

Katya Zakharov-Assaf – List of Publications

Articles

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)

Der Zauber der Marke [The Magic of the Mark], GRUR INT. 2015, 426-438 (2015)

Capitalism against Freedom, 38 NYU REVIEW OF LAW & SOCIAL CHANGE 201-268 (2014)

Magical Thinking in Trademark Law, 37 LAW & SOCIAL INQUIRY 595-625 (2012)

Brand Fetishism, 43 CONNECTICUT LAW REVIEW 83-148 (2010)

Protection of Trade Marks against Dilution: a Semiotic Perspective, 4(9) JOURNAL OF INTELLECTUAL PROPERTY LAW & PRACTICE 643-657 (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. 2009, 1-14 (2009)

The Dilution of Culture and the Law of Trademarks, 49 IDEA 1-83 (2008)

The Scope of Protection of Trademark Image, 35 MISHPATIM 435-469 (2005, in Hebrew)

The Scope of Protection of Trademark Image – Including Comments on a Recent Decision of the Israeli Supreme Court, 36 IIC 787-808 (2005)

The Right of Publicity: How Much of It Can Be Protected by Privacy and the Law of Trademarks? GRUR INT. 2003, 118-130 (2003)

Chapters in Collections

Katya Assaf, *Non-Traditional Trademark Protection 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, 20 pages, forthcoming 2018

Katya Assaf, Guy Pessach & Ofer Tur-Sinai, *Intellectual Property Law*, 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), 8 pages, forthcoming 2017.

A Book

KATYA ASSAF (ZAKHAROV), IMAGE IN DER WERBUNG [IMAGE IN ADVERTISING], Carl Heymanns Verlag 2007 (in German), 400 pages

Short Notes

Katya Zakharov, *Israel - Gesetzesvorschlag zur Modernisierung des Urheberrechts [Israel – Copyright Law Bill]*, GRUR INT. 2004, 979 (2004)

Katya Zakharov, *Israel - Entscheidung zur Nachahmung eines berühmten Erzeugnisses [Israel – Decision on Imitation of a Famous Product]*, GRUR INT. 2004, 980 (2004)

Katya Zakharov, *Israel - Erste Entscheidung zu dreidimensionalen Marken [Israel – The First Decision on Three-Dimensional Trademarks]*, GRUR INT. 2004, 980 (2004)

Katya Zakharov, *Israel - Entscheidung zum right of publicity, [Israel – Decision on the Right of Publicity]*, GRUR INT. 2004, 980 (2004)