

The Hebrew University of Jerusalem
The Faculty of Law • The School of Pharmacy

a Roundtable Discussion on

Law and Pharma - Contemporary Directions and Challenges

Tuesday, May 29, 2018 • 09:00-13:00

Mayersdorf Club ("Beit Mayersdorf") | Room 501

Mt. Scopus Campus | Hebrew University of Jerusalem



האוניברסיטה
העברית
בירושלים
THE HEBREW
UNIVERSITY
OF JERUSALEM

09:00-09:30 GATHERING

09:30-09:50 GREETINGS

- **Prof. Michael Karayanni** | Dean, Faculty of Law, the Hebrew University of Jerusalem

**The Ms.C. and LL.M. programs in Intellectual Property and Pharmaceutical Sciences:
Cross Disciplinary Collaborations**

- **Dr. Hadar Arien-Zakai** | The School of Pharmacy, the Hebrew University of Jerusalem
- **Dr. Michal Shur-Ofry** | Faculty of Law, the Hebrew University of Jerusalem

09:50-10:50 PANEL I: Health Data and the Law - Looking Ahead

Moderator: **Dr. Katya Assaf** | Faculty of Law, the Hebrew University of Jerusalem

Privacy in Medical Data – Striking the Right Balance

- **Adv. Limor Shmerling-Magazanik** | Director of Strategic Alliances, Israel Privacy Protection Authority

Digital Health (Big Data in Healthcare): Challenges of Commercialization and IP Protection

- **Adv. Eran Bareket** | Gilat Bareket & Co, Reinhold Cohn & Co.

Use of Health Data by Medical Institutes—the New Ministry of Health Policy

- **Adv. Zohar Yahalom** | Herzog, Fox, Ne'eman & Co.

10:50-11:10 COFFEE BREAK

11:10-11:40 KEYNOTE LECTURE: When Promises Matter and Don't Matter - Canadian and U.S. Perspectives

- **Adv. Harry Radomski** | Goodmans LLP

11:45-13:00 PANEL II: Patents and Pharmaceuticals - Multiple Perspectives

Moderator: **Dr. Ofer Tur-Sinai** | Ono Academic College

On Patentee's Disclosure and Good Faith Duties

- **Adv. Tal Band** | S. Horowitz & Co.

Challenges Faced by Patentees and Drug Manufacturers in the Israeli Patent Scene

- **Adv. Liad Whatstein** | Liad Whatstein & Co.

The Role of the Commissioner of Patents When an Opposition is Withdrawn

- **Adv. Jacqueline Bracha** | Deputy Director, The Israeli Patent Authority

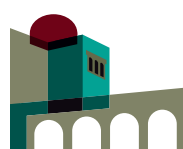
New Trends in the Concept: Scientists Invent, Lawyers Patent!

- **Prof. Philip Lazarovici** | The School of Pharmacy, the Hebrew University of Jerusalem

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to the Mt. Scopus campus for registered participants



הפקולטה למשפטים
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