Property)
- 2005-2008 Hebrew University of Jerusalem – Visiting Lecturer
- 2006- 2010 Academic College of Law, Ramat Gan - Visiting Lecturer
- 2005-2006 Hebrew University of Jerusalem – Post-doctorate Fellow
- 2004-2005 Munich Intellectual Property Law Center - Tutor

COURSES AND SEMINARS TAUGHT

Property Law; Introduction to Intellectual Property Law; Trademark Law; Comparative
Intellectual Property Law; Patent Law; Image in Advertising; Media, Market & Law
German Civil Law; Introduction to German Law; Germany in Legal Terms

PRIZES AND SCHOLARSHIPS (SELECTION)

- 2020 - (with Tim Schnetgöke) – Finalists of the Falling Walls Competition ([video](#))
- 2015, 2018 - Research Grants awarded by *Aharon Barak Interdisciplinary Center*
- 2012 - Member of the *Israeli Academy of Science*, Young Scholars Forum

2009 - *Golda Meir Trust Award*

2008 - Otto Hahn Medal, an academic award granted by the *Max Planck Society*

2007 - Faculty Prize of the *Law Faculty, Ludwig Maximilian University*

2005 - *Lady Davis Trust Fellowship*

2003-2006 - Fellow of *Max Planck Institute for Innovation and Competition, Munich*

PUBLICATIONS

(Un)Official Cityscapes: The Battle over Urban Narratives (with Tim Schnetgöke), 57 HARVARD CIVIL RIGHTS-CIVIL LIBERTIES LAW REVIEW (forthcoming 2022)

Reading the Illegible: Can Law Understand Graffiti? (with Tim Schnetgöke), 53 CONNECTICUT LAW REVIEW (forthcoming 2020)

The Importance of Being First: Economic and non-economic dimensions of inventorship in US-American and German law, (with Lisa Herzog), AMERICAN JOURNAL OF COMPARATIVE LAW (forthcoming)

Work, Identity, and the Regulation of Markets: A Study of Trademark Law in the U.S. and Germany (with Lisa Herzog), 44 LAW & SOCIAL INQUIRY 1083 (2019)

Intellectual Property Law (with Guy Pessach & Ofer Tur-Sinai), in THE LAW OF ISRAEL (Barak Medina, Christian Walter, Lothar Scholz & Heinz-Bernd Wabnitz, eds.), Hart Publishing (in English) and in C.H. Beck publishing house (in German) (2019)

Non-Traditional Trademarks as (Non-Traditional) Means of Cultural Control?, in NON-TRADITIONAL MARKS AND THE (RISKS OF THE) EXPANSION OF TRADEMARK RIGHTS IN SINGAPORE (Irene Calboli & Martin Senffleben, eds.) Oxford University Press (2018)

Of Patents and Cobras: Changing the Incentive Structure of Patent Law, 35 CARDOZO ARTS & ENTERTAINMENT LAW JOURNAL 1 (2017)

Buying Goods and Doing Good: Trademarks and Social Competition, 67 ALABAMA LAW REVIEW 100-139 (2016)

Capitalism against Freedom, 38 NYU REVIEW OF LAW & SOCIAL CHANGE 201 (2015)

Der Zauber der Marke [The Magic of Trademarks], GRUR Int. 2015, 426

Magical Thinking in Trademark Law, 37 LAW & SOCIAL INQUIRY 595 (2012)

Brand Fetishism, 43 CONNECTICUT LAW REVIEW 83 (2010)

Protection of Trade Marks against Dilution: a Semiotic Perspective, 4(9) JOURNAL OF INTELLECTUAL PROPERTY LAW & PRACTICE 643 (2009)

Der Markenschutz und seine kulturelle Bedeutung: Ein Vergleich des deutschen mit dem US-amerikanischen Recht [Trademark Protection and Its Cultural Implications: a Comparative Study of German and US Law], 2009 GRUR INT. 1

The Dilution of Culture and the Law of Trademarks, 49 IDEA 1 (2008)

IMAGE IN DER WERBUNG [Image in Advertising], Carl-Heymanns Verlag (2007)

The Scope of Protection of Trademark Image, 36 IIC 787 (2005)

The Scope of Protection of Trademark Image, 35 MISHPATIM 435 (2005) (Hebrew)

The Right of Publicity: How Much of It Can Be Protected by Privacy and the Law of Trademarks?, GRUR INT. 2003, 118

PODCASTS

IPSE DIXIT: [Reading the Illegible: Can Law Understand Graffiti?](#)

BRANS EINS: [Die Magie der Marken](#)

