

# CONTENTS

*List of contributors* x

*Preface* xiii

**PART I International Provision of Public Goods under a Globalized  
Intellectual Property Regime 1**

**SECTION 1 THE CONCEPT OF PUBLIC GOODS IN THE EXPANDING  
KNOWLEDGE ECONOMY 1**

1 The Globalization of Private Knowledge Goods and the  
Privatization of Global Public Goods 3

*Keith E. Maskus and Jerome H. Reichman*

2 The Regulation of Public Goods 46

*Peter Drahos*

Comment: Norms, Institutions, and Cooperation 65

*Robert O. Keohane*

3 Distributive Values and Institutional Design in the Provision of  
Global Public Goods 69

*Peter M. Gerhart*

**SECTION 2 PRESERVING THE CULTURAL AND SCIENTIFIC COMMONS 79**

4 *Koyaanisqatsi* in Cyberspace: The Economics of an “Out-  
of-Balance” Regime of Private Property Rights in Data and  
Information 81

*Paul A. David*

5 Linkages Between the Market Economy and the Scientific  
Commons 121

*Richard R. Nelson*

Comment I: Public Goods and Public Science 139

*Eric Maskin*

- 6 Sustainable Access to Copyrighted Digital Information Works in Developing Countries 142  
*Ruth L. Okediji*
- 7 Agricultural Research and Intellectual Property Rights 188  
*Robert E. Evenson*  
Comment II: Using Intellectual Property Rights to Preserve the Global Genetic Commons: The International Treaty on Plant Genetic Resources for Food and Agriculture 217  
*Laurence R. Helfer*

**PART II Innovation and Technology Transfer in a Protectionist Environment 225**

**SECTION 1 TECHNOLOGY TRANSFER UNDER INTERNATIONAL INTELLECTUAL PROPERTY STANDARDS 225**

- 8 Can the TRIPS Agreement Foster Technology Transfer to Developing Countries? 227  
*Carlos M. Correa*  
Comment I: Technology Transfer on the International Agenda 257  
*Pedro Roffe*
- 9 Patent Rights and International Technology Transfer Through Direct Investment and Licensing 265  
*Keith E. Maskus, Kamal Saggi, and Thitima Puttitanun*  
Comment II: TRIPS and Technology Transfer – Evidence from Patent Data 282  
*Samuel Kortum*
- 10 Proprietary Rights and Collective Action: The Case of Biotechnology Research with Low Commercial Value 288  
*Arti K. Rai*

**SECTION 2 STIMULATING LOCAL INNOVATION 307**

- 11 Do Stronger Patents Induce More Local Innovation? 309  
*Lee G. Branstetter*
- 12 Markets for Technology, Intellectual Property Rights, and Development 321  
*Ashish Arora, Andrea Fosfuri, and Alfonso Gambardella*
- 13 Using Liability Rules to Stimulate Local Innovation in Developing Countries: Application to Traditional Knowledge 337  
*Jerome H. Reichman and Tracy Lewis*
- 14 Stimulating Agricultural Innovation 367  
*Michael Blakeney*

- PART III Sectoral Issues: Essential Medicines and Traditional Knowledge 391**
- SECTION 1 DEVELOPING AND DISTRIBUTING ESSENTIAL MEDICINES 391**
- 15 **Managing the Hydra: The Herculean Task of Ensuring Access to Essential Medicines 393**  
*Frederick M. Abbott*
- 16 **Theory and Implementation of Differential Pricing for Pharmaceuticals 425**  
*Patricia M. Danzon and Adrian Towse*
- 17 **Increasing R&D Incentives for Neglected Diseases: Lessons from the Orphan Drug Act 457**  
*Henry Grabowski*  
Comment: Access to Essential Medicines – Promoting Human Rights Over Free Trade and Intellectual Property Claims 481  
*Heinz Klug*
- SECTION 2 PROTECTING TRADITIONAL KNOWLEDGE 493**
- 18 **Legal and Economic Aspects of Traditional Knowledge 495**  
*Graham Dutfield*
- 19 **Saving the Village: Conserving Jurisprudential Diversity in the International Protection of Traditional Knowledge 521**  
*Antony Taubman*
- 20 **Legal Perspectives on Traditional Knowledge: The Case for Intellectual Property Protection 565**  
*Thomas Cottier and Marion Panizzon*  
Comment: Traditional Knowledge, Folklore and the Case for Benign Neglect 595  
*David L. Lange*
- 21 **Protecting Cultural Industries to Promote Cultural Diversity: Dilemmas for International Policymaking Posed by the Recognition of Traditional Knowledge 599**  
*Rosemary J. Coombe*
- PART IV Reform and Regulation Issues 615**
- SECTION 1 BALANCING PUBLIC AND PRIVATE INTERESTS IN THE GLOBAL INTELLECTUAL PROPERTY SYSTEM 615**
- 22 **Issues Posed by a World Patent System 617**  
*John H. Barton*

- 23 Intellectual Property Arbitrage: How Foreign Rules Can Affect Domestic Protections 635  
*Pamela Samuelson*
- 24 An Agenda for Radical Intellectual Property Reform 653  
*William Kingston*  
Comment: Whose Rules, Whose Needs? Balancing Public and Private Interests 662  
*Geoff Tansey*
- 25 Diffusion and Distribution: The Impacts on Poor Countries of Technological Enforcement within the Biotechnology Sector 669  
*Timothy Swanson and Timo Goeschl*
- 26 Equitable Sharing of Benefits from Biodiversity-Based Innovation: Some Reflections under the Shadow of a Neem Tree 695  
*Gustavo Ghidini*

SECTION 2 THE ROLE OF COMPETITION LAW 707

- 27 The Critical Role of Competition Law in Preserving Public Goods in Conflict with Intellectual Property Rights 709  
*Josef Drexler*
- 28 Expansionist Intellectual Property Protection and Reductionist Competition Rules: A TRIPS Perspective 726  
*Hanns Ullrich*
- 29 Can Antitrust Policy Protect the Global Commons from the Excesses of IPRs? 758  
*Eleanor M. Fox*  
Comment I: Competition Law as a Means of Containing Intellectual Property Rights 770  
*Carsten Fink*
- 30 "Minimal" Standards for Patent-Related Antitrust Law under TRIPS 774  
*Mark D. Janis*  
Comment II: Competitive Baselines for Intellectual Property Systems 793  
*Shubha Ghosh*

SECTION 3 DISPUTE SETTLEMENT AT THE WTO AND INTELLECTUAL PROPERTY RIGHTS 815

- 31 WTO Dispute Settlement: Of Sovereign Interests, Private Rights, and Public Goods 817  
*Joost Pauwelyn*

- 32 The Economics of International Trade Agreements and Dispute Settlement with Intellectual Property Rights 831  
*Eric W. Bond*
- 33 Intellectual Property Rights and Dispute Settlement in the World Trade Organization 852  
*Wilfred J. Ethier*
- 34 WTO Dispute Resolution and the Preservation of the Public Domain of Science under International Law 861  
*Graeme Dinwoodie and Rochelle Cooper Dreyfuss*
- 35 Recognizing Public Goods in WTO Dispute Settlement: Who Participates? Who Decides? The Case of TRIPS and Pharmaceutical Patents Protection 884  
*Gregory Shaffer*
- Index* 909