Brand New World:
Distinguishing Oneself in the Global Flow
October 4 - 5, 2012
CONFERENCE SCHEDULE
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THURSDAY, OCTOBER 4

9:30 A.M. - 12:15 P.M.
Tactics of Distinction in the Global Flow
King Hall, Kalmanovitz Appellate Courtroom (1001)
Law and economics scholars understand trademarks as devices that reduce consumer search costs by signaling the source of a product or service. But scholars in fields as diverse as anthropology and business management suggest that signaling source is just the beginning of the complex social and cultural work that brands and logos do. Brands tell a story, construct a community of users who are themselves creators of the brand, and serve as a vehicle for finding meaning, difference, identity, and connection in a global marketplace. This panel explores the complex social, psychological, and cultural role played by brands, and begins to understand them.

Chairs: Kriss RAVETTO
UC Davis, Technocultural Studies

Feeling Good by Buying Good(s): From Dolphin-Safe to Do No Evil
King Hall, Kalmanovitz Appellate Courtroom (1001)
From Dolphin-Safe Tuna to Conflict-Free Diamonds, marks are increasingly being used to denote goods produced through practices that are sustainable or in accord with human rights. This panel explores a series of questions related to such uses. Can marks serve as indicators of morality? Can they improve products and processes, policing international trade? Who watches the watchers? What does certification mean when one group’s “fair trade” may not coincide with another group’s “fair trade”?

Rosemary COOMBE
York University, Law

Nicole AYLWIN
York University, Communication & Culture

Evelyn LINCOLN
Brown University, Art History

Maggie CHON
Seattle University, Law

Haochen SUN
University of Hong Kong, Law

Chairs: Kriss RAVETTO
UC Davis, Technocultural Studies

Lunch
12:30 P.M.

1:00 P.M.
Law Review Reception
King Hall

6:30 P.M.
Speakers’ Dinner

FRIDAY, OCTOBER 5

9:00 A.M. - 11:30 A.M.
From Signatures to Trademarks: Seals, Stamps, Brands
King Hall, Kalmanovitz Appellate Courtroom (1001)
Brands are becoming increasingly crucial to modern business, but they are as old as language itself. Used to establish prestigious identities or to connect goods with their makers, they can be found in signature seals, royal coins, artists’ anagrams, coat of arms, goods stamps, chops, guild marks, and more. By revisiting historical branding landscapes, this panel looks at what elements of these practices have been included, or excluded, from the object of modern trademark law, and why.

Chairs: Michael G. Jordan
Stanford Law, Anthropology

Gary RICHARDSON
UC Irvine, Economics & NBER

Dagmar SCHÄFER
Max Planck Institute, History of Science

Heinrich von STADEN
Institute for Advanced Study, Princeton, History

Paul DUGUID
UC Berkeley, School of Information

Chairs: Michael G. Jordan
Stanford Law, Anthropology

11:45 A.M. - 1:00 P.M.
LUNCH
Daniel KEVLES
Yale University, History
King Hall, Kalmanovitz Appellate Courtroom (1001)

1:00 P.M. - 3:30 P.M.
Function Creep: Hybrids at the Borders of Trademarks
King Hall, Kalmanovitz Appellate Courtroom (1001)
The relationship between trademarks and other forms of intellectual property, norm-based systems of credit and authorship, and tools for the protection of traditional knowledge is more nuanced than commonly appreciated. This panel explores how these boundaries overlap and “bleed,” the hybrid constructs they generate, and the challenges they pose to current legal and commercial conceptions of brands.

Chairs: Karri LARKIN
UC Davis, Media & Modernity

Alain POTTAGE
London School of Economics, Law

Lionel BENTLEY
Cambridge University, Law

Mark LEMLEY
Stanford University, Law

Stacey DOGAN
Boston University, Law

Chairs: Mario BIAGIOLI
UC Davis, STS & Law

3:45 P.M. - 6:15 P.M.
The Medium is the Brand
King Hall, Kalmanovitz Appellate Courtroom (1001)
Technology intermediaries, from Amazon to Google, eBay to Facebook, and Groupon to Twitter offer new platforms for brand production and dissemination. At the same time, their architectures, from customer reviews to auctions to comparative advertising can undermine the ability of brand owners to fully control their brand. The symbiotic relationship between media and brands goes further—secondary liability for trademark infringement can stifle technological development itself.

Chairs: Anupam CHANDER
UC Berkeley, Law

Deven DESAI
Thomas Jefferson, Law

Graeme DINWOODIE
Oxford University, Law

Peter MENELL
UC Berkeley, Law

Chairs: Anupam CHANDER
UC Berkeley, Law

6:30 P.M.
Speakers’ Dinner