

Contributors

Robert C. Bird

Robert C. Bird is Assistant Professor of Business Law at the University of Connecticut. Robert received his JD and MBA from Boston University. Robert's research interests include employment law and international intellectual property law, including compulsory licensing and foreign direct investment. Guest lectures include presentations at Indiana University, University of Texas, New York University and the United Nations. In 2004, Robert received the Junior Faculty of the Year award from the Academy of Legal Studies in Business. Robert has published research articles in the *American Business Law Journal*, *Boston University International Law Journal*, *Cincinnati Law Review*, *Journal of Law and Economics*, *Journal of Public Policy and Marketing*, *Kentucky Law Journal*, *Law and Society Review*, and the *Trademark Reporter*.

Daniel R. Cahoy

Dan Cahoy is Associate Professor of Business Law at Pennsylvania State University. He specializes in the teaching and study of intellectual property law, as well as related issues in technology law and general business law concepts. He has published numerous articles in academic law journals on topics such as FDA regulatory policy, the optimal policy for reforming the US patent system, the use of contracts to extend limited intellectual property rights, and the use of experimental economics to improve jury studies. Professor Cahoy has received particular recognition for his work on the impact of government takings (eminent domain power) on private patent rights. Professor Cahoy is a patent attorney, licensed to practice before the United States Patent and Trademark Office, and is admitted to the New York State Bar and several federal courts, including the United States Court of Appeals for the Federal Circuit.

Larry A. DiMatteo

Larry A. DiMatteo is the Huber Hurst Professor of Contract Law & Legal Studies at the Warrington College of Business Administration, University of Florida.

He received his JD from Cornell Law School and his LLM from Harvard Law School. He has a PhD in Business and Commercial Law from Monash University, Victoria, Australia. He is the former Chair of the Department of Management at the University of Florida and Editor-in-Chief of the *American Business Law Journal*. He is the author or co-author of about 50 publications including 7 books and 25 law review articles. His books include *International Law of Sales* (with Dhooge, Greene, Maurer and Pagnattaro) (Cambridge University Press), *Visions of Contract Theory: Rationality, Bargaining, and Interpretation* (with Prentice, Morant and Barnhizer) (Carolina

Academic Press), *International Business Law: A Transactional Approach* (with Dhooge) (West), and *Contract Theory: The Evolution of Contractual Intent* (Michigan State University Press). His articles have appeared in the *Harvard International Law Journal*, *Yale Journal of International Law*, *Northwestern Journal of International Law & Business*, *Vanderbilt Journal of Transnational Law*, *American Business Law Journal*, *Hofstra Law Review*, *University of Pittsburg Law Review*, *Penn State Law Review*, *Florida State Law Review*, *South Carolina Law Review*, *Michigan State Law Review*, *Rutgers Computer & Technology Law Journal*, *Cornell International Law Journal*, and the *Journal of Legal Studies Education*. His awards include the Ray August Master Teacher Award (2005), Ralph J. Bunche Award (2003), and Ralph C. Hoeber Award (2001).

Stephanie M. Greene

Stephanie Greene is an Associate Professor of Business Law at Boston College. She is a graduate of Princeton University, 1980, and Boston College Law School, 1984, where she served as Executive Editor of the *Boston College Law Review*. She is a member of the Massachusetts bar. She has practiced law in the Real Estate Department at Hale & Dorr.

Professor Greene's research interests include employment law and intellectual property issues. Her recent works include: 'Employee threshold on federal antidiscrimination statutes: A matter of the merits', *Kentucky Law Journal* (2007) (with C. O'Brien); 'Who counts? The United States Supreme Court Cites "Control" as the key to distinguishing employers from employees under federal employment antidiscrimination laws' *Columbia Business Law Review* (2003) (with C. O'Brien); 'Partners and shareholders as covered employees under federal antidiscrimination acts' *American Business Law Journal* (2003) (with C. O'Brien); *International Sales Law*, Cambridge University Press (2005) (with L. DiMatteo, G. Maurer and M. Pagnattaro); 'False claims act liability for off-label promotion of pharmaceutical products' *Penn State Law Review* (2005); 'A prescription for change: How the Medicare Act revises Hatch-Waxman to speed market entry of generic drugs' *Journal of Corporation Law* (2005); 'Sorting out "fair use" and "likelihood of confusion" in trademark law' *American Business Law Journal* (2006).

