Doris Estelle Long

PUBLICATIONS

Books

- INTELLECTUAL PROPERTY LAW (Carolina Academic Press 2015)(Trademark Chapters)(with John Cross, Greg R. Vetter and Peter K. Yu)(Most Recent Updated Teachers Manual and Supplement 2019)
- CONTRACT LAW AND PRACTICE (Revised Second Edition) (Lexis 2007)(Chapters 9, 11, 12, 13)(with Gerald E. Berendt, Rebecca A. Cochran, Robert J. Nye and John H. Scheid)
- THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS: STANDARDS OF THE INTERNATIONAL AND NATIONAL LEGISLATION AND THEIR ENFORCEMENT: A PRACTICAL GUIDEBOOK (published in Ukrainian by Ukrainian State Intellectual Property Department 2007)(with Patricia Ray, V.O. Zharov, T.M. Sheveleva, I.E. Vasylenko, V.S. Drobyazko)
- THE ENFORCEMENT OF INTELLECTUAL PROPERTY RIGHTS: A PRACTICAL TRAINING GUIDE (published by US Commercial Law Development Program 2004)(republished in Russian and Ukrainian 2005, 2006, respectively)(with Patricia Ray)
- INTERNATIONAL INTELLECTUAL PROPERTY LAW: A COURSEBOOK AND DOCUMENTS SUPPLEMENT (West 1999) (Most Recent Supplement 2015)(with Anthony D'Amato)
- CONTRACT LAW AND PRACTICE (Anderson Publishing Co. 1998)(Chapters 9, 11, 12, and 15)(with Gerald E. Berendt, Michael L. Closen, Marie A. Monahan, Robert J. Nye and John H. Scheid)
- INTERNATIONAL INTELLECTUAL PROPERTY LAW (co-editor and author) (Kluwer Law International 1997)(with Anthony D'Amato)
- INTERNATIONAL INTELLECTUAL PROPERTY LAW ANTHOLOGY (co-editor and author) (Anderson Publishing Co. 1996)(with Anthony D'Amato)
- UNFAIR COMPETITION AND THE LANHAM ACT -- A TREATISE (BNA BOOKS 1993)

Distance Learning (Online) Course Materials

- *European Union Law* (Summer 2018)(Updated through 2019)(excluding lectures)
- Modern International Contracts (Summer 2018)(excluding lectures)
- *First Amendment in Cyberspace* (Summer 2016; updated through 2019)
- Globalization and Intellectual Property (Summer 2016; updated through 2018)(excluding lectures)
- Intellectual Property in a Global Digital Environment (IP Digital) (Fall 2015; updated through 2018)
- *Law and New Technology* (Summer 2015; updated through 2018)
- *Cybercrime, Information Warfare and Economic Espionage* (Summer 2015; updated through 2018)
- International Intellectual Property Law Survey (Summer 2014; updated through 2018)(excluding lectures)
- Patent Law (Spring 2007; updated through 2018)

Digital Text Books (Self Published):

- An Introduction to US Intellectual Property Law: Fundamental Concepts and Cases (2014)
- Protecting Intellectual Property in the Digital Information Age (2013 to 2015)
- *Global IP: Challenges and Opportunities in the 21st Century* (2011, 2015)
- International Art Law: Challenges for the 21st Century (2011)
- Global Copyright in the Digital Age (2011)
- International Intellectual Property in Today's Global Digital World (2008 2010)
- Supplement to a Coursebook in International Intellectual Property (2006-2011)
- Global Copyright: International Copyright and Neighboring Rights in the Digital Environment (2006 - 2010)
- *IP Digital: Intellectual Property in the Digital Information Age* (2004-2012)
- The Protection of Expression in the Digital Information Age (Trademarks and Copyrights) (2004-2012)

