



TEXAS A&M UNIVERSITY

School of Law

FALL CONFERENCE

THE LAW AND ECONOMICS OF TRADEMARKS

NOVEMBER 12, 2021

Central Standard Time:

9:00 AM Welcome

9:10 AM **Panel #1**

Murali Neelakantan
& Ashish Kulkarni

Trademarks and Pharmaceuticals in India

Sam Halabi

Trademark and Trade Dress for Pharmaceuticals

David Simon

The Role of Certification Marks in Healthcare

Andrew Griffiths &
Jasem Tarawneh

Trademark Protection and Business Organisation

10:30 AM *Break*

10:40 AM **Panel #2**

Betsy Rosenblatt

Fanmarks

Deborah Gerhardt

Brands and Race

Leah Chan Grinvald

Shaming Trademark Bullies: Revisited

Zahr Said

Collegiality Costs: Trademark Scarcity and Craft Beer's Politeness Problem

Noon *Lunch break*

1:00 PM **Panel #3**

Rebecca Tushnet

Trademark Theory in an Antitrust Case

Apostolos Chronopoulos

Trade Dress Functionality: Demand-side Substitutability, Consumer Search Costs and the Freedom of Imitation

Peter Yu

The Comparative Law and Economics of Counterfeits and Post-Sale Confusion

2:00 PM *Break*

2:10 PM **Panel #4**

Irene Calboli

The Role of Geographical Indications as Incentives for Development

Christine Haight Farley

Data-Driven Marketing and the Rationale for Trademark Protection

Saurabh Vishnubhakat

Administrative Revocation in Trademark Law

3:10 PM *Break*

3:20 PM **Panel #5**

Pam Samuelson &
Mark P. Gergen

Jake Linford

Martin Senftleben

Disgorgement

Remedies

Cultural Heritage Branding

4:20 PM Wrap-up



Texas A&M Center for Law and Intellectual Property (CLIP)

law.tamu.edu/clip