George T. Haley

George T. Haley (PhD, University of Texas at Austin) is tenured Professor of Industrial Marketing and International Business at the University of New Haven where he teaches in graduate and executive programs. He is also the founding Director of the Center for International Industry Competitiveness. His research deals with business strategies in emerging and industrial markets. His expertise includes strategic forecasting, B2B marketing, channels of distribution, branding, new product development, auditing of technology and the management of intellectual property in emerging markets.

Before he joined UNH, he taught at several universities worldwide, including the Instituto Tecnológico y de Estudios Superiores de Monterrey (Mexico), National University of Singapore, Queensland University of Technology (Australia), Thammasat University (Thailand), DePaul University (Chicago), Fordham University

(New York), Baruch College (New York) and Harvard University. He has presented seminars to academics, managers and government policy makers in the USA, Vietnam, Thailand, Finland, India, Singapore, Mexico, Australia, and New Zealand.

Professor Haley is the author of over 100 books, book chapters, articles, research reports and presentations. His books include *The Chinese Tao of Business: The Logic of Successful Business Strategy*, which the *Wall Street Journal* recommended as the only book on Asian business to buy in 2004; and *New Asian Emperors: The Overseas Chinese, their Strategies and Competitive Advantages*, the top-selling book on Asian business strategy worldwide in 1999. He is on the Review and Advisory boards of seven academic journals including *International Marketing Review*, *Industrial Marketing Management*, *Journal of Business & Industrial Marketing*, *Marketing Intelligence & Planning*, and the *Journal of Management Development*. He is the current Editor of *American Business Review*.

He has conducted policy analyses seminars for the National Intelligence Council/CIA on Business in Emerging Economies, and has testified before US Congress in May 2007 on his research on China. His research is regularly profiled in the popular media including the *Economist*, the *Los Angeles Times*, CNN, *Fortune* and the *Wall Street Journal*. He is listed in *Who's Who in America*. Professor Haley also consults with several multinational companies and governments in Asia, Australia, Latin America and the USA. He serves as advisor to the Strategic Planning Board of Rio Tinto, Ltd (Australia), the Export Promotion Board (State of Connecticut), and the Metal Manufacturers' Education and Training Alliance (METAL); and as mentor in DBM Associates' Corporate Global Supply Chain Mentoring Program.

Usha C.V. Haley

Usha Haley is currently a tenured Professor of International Business and Founding Director of the Global Business Center at the University of New Haven. She is also a Research Associate at the Economic Policy Institute in Washington, DC. Previously, she has held full-time faculty positions at the University of Tennessee-Knoxville, New Jersey Institute of Technology/Rutgers, Australian National University, National University of Singapore and ITESM-Monterrey, Mexico and taught classes in her expertise at Harvard University, Purdue University, and New York University, among others. Additionally, she has taught in major corporate, governmental and universities' executive-development programs, for top and middle managers and policy makers, in the United States, Australia, Russia, Mexico, Vietnam, Italy, Finland, India and Singapore. She received her PhD from the Stern School of Business, New York University. She also holds Masters degrees from New York University, the University of Wisconsin-Madison, and the University of Illinois at Urbana-Champaign, and a Bachelors degree from Elphinstone College, Bombay, India.

Dr Haley is author of more than 100 publications and presentations on multinational corporation and international strategic management, especially in Asian and emerging markets. Her books include *The Chinese Tao of Business: The Logic of Successful Business Strategy*; *New Asian Emperors: The Overseas Chinese, their Strategies and Competitive Advantages* and several others. Dr Haley consults on strategic management and foreign direct investment for several companies and governments worldwide, sits on six journal

editorial boards, including the *Journal of International Management*, *Journal of Organizational Change Management*, *Management Decision*, *Asia Pacific Business Review*, and *Journal of Business Strategy*, and serves as Regional Editor (Asia Pacific) for two of these journals. Her expertise has been profiled over 100 times in the media and business publications including the *New York Times*, *Wall Street Journal*, *USA Today*, CNN, *Wall Street Journal* (Europe), *Forbes*, the *Economist*, *Barron's*, *Newsweek*, the *San Francisco Chronicle*, PBS's *WideAngle*, and Voice of America.

In 2003 she received a *Life-time Achievement Award* from the Literati Club (UK) and a panel of businesspersons, policy makers, and academics, for her contributions to the understanding of business in the Asia Pacific. She has testified on her research on China to the *US–China Economic and Security Review Commission* and twice before the *Committee on Ways and Means*, including on the pending federal legislation, the *Nonmarket Economy Trade Remedy Act of 2007*. She has also presented on her research to the *National Intelligence Council/CIA*. She is listed in *Who's Who in America*, *Who's Who in The World*, *American Women*, and *Who's Who in Business and Finance*. Additionally, she sits on three corporate and governmental boards of directors.