Articles and Book Chapters

- Exposing the Processes of Empire in the International Protection of Intellectual Property in INTELLECTUAL PROPERTY IN CONTEXT: TOWARDS A LAW AND SOCIETY PERSPECTIVE (Cambridge University Press 2020)(co-eds. Debora Halbert and William T. Gallagher) (forthcoming)
- Mapping the New Geographies of "Flexible" Intellectual Property Rights in the 21st Century in FLASHPOINTS (Quid Pro Quo Press)(Alexandra George, ed.) (forthcoming)
- Copyright Reform in the 21st Century: Adding Privacy Considerations Into the Normative Mix in MAKING COPYRIGHT WORK FOR THE ASIAN PACIFIC ? JUXTAPOSING HARMONISATION WITH FLEXIBILITY (ANU Press 2018)(Updated and Revised)(Chapter 4)
- Effective Measures For Curbing Counterfeiting and Piracy in Online Transactions, AMCHAM Philippines Business Journal (April 2018)
- 21st Century Copyright Reform: Adding Privacy Considerations Into the Normative Mix in MAKING COPYRIGHT WORK FOR THE ASIAN PACIFIC ? JUXTAPOSING HARMONISATION WITH FLEXIBILITY (ANU Press 2017)(Online only)(Chapter 5)
- The Unimagined Consequences of Star Athletica's 'Imaginative Separability' Test, IP Watchdog (December 11, 2017) <u>http://www.ipwatchdog.com/2017/12/11/unimaginedconsequences-imaginative-separability/id=90829/</u> (Guest Blog)
- Using Intellectual Property to Protect Ethiopia's Unique Culture, US Embassy Blog, Addis Ababa (July 26, 2017) <u>https://usembassyaddis.wordpress.com/2017/07/26/using-intellectual-property-to-protect-ethiopias-unique-culture/</u> (Guest Blog)
- Deviant Globalization and the Rise of Diverse Interests in the Multilateral Protection of Intellectual Property in DIVERSITY IN INTELLECTUAL PROPERTY: IDENTITIES, INTERESTS AND INTERSECTIONS (Cambridge University Press 2015)(co-eds. Irene Calboli & Srividhya Ragavan)(Chapter 3)
- Is it Time to Create New Geographies for Today's "Flexible" Intellectual Property Rights?, 1ACTA MUP: Legal Protection of Intellectual Property 4 (2015)
- Mapping the New Geographies of IP Rights in the 21st Century, 6 The WIPO Journal, Issue 1 (2014)(pp. 26 - 36)

