

## Katya Assaf

### About Me

My main field of interest is trademark law and regulation of advertising. My research has so far focused on psychological, societal, and cultural effects of advertising, brands, and consumer culture more generally. I have attempted to explore the ways in which legal systems encourage consumer culture and to suggest ways of changing such practices. Recently, I have broadened my field of research to include the study narratives that characterize legal systems. My research mainly focuses on the US and German legal systems.

### Academic Background

2005-2006	The Hebrew University of Jerusalem, Law Faculty (Post-Doctorate)
2003-2005	Ludwig Maximilian University, Munich, Law Faculty (Ph.D) Max Planck Institute for Intellectual Property (fellowship)
2001-2002	The Hebrew University of Jerusalem, Law Faculty (LL.M.)
1996-2000	The Hebrew University of Jerusalem, Law Faculty (LL.B.)

### Academic Appointments

2008-present	The Hebrew University of Jerusalem – Assistant Professor
2010-2011	University of Illinois – Visiting Professor
2005-2008	Hebrew University of Jerusalem – Visiting Lecturer
2006- 2010	Academic College of Law, Ramat Gan - Visiting Lecturer

### Grants and Prizes

2005	Lady Davis Trust Fellowship
2007	Faculty Prize of the Law Faculty, Ludwig Maximilian University
2008	Otto Hahn Medal, an academic award granted by the Max Planck Society
2009	Golda Meir Trust Award

## Conference Presentations

- Oct 2012 "Capitalism against Freedom"
- Conference "Democracy and the Market" in Leuven, Belgium
- May 2012 "Capitalism and Freedom"
- The Third Annual Meeting of the Israeli Association of Private Law
- April 2011 "Magical Thinking in Trademark Law"
- The Fourth Annual Junior Scholars in Intellectual Property (JSIP) Michigan State University College of Law
- March 2011 "Magical Thinking in Trademark Law"
- Faculty Talk at the University of Illinois College of Law
- Feb 2011 "Magical Thinking in Trademark Law"
- Works-in-Progress Intellectual Property Colloquium (WIPIP)
- Boston University School of Law
- Feb 2010 "Of Trademarks and Fetishism,"
- The First Annual Meeting of the Israeli Association of Private Law
- Jul 2009 "Brand Fetishism,"
- Intellectual Property Academic Forum, Jerusalem
- Dec 2007 "The Dilution of Culture and the Law of Trademarks",
- Hebrew University of Jerusalem (colloquium talk)
- Oct 2007 Comment to a lecture given by Prof. Bornkamm,
- a presiding judge at the Federal Supreme Court of Germany
- Conference "Zukunft des Europäischen Markenrechts",
- (The Future of European Trademark Law), Berlin
- Jul 2006 "Trademarks – Cultural Aspects"
- Max Planck Institute for Intellectual Property, Munich
- Mar 2006 "The Protection of Trademark Image"
- Academic College of Law, Ramat Gan (colloquium talk)
- Jan 2005 "Deceptive Advertising in Germany and the USA"

- Conference “Fashion and Law,” Turin
- Feb 2005 “Deceptive Advertising in Germany and the USA”
- Max Planck Institute for Intellectual Property, Munich

### Research Interests

- Intellectual Property, Trademark Law, Advertising, Unfair Competition
- US-American law, German law, EU law
- Law and Society, Law and Culture, Law and Capitalism, Legal Narratives

### Publications

*Trademarks and Social Competition* (work in progress)

*Capitalism against Freedom*, NYU REV. OF LAW & SOCIAL CHANGE (forthcoming)

*Capitalism against Freedom*, NYU REV. OF LAW & SOCIAL CHANGE (forthcoming)

*Magical Thinking in Trademark Law*, 37 LAW & SOCIAL INQUIRY 595 (2012)

*Brand Fetishism*, 43 CONNECTICUT LAW REVIEW 83 (2010)

*Protection of Trade Marks against Dilution: a Semiotic Perspective*, 4(9) JOURNAL OF INTELLECTUAL PROPERTY LAW & PRACTICE 643 (2009)

*Der Markenschutz und seine kulturelle Bedeutung: Ein Vergleich des deutschen mit dem US-amerikanischen Recht* [Trademark Protection and Its Cultural Implications: a Comparative Study of German and US Law], 2009 GRUR INT. 1

*The Dilution of Culture and the Law of Trademarks*, 49 IDEA 1 (2008)

IMAGE IN DER WERBUNG [Image in Advertising], Carl-Heymanns Verlag (2007)

*The Scope of Protection of Trademark Image*, 36 IIC 787 (2005)

*The Scope of Protection of Trademark Image*, 35 MISHPATIM 435 (2005) (Hebrew)

*The Right of Publicity: How Much of It Can Be Protected by Privacy and the Law of Trademarks?*, GRUR INT. 2003, 118