CONFERENCES AND WORKSHOPS (SELECTED)

Association of American Law Schools (AALS) Annual Meeting, *Street Art Panel* - – presentation of the paper “*Reading the Illegible: Can Law Understand Graffiti?*” (invited) (January 2021, per Zoom)

International Conference “*Of Markets and Meanings*” – organization (together with Lisa Herzog), panel moderation and presentation of the paper “*The Importance of Being First: Economic and Non-economic Dimensions of Inventorship in US-American and German Law*” (October 2019, Jerusalem)

International Workshop “*Law and Technology Consortium*” – presentation of the paper “*Work, Identity, and the Regulation of Markets*” (May 2019, Trento)

International Conference “*Rethinking Patent Law as an Incentive to Innovation*” – Keynote lecture titled “The Importance of Being First” (invited) (October 2018, Warsaw)

Joint Workshop with Freie Universität Berlin “*Researching and Teaching Contemporary Germany*” – co-organization and giving a talk about general concepts in Intellectual Property Law (December 2018, Berlin)

The 7th Euroacademia International Conference “*Identities and Identifications: Politicized Uses of Collective Identities*” – presentation of the paper “*What’s in a Name? The Identity of Market Participants in the Legal Rhetoric of the US and Germany*” (June 2018, Lucca)

Annual Workshop of the Israeli Academic IP Forum – presentation of the paper “*Non-Traditional Trademark Protection as (Non-Traditional) Means of Cultural Control*” (October 2017, Haifa)

International Conference “*The Moral Limit of Intellectual Property*” – participation as a member of panel on trademarks (invited) (November 2017, Tel Aviv)

International IP Day at the Israeli Patent Office – giving a Keynote lecture “*Trademark Image*” (invited) (April 2017)

International Conference “*Collecting and Provenance: Usage, Authenticity and Ownership*” – panel moderation (invited) (November 2016, The Israel Museum, Jerusalem)

Annual Workshop of the Israeli Academic IP Forum – organization and panel moderation (October 2016, Jerusalem)

Workshop “*IP, Drugs, and Medical Equipment*” – participation as a member of the panel “*Academic Perspectives on Patent Law*” (invited) (March 2016, Hebrew University)

International Conference “*The Many Faces of Innovation*” – giving a talk “*The Incentive Structure of Patent Law*” (invited) (January 2016, Bar Ilan)

International Conference “*50 Years of German-Israeli Relations*” – giving a talk “*Narratives of Originality and Imitation in German and US Law*” (invited) (March 2015, Hebrew University)

The Fifth Annual Meeting of the Israeli Association of Private Law – presentation of the paper “*Buying Goods and Doing Good: Trademarks and Social Competition*” (May 2014, Haifa)

Annual Workshop of the Israeli Academic IP Forum – presentation of the paper “*Of Patents and Cobras: Changing the Incentive Structure of Patent Law*” (invited) (October 2015, Bar Ilan)

International Conference “*The Measure of Intellectual Property*” – presentation of the paper “*Buying Goods and Doing Good: Trademarks and Social Competition*” (invited) (March 2014, IDC)

International Conference “*Resistance Rising: Theorizing and Building Cross-Sector Movements*” – presentation of the paper “*Capitalism against Freedom*” (October 2013, Chicago)

International Conference “*Democracy and the Market: Shifting Balances, Shifting Perspectives*” – presentation of the paper “*Capitalism against Freedom*” (October 2012, KU Leuven)

The Third Annual Meeting of the Israeli Association of Private Law – presentation of the paper “*Capitalism against Freedom*” (May 2012, Bar Ilan)

The Fourth Annual Junior Scholars-in-Intellectual Property Workshop Colloquium – presentation of the paper “*Magical Thinking in Trademark Law*” (April 2011, Michigan State University)

Works-in-Progress Intellectual Property Colloquium – presentation of the paper “*Magical Thinking in Trademark Law*” (February 2011, Boston University)

The First Annual Meeting of the Israeli Association of Private Law – presentation of the paper “*Of Trademarks and Fetishism*” (March 2010, Hebrew University)

Annual Workshop of the Israeli Academic IP Forum – presentation of the paper “*Brand Fetishism*” (July 2009, Hebrew University)

Conference “*The Future of the European Trademark Law [Zukunft des Europäischen Markenrechts]*” – Comment on Justice Prof. Bornkamm, presiding judge of the Federal Supreme Court of Germany (in German) (invited presentation) (October 2007, Berlin)

Conference “*Fashion and Law [Mode und Recht]*” – Lecture titled “*Deceptive Advertising in Germany and the USA*” (in German) (February 2005, Turin)