- Branding the Land: Creating Global Meanings for Local Characteristics in TRADEMARK PROTECTION AND TERRITORIALITY CHALLENGES IN A GLOBAL ECONOMY (Edward Elgar Publications 2014)(co-eds. Irene Calboli & Edward Lee)(Chapter 6)
- Resolving Trademark Duality in the Twenty-First Century: Making Trademarks Internet Ready, 1 ACTA MUP: Legal Protection of Intellectual Property 31(2013).
- Deviant Globalization: The Next Step in the Multilateral Protection of Intellectual Property in GOVERNING INNOVATION AND EXPRESSION: NEW REGIMES, STRATEGIES AND TECHNIQUES (University of Turku Press 2013)(ed. Katja Lindroos)
- Challenges and Opportunities in the International Protection of Biosimilars and Other Biologics, ASIPI Annual Conference, Punta Cana, Dominican Republic (December 2013)(Conference Publication)
- Protecting Copyright in the Digital Environment: Suggested Amendments to the 2005 Civil Code to Clarify the Boundary Between Protection and Access, Conference on Amendments to the 2005 Code, Ho Chi Minh City University of Law, Ho Chi Minh City, Socialist Republic of Vietnam (October 2013)(in English and Vietnamese)(Conference Publication)
- Patents, Genetic Resources and Traditional Knowledge: Resolving the Challenge of Equitable Access, Intellectual Property Institute of Canada, 87th Annual Meeting, Ottawa, Canada (September 27, 2013)(Conference Publication)
- Deviant Globalization: The Next Step in the Multilateral Protection of Intellectual Property, 2 The Nordic Journal of Commercial Law 1 (Katja Lindroos, ed., 2012)(available at <u>http://www.njcl.utu.fi/2_2012/long.pdf</u>)
- Intellectual Property, Privacy and the Parallax View in Session IV: Technology and the Future of Privacy, 29 J. Marshall J. Computer & Info J. 379 (2012).
- Rebooting Trademarks for the 21st Century, 49 Louisville L. Rev 517 (2011)(Trademark Symposium Issue)(selected for inclusion in INTELLECTUAL PROPERTY LAW REVIEW 2012)
- Trade Secrets and Traditional Knowledge: Strengthening International Protection of Indigenous Innovation in THE LAW AND THEORY OF TRADE SECRECY (Edgar Elgar Publishing 2011)(co-eds. Rochelle Cooper Dreyfuss and Katherine Strandberg)(Chapter 19)
- "Unitorriality": Trademarks, Territory and Sovereignty in the 21st Century in ONE OR MANY: FEDERALISM IN THE UNITED STATES AND EUROPEAN UNION (Augustana College East Hall Press 2011)(co-eds. Michael Seng & Vladimir Tyc)
- Meeting the Challenges of the Shadow Internet, John Marshall Center for Intellectual Property Law News Source 9 (Fall 2011)
- Collective Marks: Possibilities and Problems in the United States and Latin America, ASIPI XVI Workshops, Santa Cruz de la Sierra, Bolivia (October 31, 2011)(Conference Publication)
- Promoting Innovation Through the Rational Enforcement of Intellectual Property Rights: A Proposal in HANDBOOK OF INTELLECTUAL PROPERTY PROTECTION (American Chamber of Commerce in Chile 2010)(in Spanish)
- International Trademark Protection: Fundamental Principles, International Trademark Course Materials, 132nd Annual Meeting, International Trademark Association, Boston, MA (May 22 and 23, 2010)(Conference Publication)