Subhash C. Jain

Subhash C. Jain PhD is Professor of International Marketing at the School of Business at the University of Connecticut, and has served as Director for the Center for International Business Education and Research (CIBER) since 1995. He is also Director of the GE Global Learning Center (GEGLC) at the University. His teaching, consulting and research activities include marketing strategy and multinational marketing. Dr Jain is the author of more than 100 publications, including articles in *Journal of Marketing Research*, *Journal of Marketing*, *Journal of International Marketing*; *Journal of Economic Abstracts*, *Long Range Planning*, *Journal of Applied Psychology*, and *Columbia Journal of World Business*. He is the author of several books, including *Marketing Planning and Strategy*, 6th edition (South-Western), *International Marketing*, 6th edition (South-Western), *Export Strategy* (Quorum Books), and *Market Evolution in Developing Countries* (Haworth Press).

Dr Jain has served on the Editorial Review Board of the *Journal of Marketing*, *Journal of International Business Studies*, and *Journal of the Academy of Marketing Science*. Currently, he serves on the Editorial Boards of *International Marketing Review*, *Journal of Global Marketing* and *Journal of International Marketing*. He is an active member of a number of professional organizations, including the American Marketing Association and the Academy of International Business.

Dr Jain has presented seminars, both in the United States and in other countries, and has frequently served as a consultant to such organizations as Xerox Corporation, General Electric, Aetna Life & Casualty, GATT (now WTO), United Technologies Corporation, Mead Corporation, General Motors, NCR, Control Data, Pitney Bowes, and Corning Glass. He has advised government agencies in Malaysia, Chile, India, Pakistan, St Lucia, Kenya, and Indonesia on their trade problems.

Dr Jain carried out his graduate work at the University of Oregon, Stanford University, and the University of Rajasthan, India.

Douglas Lippoldt

Douglas Lippoldt is a senior economist and policy analyst with the Organisation for Economic Co-operation and Development in Paris (1992 – present). His current assignment in the OECD Science, Technology and Industry Directorate focuses on innovation, industry and entrepreneurship. In recent years, he has published a number of papers, briefs, and articles on intellectual property and development issues. During the 1990s he managed a number of projects related to economic transition in Russia and Eastern Europe, producing a series of publications on adjustment-related topics. He was also a contributing author for a series of labor market studies of OECD member countries. Prior to coming to the OECD, he worked for ten years for the US Government as an international economist on trade policy, labor market and economic development issues. Currently, he has an academic affiliation with the Groupe d'Economie Mondiale at Sciences Po in Paris.

Willajeanne F. McLean

Willajeanne F. McLean teaches courses in trademarks, European Union law, and torts, as well as a seminar on intellectual property law in the European Union at the University of Connecticut School of Law. A French Literature and European History major at Wellesley, Professor McLean also has a degree in Microbiology from the University of Massachusetts-Amherst. After working in a research lab at Sloan-Kettering Cancer Institute, Professor McLean attended law school at Fordham University. She practiced law at Darby & Darby, an intellectual property firm, where her main work was in the field of trademark law. In addition to her law studies in the United States, Professor McLean attended the Free University of Brussels where she obtained a degree in European Law. Prior to joining the faculty at Connecticut, she was an intern in the Competition Division of the European Commission. More recently, Professor McLean was a Fulbright fellow at Adam Mickiewicz University in Poznan, Poland, where she taught comparative European Union and US intellectual property law, and lectured at the Intellectual Property Law Institute of the Jagiellonian University in Cracow, Poland. Her research interests include the interface of intellectual property and European competition law.

Lynda J. Oswald

Lynda J. Oswald is a Professor of Business Law at the Stephen M. Ross School of Business at the University of Michigan. Her research focuses on intellectual and real property law issues, including environmental liability issues and land use law. She has served as the Louis and Myrtle Moskowitz Research Professor of Law and Business and as a Contributing Editor to the *Real Estate Law Journal*. She is currently the Editor of the *Michigan Real Property Review*. She has taught at the University of Florida Law School, the University of Michigan Law School, China University of Political Science and Law in Beijing and L'viv State University in Ukraine. Professor Oswald has received numerous awards for her research, including the Hoeber Memorial Award and the Holmes-Cardozo Award for Research Excellence from the *American Business Law Journal*. Her work has

been cited by numerous courts, including the US Supreme Court in *United States v Bestfoods*. She is the author of a book entitled *The Law of Marketing* (West, 2002). Professor Oswald is also past President of the Academy of Legal Studies in Business.

