



# **(RE) PENSER LA PROPRIÉTÉ INTELLECTUELLE**

QUESTIONS FONDAMENTALES ET NOUVEAUX ÉCLAIRAGES

## **L'analyse économique du droit, une approche satisfaisante pour la propriété intellectuelle ?**

**Le rôle fondamental de l'analyse comportementale**

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Professeur à l'ETH de Zurich (Suisse)

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CEIPI– Amphithéâtre 23

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Résumé:

Among many areas of the law, law & economics scholarship had a profound impact on intellectual property scholarship. Still, applying standard law & economics to intellectual property questions remains unsatisfactory as important aspects of real-life intellectual property law cannot be explained. In particular, the incentive perspective, which is central to rational-choice economic analysis, may divert attention from alternative analytical approaches. In recent years, scholars have begun to explore what insights behavioral law & economics can contribute to intellectual property analysis. This talk will give an overview of this emerging scholarship and will comment on its promises and pitfalls.

Biographie:

Stefan Bechtold is an associate professor of intellectual property at ETH Zurich, Switzerland. From 2005 to 2008, he was a Senior Research Fellow at the Max Planck Institute for Research on Collective Goods in Bonn, Germany. Stefan Bechtold graduated from the University of Tübingen School of Law, Germany, and from Stanford Law School (JSM 2002). He has been a Visiting Scholar at the University of California at Berkeley School of Law (1999, 2000), the University of Amsterdam's Institute for Information Law (2005), and the University of Munich School of Management (2009). Since 2010, he has been a member of the foundation board of the Study Center Gerzensee (a foundation of the Swiss National Bank), where he is involved in the organization of law & economics courses for doctoral students. His research interests include intellectual property, law and technology, telecommunications law, antitrust law, as well as law & economics. In his youth, Mr. Bechtold composed numerous orchestra and chamber music works which have been awarded several composition prizes and have been repeatedly performed and broadcast.