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- Lesser Known Intellectual Property Treaties of the Americas, Gaceta Judicial (Santo Domingo, Dominican Republic)(2009)
- Strategies for Securing the Cyber Safety Net Against Terrorists: A Multi-Disciplinary Approach in TERRORISM AND GLOBAL INSECURITY: A MULTIDISCIPLINARY PERSPECTIVE (Linton Atlantic Books, Ltd. 2009)(ed. Klint Alexander)(Chapter 16)
- Inauguration Moments, Feminist Law Professors (January 27, 2009)(Guest Blog)
- A Brief Primer on US Border Enforcement Measures for Intellectual Property Rights, Conference Proceedings of Chicago Bar Association Conference on Protecting Intellectual Property Rights at the Border (2009)
- A Brief Primer on US Copyright Protection for Works on the Internet (Yekaterinberg Russia 2009)
- Is Fame All There Is?: Beating Global Monopolists at Their Own Marketing Game, 40 Geo. Washington Int'l L. Rev 123 (2008)
- Crossing the Innovation Divide, 81 Temple Law Review 507 (Law Review Symposium Issue)(2008)
- Trademarks and the Beijing Olympics: Gold Medal Challenges, 7 J. Marshall Rev. Intell. Prop. L 433 (2008)(China Symposium Issue)(Guest Editor)
- IP and Innovation [Innovating New Connections in Intellectual Property Analysis] A Review of William van Caenegem's "Intellectual Property Law and Innovation," 13 Melbourne Media Arts and Law Review 341 (2008)(book review)
- IP Enforcement In China: Going for the Gold After the Beijing Olympics, National Law Journal (August 18, 2008)(IP Section Lead Article)
- Ambush in Beijing: New Effort to Curb Ambush Marketing at the Beijing Olympics, Conference Proceedings of the 2008 Fordham Annual Conference on Intellectual Property Law and Policy (2008)
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- Messages from the Front: Hard Earned Lessons on Information Security from the IP Wars, 16 MSU J. Int'l L 71 (2007)(Symposium Issue on E-Commerce and Information Security)
- Strategies for Securing the Cyber Safety Net Against Terrorists: A Multi-Disciplinary Approach, Oxford Forum on Public Policy (2007)
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- Is a Global Solution Possible to the Technology/Privacy Conundrum,? in Through the Technology Lens, 4 J. Marshall Rev. Intell. Prop. L. 6 (2005)
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- A Brief Primer on US Copyright Protection for Works on the Internet, IPR Case Studies in the Information Sector Conference (Jamaica 2005)(Conference Publication)
- *E:Business Solutions to P2P Piracy: A Practical Guide*, HANDLING INTELLECTUAL PROPERTY ISSUES IN BUSINESS TRANSACTIONS (PLI 2004)
- Small States and the Challenge of Intellectual Property Protection, 33 International Law News 1 (Summer 2004)
- Privacy & Piracy: The Paradox of Illegal File Sharing on Peer-to-Peer Networks and the Impact of Technology on the Entertainment Industry, 2 The John Marshall Center for Intellectual Property Newsletter (Summer 2004)(reprint of written testimony submitted to the Senate Committee on Governmental Affairs)
- *A Brief Primer on US Copyright Protection for Works on the Internet*, The Intellectual Property Debate in the Digital Environment Conference (Barbados 2004)(Conference Publication)
- Crossing the Pond: International ISP's and the Barrier Reef of Strict Liability, AIPLA Annual Spring Conference Proceedings (May 2004)
- Intellectual Property on the Internet and the Cultural Digital Divide, The Impact of Information Technology on Globalization Supplement: Intellectual Property and Social Needs in a Networked World 10 (STS Nexus 2003)
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- If DNA Be the Bread of Life, Play On?, AIPLA MidWinter Conference Proceedings (January 2003)
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 Survey of Recent Developments in Trademark Law in the European Communities, 18 International Lawyer 163 (1984)

Works in Progress

- Copyright, Privacy and the Broken Chain (Work in Progress)
- Can Copyright Survive the New Technological Age (Work in Progress)
- Copyright Surrogacy: Recapturing the Public Domain One Digitized Cultural Work at a Time (Work in Progress)
- Making Innovation Policy and Laws Ready for "The Thinking Machine" (Work in Progress)

Articles in Anthologies (Republications)

- *Trademarks and the Beijing Olympics, &* John Marshall rev. Intell. Prop. L. 433 (2008), in INTELLECTUAL PROPERTY LAW AND POLICY IN CHINA (Edward Elgar Publishing)(edited by Peter K. Yu)(forthcoming)
- Crossing the Innovation Divide, 81 Temple Law Review 507 in INNOVATION AND IP (US)(Edward Elgar Publishing 2016)(edited by Shuba Ghosh).
- *"Unitorrial" Marks and the Global Economy*, in ANUARIO ANDINO DE DERECHOS INTELECTUALES (ANDEAN YEAR BOOK) (Palestra Editores Peru 2010)(edited by Baldo Kresalja Rosselló)
- *Traditional Knowledge and the Fight for the Public Domain* in INTELLECTUAL PROPERTY AND THE PUBLIC DOMAIN and in INTELLECTUAL PROPERTY AND TRADITIONAL KNOWLEDGE (Institute of Chartered Financial Analysis of India Press, Amicus Books Division (India)(2010)(edited by PL Jayanthi Reddy)
- The Impact of Foreign Investment on Indigenous Culture: An Intellectual Property Perspective in GLOBALIZATION AND INTELLECTUAL PROPERTY (Ashgate Publishers 2006)(edited by Alexandra George)
- Comments on the Hague Draft Convention on Jurisdiction and Foreign Judgments in Civil and Commercial Matters in A REVIEW OF THE DRAFT HAGUE CONVENTION ON JURISDICTION AND FOREIGN JUDGMENTS IN CIVIL AND COMMERCIAL MATTERS (Japanese Institute of Intellectual Property Fall 2002)(in Japanese)