Marisa Anne Pagnattaro

Marisa Anne Pagnattaro is an Associate Professor of Legal Studies at the Terry College of Business at the University of Georgia, where she teaches courses on business law and international legal transactions. She is a co-author of *International Sales Law: A Critical Analysis of CISG Jurisprudence*, Cambridge University Press (2005) (with L. DiMatteo, L. Dhooge, S. Greene and G. Maurer) and *The Legal and Regulatory Environment of Business* (14th edn). She is also the author of the book *In Defiance of the Law*, as well as numerous articles which have been published in journals such as the *Northwestern Journal of International Law & Business*, *Vanderbilt Journal of Transnational Law*, the *University of Pennsylvania Journal of Labor and Employment Law*, and the *Berkeley Journal of Employment and Labor Law* (forthcoming). Prior to teaching, she was a litigation associate with Kilpatrick & Cody (now known as Kilpatrick Stockton LLP) in Atlanta.

Lucille M. Ponte

Lucille Ponte is an Associate Professor of Law at Florida Coastal School of Law (ABA-approved) in Jacksonville, FL where she teaches cyberlaw and contracts. She previously taught cyberlaw at the University of Central Florida in Orlando, FL and Bentley College and the McCallum Graduate School of Business in Waltham, MA. She has written two books, several manuals, and numerous national and regional law review articles on cyberlaw and alternative/online dispute resolution (ADR/ODR). Her most recent book is *Cyberjustice: Online Dispute Resolution for E-Commerce* (Prentice Hall, 2005) (with Prof. Thomas D. Cavenagh, JD). Her research has also addressed moral rights in the online world, copyright infringement in digital sampling disputes, the use of workplace emails in employment discrimination cases, the need for fair and effective ODR methods and procedures, and the proposed development of the first public virtual courthouse in Michigan. These articles appeared in such national law journals as the *B. U. International Law Journal*, *North Carolina Journal of Law & Technology*, *Ohio State Journal on Dispute Resolution*, *Tulane Journal of Technology and Intellectual Property*, and *Albany Law Journal of Science & Technology*. She has twice received the national Hoeber Memorial Award for excellence in pedagogical research for cyberlaw topics. In addition, she was selected as a national finalist for both the 2005 Holmes-Cardozo Award for scholarship excellence for an article on digital sampling and the 2003 Hewitt Master Teacher Competition. Professor Ponte is an external advisory board member for the Bentley College Global Cyberlaw Center in Massachusetts. A member of the Massachusetts bar, she previously served as in-house counsel for technology firms and governmental agencies.

Donald G. Richards

Donald Richards is Professor of Economics at Indiana State University. He specializes in international and development economics. His current research is on the multilateral

trading system and intellectual property rights. Dr Richards earned his PhD from the University of Connecticut in 1983.

Robert E. Thomas

Robert Thomas is Associate Professor of Business Law and Legal Studies, and Huber Hurst Fellow in the Warrington College of Business Department of Management at the University of Florida and Invited Professor at the Institut D'Administration Des Entreprises D'Aix-en-Provence, France. He is an expert in the areas of negotiation, intellectual property and technology law and has published numerous articles in these areas. He teaches business law, intellectual property and technology law, and negotiation courses in the Warrington College graduate programs. His courses are typically among the most popular elective offerings in the Florida MBA curriculum, and he has received awards for excellence in teaching and research. Prior to his University of Florida appointment, Professor Thomas held dual faculty appointments in the University of Michigan Department of Economics and the University of Michigan Business School.

Professor Thomas has lectured throughout the United States and Western Europe. In 1999 he was the Whitney Young Visiting Professorship of Legal Studies at the Wharton School of Business at the University of Pennsylvania. His current research examines factors that influence decision-making in regulatory and legislative bodies, and how interest groups influence the development of copyright and patent laws.

Professor Thomas graduated from Princeton University with honors in economics. He received his JD and PhD in economics from Stanford University.

V.C. Vivekanandan

Professor (Dr) V.C. Vivekanandan is the HRD IP Chair Professor of Law and the Director of NALSAR Proximate Education at the National Academy of Legal Studies and Research University of Hyderabad. He specializes in intellectual property laws, cyber laws, and media laws. He directs the Proximate Education Programs of NALSAR University, offering the Post Graduate Diploma Programs in patents law, cyber laws, media laws, and international humanitarian law.

