



TEL AVIV UNIVERSITY

Buchmann Faculty of Law  
S. Horowitz Institute for Intellectual Property in memory of Dr. Amnon Goldenberg  
& Faculty of Engineering



# Intellectual Property Policies and Practices in Israeli Universities and Research Institutes

**May 16-17, 2017**  
Buchmann Faculty of Law  
Tel Aviv University

## Tuesday, May 16, 2017

Malka Brender Hall of Justice,  
Faculty of Law, Tel Aviv University

**18:30 Reception** at TAU Law

### 19:15 Greetings

Prof. Sharon Hannes, Dean, TAU Law  
Prof. Michael Birnhack, Associate Dean for Research & Director, S. Horowitz Institute for IP in memory of Dr. Amnon Goldenberg, TAU Law  
Mr. Tal Band, S. Horowitz & Co.

### 19:20 Awards

Amnon Goldenberg Prize for Junior Scholars  
SHIIP Research Fellowship – Ms. Adi Ben-Eli  
SHIIP Student Forum

### 19:30 Keynote

**Prof. Daniel Zajfman**, President,  
Weizmann Institute of Science  
*The Business of Science: How can a Small Institute in a Small Country Make a Global Impact?*

## Organized by

The World Intellectual Property Organization (WIPO)

&

The S. Horowitz Institute for IP in memory of Dr. Amnon Goldenberg  
Tel Aviv University Faculty of Law

## Wednesday, May 17, 2017

The Sonia and Edward Kossoy  
Conference Room (307)

**09:15-09:30 Gathering & Registration at TAU Law**

### 09:30-10:00 Greetings

Prof. Eyal Zisser, Vice Rector, Tel Aviv University  
Mr. Michal Svantner, Director, Department for Transition and Developed Countries, WIPO  
Prof. Michael Birnhack, Director, SHIIP

### 10:00-11:00 Commercializing Academic Knowledge: The Challenges

Chair: Prof. Michael Birnhack, TAU Law  
Prof. Ehud Gazit, Academic Director, Blavatnik Center for Drug Discovery, TAU  
Prof. Hagit Messer-Yaron, TAU Electrical Engineering  
Ms. Karin Mayer-Rubinstein, CEO, Israel Advanced Technology Industries (IATI)  
Mr. Shlomo Nimrodi, CEO, Ramot at TAU

### 11:00-11:15 Coffee Break

### 11:15-12:15 Academic Service Inventions

Chair: Dr. Yofi Tirosh, TAU Law  
Mr. Asa Kling, Director of the Israel Patent Office, Commissioner of Patents, Designs and Trademarks  
Prof. David Mendlovic, TAU Engineering  
Dr. Edo Eshet, Sapir Law  
Prof. Assaf Jacob, IDC Law  
Dr. Amir Khoury, TAU Law

### 12:15-13:15 Doing Business

Chair: Prof. Yoav Henis, TAU Vice President for Research  
Adv. Gil Granot-Mayer, CEO, Yeda Research & Development, Co.  
Adv. Keren Primor-Cohen, Ramot, VP General Counsel and Business Affairs  
Mr. Ilan Peled, Manager, MAGNET, Ministry of Economy & Industry

### 13:15-14:15 Lunch Break

### 14:15-15:15 Academic Knowledge & Government Involvement

Chair: Prof. Hagit Messer-Yaron, TAU Electrical Engineering  
Ms. Shira Greenberg, Ministry of Finance  
Dr. Sharon Bar-Ziv, Sapir Law  
Mr. Avi Ben Zichri, CEO, SNE'

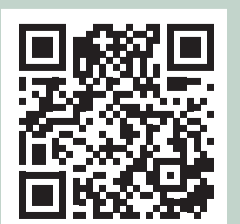
### 15:15-16:15 Sharing Knowledge, IP and Competition

Chair & Speaker: Judge (retired) Dr. Iris Soroker, Director, Heth Academic Center for Research of Competition and Regulation, College of Management Academic Studies  
Prof. David Gilo, TAU Law; Former Director of Israel Antitrust Authority  
Prof. Michal Gal, Haifa U. Law  
Prof. Michael Geist, Canada Research Chair in Internet and E-commerce Law, University of Ottawa



## Registration:

<https://law.tau.ac.il/shiip-events-form2>



Faculty of Law | Tel Aviv University

Sharon Vered Shaked | Tel: +972-3-6407951 | Email: shiip@tau.ac.il | <http://en-law.tau.ac.il/shiip>