Column, Chicago Daily Law Bulletin: Global IP

- Big Pharma Initiative Required to Avoid Price Controls (April 17, 2019)
- 2019 IP Forecast: BREXIT, China and Internet Accountability (January 29, 2019) Trump's Excursion into International IP Treaties Could Spell Trouble (November 28, 2018)
- Protecting Artificial Intelligence with Some Old Fashioned Know-How (May 23, 2018)
- U.S. Retreat From International Bodies Hurts Our IP Infrastructure (March 6, 2018)
- 2018 Promises to be Rocky Time in IP World (December 27, 2017)
- Is It Time To Adopt A 'Petty Patent' To Maintain U.S. Edge In Innovation? (October 17, 2017)
- Bilateral Investment Treaties May Be New Way to Protect IP Rights (August 30, 2017)
- U.S. on Verge of Being Passed Up by Chinese on IP Standards (June, 12, 2017)

- Trump's Trade Policies Could Run Afoul Of Treaties, Bring On Counterfeits (March 15, 2017)
- Price Controls, Worldwide Access Take Center Stage for IP Owners in 2017 (January 19, 2017)
- Plotting Intellectual Property Strategy in an Anti-Free Trade (December 5, 2016)
- New IP World Comes Into focus Following the BREXIT Decision to Leave (August 24, 2016)
- Unless International Action Happens, Virtual Reality Films May Die in Crib (June 29, 2016)
- "Dot Anything" Registrars, For Better or Worse, New Warriors in Piracy Fight (May 4, 2016)
- Good Brought by Social Media Quickly Being Outweighed by the Negative (March 22, 2016)
- *Tech, Enforcement Themes at Sundance Highlight Shrinking End User Privacy* (February 10, 2016)
- Anne Frank's "Diary" Faces Off Against "Mein Kampf: A Copyright Dilemma (January 6, 2016)
- World Finds Itself in Quandary Over "Panorama Photos;" Now Come Drones (December 10, 2015)
- Will the Trans-Pacific Partnership Help Chicago IP Owners? (November 4, 2015)
- What to Do About Digital Piracy (October 1, 2015)
- *The World Cleansing of Product Names* (September 1, 2015)
- The Times They are A-Changing: IP Law Takes on New Points of View (August 5, 2015)
- Trans-Pacific Partnership Talks Affect IP Enforcement (June 25, 2015)
- Scandalous Marks Sell: Can They Be Protected? (June 1, 2015)
- Can Copyright Survive Global Culture Wars? (April 29, 2015)
- Crystal Blue Persuasion: For Offbeat Products, Place Can be a Brand (April 1, 2015)
- Plain Packaging Laws Threaten to Turn Trademarks Into Disappearing Assets (February 26, 2015)
- In an Increasingly Digital Age, How Can Another Sony-style Hack Be Avoided? (January 28, 2015)
- "Branding" Local Art in an Effort to Enhance its Marketability (January 5, 2015)
- Europe's Unitary Patents May Cut U.S. Inventors' Protection Costs (December 2, 2014)
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- Game On: Biotech Gene Patents Find Renewed Life in Australia (October 1, 2014)
- Companies Need Closer Look at Personal Devices to Protect Trade Secrets (September 3, 2014)
- Is the Cloud in Peril Internationally After High Court's Aereo Ruling? (August 7, 2014)
- Fame Remains Fleeting for Well-known Marks Internationally (July 9, 2014)
- Appropriation Art Raises Intellectual Property Challenges in Asia (June 5, 2014)
- Inadequate International Protection for Trade Secrets Requires Vigilance (May 12, 2014)
- Protecting Patents and Intellectual Property in Conflict Zones (April 9, 2014)
- International Rules on Origin Source for Biotech Patents Grow Tougher (March 5, 2014)

