

Ius Commune Conference 2018

Workshop: Trust in Trade in a Data-Driven Economy

Friday, 30 November (09.00 – 12.00)

Building: Aristo Amsterdam

Room: 2.05

Participants

Organizers: Iveta Alexovicova, Anselm Kamperman Sanders, Anke Moerland, Ana Ramalho, Denise Prevost (Maastricht University); Esther van Zimmeren (University of Antwerp)

Chair: **Anselm Kamperman Sanders** (Maastricht University)

09.00 – 09.05 *Welcome by Dr. Iveta Alexovicova*

09.05 – 09.20 **Maria Vasquez** (World Trade Institute, Bern)
Whom to Trust? The Role of Free Trade Agreements in the Diffusion and Setting of Intellectual Property Norms for the Data-Driven Economy

09.20 – 09.25 **Commentator: Dr. Ana Ramalho** (Maastricht University)

09.25 – 09.35 **Discussion**

09.35 – 09.50 **Gianclaudio Malghieri** (Free University of Brussels (VUB))
Market Inalienability of Personal Data in the Struggle between Trade Secrets and Privacy

09.50 – 09.55 **Commentator: Prof. Anselm Kamperman Sanders** (Maastricht University)

09.55 – 10.05 **Discussion**

10.05 – 10.20 **George-Mihai Irimescu** (Maastricht University)
Enforcement of Well-Known Trademarks against Domain Name Registrations and other Challenges in Enforcing Unregistered Marks on the Internet

10.20 – 10.25 **Commentator: Prof. Anselm Kamperman Sanders** (Maastricht University)

10.25 – 10.35 **Discussion**

10.35 – 10.50 **Coffee break**

10.50 – 11.05 **Lin Xi** (Maastricht University)
The Deaths of Don Quixote and Pepe the Frog: A Copyright Anatomy

11.05 – 11.10 **Commentator: Prof. Esther van Zimmeren** (University of Antwerp)

- 11.10 – 11.20 **Discussion**
- 11.20 – 11.35 **Prof. Paolo Farah** (West Virginia University)
International Environmental Agreements and Trust in Trade in the Age of Big Data and Algorithms
- 11.35 – 11.40 **Commentator: Dr. Iveta Alexovicova** (Maastricht University)
- 11.40 – 11.50 **Discussion**
- 11.50 – 12.00 Summary and Closing by Prof. Esther van Zimmeren