

# FACULTY IN ACTION

## Around the Globe

**Professor William O. Hennessey JD '86** was the guest speaker at the sixth annual Baker Botts Lecture sponsored by the Institute for Intellectual Property and Information Law of the University of Houston Law Center in February. Hennessey offered a personal reflection entitled "Thirty Years (and More) of IP in China." He is the director of Pierce Law's China Intellectual Property Summer Institute and has traveled to, lectured and written about China for 30 years. His talk was a summation and reflection on those three decades of monumental change in intellectual property law in China.

**Professor Mary Wong** attended the 34th Internet Corporation for Assigned Names and Numbers (ICANN) meeting in Mexico City, Mexico, in February. As one of only three elected councillors representing the Non-Commercial User Constituency (NCUC) in the Generic Names Supporting Organization (GNSO), she attended major policy discussions to advise ICANN on domain name policy for the Internet. Included on the agenda was the introduction of new generic top-level domains and reforming the ICANN structure. The council advises the ICANN Board on all policy matters relating to generic top-level domain names.

In July, **Trustee Gordon Smith** made a presentation at "Trading Ideas 2009," a session of the Asia Pacific Economic Cooperation (APEC) at the request of the Intellectual Property Office of Singapore. Smith recently spoke at the KPMG Asia-Pacific International Financial Reporting Standards (IFRS) Conference held in Singapore. Keynote speaker Mr. Tharman Shanmugaratnam announced that Singapore would be adopting the new international financial reporting standards by 2012. According to Smith, "About 100 nations have adopted or permit the use of these new standards and the U.S. will soon follow suit." According to Smith, "The new rules embody significant changes in the way companies report their financial performance. One of these concerns is reporting the 'fair value' of assets and liabilities. In today's business world, of course, intangible and intellectual property assets comprise a large part of the value of most enterprises. I expect the business communities in many developing nations will have difficulty complying because of the lack of a competent professional infrastructure with IP valuation skill sets."

## Across the Nation

An article entitled "From Custom to Law in Copyright" by **Professor Thomas G. Field Jr.** has been cited among the best intellectual property journal articles of the year. It has

been selected for inclusion in the Thomson Reuters (West) annual anthology, *Intellectual Property Law Review*. The article was first published in Pierce Law's *IDEA: The Intellectual Property Law Review*.

**Professors Sophie Sparrow** and **Margaret Sova McCabe** presented a teaching workshop, "Using Team-Based Learning to Give Graduate Students Effective and Efficient Feedback on Analytical Writing Assignments," at the 2009 Team-Based Learning Conference held at the University of Texas at Austin in March. The conference, now in its eighth year, is a two-day event focusing on best practices and recent innovations for team-based learning. Participants at the conference included more than 100 educators from diverse fields.



Professor Mitchell M. Simon

In May, **Professor Mitchell M. Simon** chaired a panel at the American Bar Association's 35th National Conference on Professional Responsibility in Chicago, IL. Entitled "Character and Fitness," the panel considered how character and fitness committees

can use information from bar applicants' past to predict their future conduct in the practice of law. The 35th National Conference on Professional Responsibility brought together legal scholars, jurists and specialists to discuss trends and developments in legal ethics, professional discipline, professionalism, and practice issues.



Trustee Douglas J. Wood JD '76

Heading up the negotiation team for the Association of National Advertisers, **Trustee Douglas J. Wood JD '76** of Wyckoff, NJ, negotiated a new contract for the advertising industry with two of the nation's largest actors' unions. The contract involves the Screen Actors Guild (SAG) and American Federation of Television and Radio Artists (AFTRA). SAG and AFTRA represent a combined total of about 135,000 actors, but the contract at issue here is only for actors that work in commercials. A partner with Reed Smith, Wood taught at Pierce Law's e-Law Summer Institute in Cork, Ireland, this year.