- Limits of International Rights to Sherlock Holmes Not So Elementary (January 29, 2014)
- Access to Information a Hot Topic in International IP Protection for 2014 (January 6, 2014)
- Medical Breakthroughs Will Face "Perfect Storm" Internationally (December 5, 2013)
- Global Economy Calls for Stronger Training in International IP Issues (November 7, 2013)
- Snowden Leaks Could Make Copyright Enforcement Tougher Internationally (October 10, 2013)
- Intellectual Property Price Controls Take New Hit in Digital Environment (September 4, 2013)
- "Moral Rights" and Copyright May Crash Digital Art Restoration Efforts (August 7, 2013)
- Geographic Naming Rights a Hot Topic in Intellectual Property Law (July 1, 2013)
- Building an International Protection Program, One BRICS Country at a Time (May 28, 2013)
- Did the Supreme Court Endanger International Distribution Networks? (April 23, 2013)
- *"Fair Use" Could be Getting a 21st Century Face-Lift This Summer* (March 29, 2013)
- Pride, Prejudice and Zombie Fiction (February 22, 2013)
- Trademark Protection Gets Court Review (January 25, 2013)
- New Year Will Put Non-Traditional IP Issues on the Center Stage (December 28, 2012)
- Protecting Copyright Distribution Rights Brings 'Exhausting' Problem (November 30, 2012)
- *EU Privacy Laws Hinder Copyright Enforcement for US Owners* (October 26, 2012)
- Smartphones Become Hot Player in the Game of Global Patent Wars (September 28, 2012)
- Those Selling Counterfeit Goods Also Win "Gold" at London Olympics (August 31, 2012)
- Long, Hot Summer Provides Many New Opportunities for IP Owners (July 27, 2012)
- Questions Arise Over New Treaty to Protect Audiovisual Performances (June 29, 2012)
- "Reveal Day" Glitch Gives Brand Owners Chance to Revise Strategies (May 25, 2012)
- Trade Secret Protection Finally Moves Center Stage (April 27, 2012)
- Price Wars Undermine Patent Usefulness (March 30, 2012)
- Piracy Creates the Worst of Times for Authors Just Ask Dickens (February 24, 2012)
- IP Owners Need to Create New Protection Program (January 27, 2012)
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- U.S. Patent Law Leaps into International Arena (October 28, 2011)
- Do the Recent Negotiations Signal an End of an Era? (September 30, 2011)
- Monopolization Charges Rise After Hacking Scandal (August 26, 2011)
- *Meeting the Challenges of the "Shadow Internet"* (July 29, 2011)
- *Guidelines for the Battle Against Counterfeiting* (June 24, 2011)
- Will Copyright Stop the Internet's "Presses"? (May 27, 2011)
- Internet Remains a Trademark Battleground (April 29, 2011)
- Leaked Document Suggest New Opportunities (March 25 2011)

- Planning your 2011 IP Enforcement Program (February 25, 2011)
- *Taking Advantage of China "Thaw" in IP Protection* (January 28, 2011)
- Troubling Times Are Ahead for "Green" Patents (December 23, 2010)
- ACTA May Help Companies Protect IP Rights Abroad (November 26, 2010)
- Three Strikes and You Are Off the Internet (October 29, 2010)

Plays, Screenplays and Novels

- The Dreams of Angel Starr (2015 Play)
- World's Worst Coming Out Party (2016 Play)
- *To Kill a Dying Bird: Of Pharmaceuticals, Profit and Poverty* (2017 Documentary Screenplay)
- *Lost Angeles* (Screenplay, Sole Author)(forthcoming)
- C.Y.A.: Cover Your Ass (2020) (A Hannah Cleary Mystery Novel)(forthcoming)