He received his PhD in 'Impact of TRIPS on IP legal regime in India – with special reference to Patents and Health care' from the National Law School of India University, Bangalore. He has a Master's Degree in Corporate Law and Securities. He also holds a Master's Degree and M. Phil degree in Public Administration from Madras University.

He is a visiting faculty of the Business School of University of Buffalo, SUNY. He is also a visiting faculty for programs at AP Judicial Academy, Administrative Staff College of India, Hyderabad; National Police Academy, Hyderabad; National Academy of Direct Taxes, Nagpur; National Law School of India, Bangalore; MHRD Institute, Hyderabad; National Academy of Agricultural Research and Management, Hyderabad, and the Indian School of Business at Hyderabad.

He also heads NC Banerjee Centre for IP law studies at NALSAR. He serves as the expert committee member of the IPR for the Copyright Division of the Ministry of HRD, Government of India, member of the 'Special Interest Group' of the Association

of Biotech-led Enterprises (ABLE) Bangalore. He is also a consultant for the ISTE-ASTE programme for IPR, IPR programs for DSIR, member of bioethics committee of the APIDC Venture capital fund, and founding member and legal advisor to Engineers Without Borders (EWB) (India).

His latest publications include *Patents for Biotechnology* for ISTE-AICTE; *Patents – A Primer* for DSIR; *IP in Agriculture*; *IP in Information Technology*; *IP in Biotechnology and Life Forms*; *Patent Examination – Manual for Patent Controllers and Examiners* for Indo German.

Bernard Yeung

Bernard Yeung is the Dean and Stephen Riady Distinguished Professor of Finance, NUS Business School, National University of Singapore, and the Abraham Krasnoff Professor in Global Business, Professor in Economics and Professor in Management at New York University Stern School of Business. He is also the Director of the NYU China House, the honorary co-chair of the Strategy Department of the Peking University Guanghua School of Management, and Advisory Professor at the East China Normal University.

Professor Yeung's research covers topics in international corporate finance, corporate strategy, foreign direct investment, and the relationship between institutions, economic development, and firm behavior. Over one hundred of his research articles have appeared in top rated journals in Economics, Finance, Strategic Management, International Business, and Accounting. He is currently serving as a Senior Consulting Editor of the *Journal of International Business Studies*, on the Editorial board of the *Academy of Management Review*, and as an associate editor of *Management Science*. Dr Yeung is also an elected AIB fellow.

Dr Yeung received his BA in economics and mathematics from the University of Western Ontario and his MBA and PhD from the Graduate School of Business at the University of Chicago. Dr. Yeung previously taught at the University of Michigan (assistant, associate and full) and the University of Alberta (assistant and associate). Dr Yeung's website is: <http://pages.stern.nyu.edu/~byeung/>

Peter K. Yu

Peter K. Yu (余家明) is the Kern Family Chair in Intellectual Property Law and the founding director of the Intellectual Property Law Center at Drake University Law School. He is also a Wenlan Scholar Chair Professor at Zhongnan University of Economics and Law in Wuhan, China. In the summer, he served as Visiting Professor of Law at the University of Hong Kong Faculty of Law. Before joining Drake University he founded the nationally-renowned Intellectual Property and Communications Law Program at Michigan State University, at which he held faculty appointments in law, communication arts and sciences, and Asian studies.

Born and raised in Hong Kong, Professor Yu is a leading expert in international intellectual property and communications law. He also writes and lectures extensively on international trade, international and comparative law, and the transition of the legal systems in China and Hong Kong. An editor or co-editor of three books, Professor Yu has spoken at events organized by the ITU, UNCTAD, WIPO and the Chinese, Hong Kong and US

governments as well as at leading research institutions from around the world. His lectures and presentations have spanned more than 15 countries on five continents, and he is a frequent commentator in the national and international media. His publications are available on his website at www.peteryu.com.

Minyuan Zhao

Minyuan Zhao is Assistant Professor of Strategy at the Ross School of Business, University of Michigan. She earned her PhD from Stern School of Business, New York University in May 2004. Before joining Michigan, Minyuan was Assistant Professor at the University of Minnesota, where she taught Strategy and International Environment classes to MBA and EMBA students. Minyuan's research interests are in the interaction between firm strategies and external environments in a global context. Her research papers on multinational R&D organization received first place in the 2003 INFORMS Dissertation Proposal Competition, the 2004 BPS Best Paper Award at the Academy of Management, and the 2006 Best Conference Paper Award at the Strategic Management Society. Her recent studies examine how internal linkages among firms' geographically dispersed units allow them to alleviate uncertainties at the local level.