

LIZA VERTINSKY, J.D., Ph.D.
Emory University School of Law
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Education J.D., *Magna Cum Laude*, Harvard Law School, 1997
Ph.D., Economics, Harvard University, 1998
M.A., Economics, University of British Columbia, 1992
B.A., *honors*, Politics, Philosophy and Economics (PPE), Oxford University, 1991

Current Position

Associate Professor, Emory University School of Law (June 2012 – Present), Assistant Professor (July 2007-June 2012) *Fields of research* include regulation of healthcare markets and technologies, domestic and global health policy, intellectual property and innovation, and law & economics. *Courses taught* include contracts, intellectual property survey, intellectual property transactions, law & policy of essential medicines, corporate accountability and social justice, patents & global health. *On-line course work* includes development and teaching of new on-line contracts course and participation in broader on-line program development.

Project Leader, Global Health Law & Policy Project, Emory University School of Law (2008-Present)

Emory Global Health Institute Faculty Fellow, Emory Global Health Institute (2014 – Present)

Previous Experience

Associate, Wolf, Greenfield & Sacks, P.C. (2003 – 2007); Of Counsel (2007) Member of the Intellectual Property Transactions, Biotechnology and Chemical Groups, practicing primarily in the area of licensing and other transactions involving intellectual property or intangible assets.

Associate, Hill & Barlow, PC (1998-2003) Member of the corporate department with IP transactions focus.

Judicial Clerkship (June 1997 - June 1998) Clerkship with Judge Stanley Marcus, Federal District Court, Southern Dist. of Florida/Federal Court of Appeals, Eleventh Circuit.

Harvard Legal Aid Bureau, Student Member (Fall 1995 - Spring 1997)

Kirkpatrick & Lockhart, LLP, Summer Associate (Summer 1996)

Harvard Law School, Independent Research (Spring 1994 – 1997). Development of a research program on the economic organization of street gangs.

Harvard Law School, Research Assistant (Summer 1995). Researched use of a law and economics approach to determine child support payments for Dr. Martha Minnow. Researched corporate finance issues for Dr. Lucien Bebchuck.

Harvard University, Kennedy School of Government, Teaching Assistant (Spring 1994) Teaching assistant for Dr. Scherer for a course on the economic analysis of govt. regulation.

World Bank, Private Sector Development Branch, Researcher (Summer 1993) Researcher for Dr. Sham Khemani, involving analysis of Russian industrial policy.

Admitted to Practice Massachusetts, 1997; Georgia, 2007.

Academic Publications

L. Vertinsky, *Why Healthcare Companies Should (Be)come Benefit Corporations*, 60 Boston College Law Review 1 (2019) (with Y. Heled and C. Brewer).

L. Vertinsky, *The Hidden Costs of Free Patents*, 78 Ohio State Law Review 1379 (2018).

L. Vertinsky, *Boundary-Spanning Collaboration and the Limits of Joint Inventorship Doctrine*, 55 Houston Law Review 401 (2018).

L. Vertinsky, *North-South Collaborations to Promote Regional Health Innovation in Africa*, 67 Emory Law Journal 619 (2018) (with S. Nwaka, D. Liotta and S. Sencer).

L. Vertinsky, *Pre-Competition*, 95 North Carolina Law Review 102 (2016) (with J. Contreras).

L. Vertinsky, *Patents, Partnerships, and the Pre-Competitive Collaboration Myth in Pharmaceutical Innovation*, 48 UC DAVIS L. REV. 1509 (2015).

L. Vertinsky, *Making Room for Cooperative Innovation*, 41 FSU L. REV. 1067 (2014).

L. Vertinsky, *Making Knowledge and Making Drugs? Experimenting with University Innovation Capacity*, 62 EMORY L. J. 741 (2013).

L. Vertinsky, *Universities as Guardians of their Inventions*, 2012 UTAH L. REV. 1949 (2013).

L. Vertinsky, *An Organizational Approach to the Design of Patent Law*, 13 MINN. J. L. SC. & TECH. 211 (2012).

L. Vertinsky, *Comparing Alternative Institutional Paths to Reform*, 61 ALA. L. REV. 501 (2010).

L. Vertinsky, *Responding to the Challenges of "Against Intellectual Monopoly"*, 5 REV. L. & ECON. 1115 (2009).

L. Vertinsky, *Reconsidering Patent Licensing in the Aftermath of MedImmune*, 45 HOUS. L. REV. 1609 (2009). (Modified version reprinted in *Intellectual Property and Licensing Issues*, editor P L Jayanthi Reddy, Chapter 5, Icafa University Press, 2009.)

L. Vertinsky and T. Rice, *Thinking About Thinking Machines: The Implications of Thinking Machines for Patent Law*, 8 B.U. J. Sci. & Tech. L. 574 (2002).

Books and Book Chapters

L. Vertinsky, *The Innovation Arms Race on Academic Campuses* (with Todd Sherer, Interim Vice President for Research Administration at Emory University), Chapter in *Research Handbook on Intellectual Property and Technology*, Edward Elgar Press (forthcoming 2019).

L. Vertinsky, *Patents and Thinking Machines*, Chapter 18 in *Research Handbook on Law and Artificial Intelligence*, Edward Elgar Press (2018).

L. Vertinsky, *Patent Pledges in the Cloud*, Chapter 15 in *Patent Pledges - Global Perspectives on Patent Law's Private Ordering Frontier*, Jorge L. Contreras and Meredith Jacob, eds. New York: Edward Elgar (2017).

L. Vertinsky. *A LAW AND ECONOMICS APPROACH TO CRIMINAL GANGS* (Ashgate Publishing, 1999).

Selected Trade Publications and Book Reviews

L. Vertinsky, *Review of The Branding of the American Mind: How Universities Capture, Manage, and Monetize Intellectual Property and Why it Matters* by Jacob Rooksby, IP Law Book Review, Vol. 8 No. 2 (April 2018).

L. Vertinsky, *Understanding and Applying the CREATE Act in Collaborations*. Chapter 3 in *AUTM Technology Transfer Practice Manual*, 2008.

L. Vertinsky, *Copyright Licensing*, *The Licensing Journal*, May 2006.

L. Vertinsky & P. Waller, *Fixed Terms In A Changing World: Dealing With the Future In University/Industry Licensing*, *US Industry Today*, August 2005.

S. Henry and L. Vertinsky, *The Hidden Costs of 'Free' Software*, Article #12106, Volume 72, Issue 1, *Life Sciences*, February 2, 2004.

M. Albert and L. Vertinsky, *From Sony to Napster And Back? Copyright Law Implications of Decentralized File-Sharing Technology*, *Boston Bar Journal* (2002).

Selected Presentations

"*Genetic Paparazzi and the Inadequacy of Genetic Privacy*," Cornell Legal Research Workshop, April 18, 2019.

“Impact of Domestic Corporate Strategies on Global Health Inequities,” Global Health Inequities and Infectious Disease Workshop, University of Pittsburgh Law School, April 12, 2019.

“The Innovation Arms Race on Academic Campuses,” MAPWIP (Patent Scholars Workshop), American University Law School, September 28, 2018.

“Why Healthcare Companies Should Be(come) Benefit Corporations: Implications for Access to Essential Medicines,” Fifth Global Congress on Intellectual Property and the Public Interest, September 27, 2018.

“Rethinking the Role of the Prescriber with the Vulnerable Subject in Mind: What we can learn from the Opioid Epidemic,” Wiet Life Sciences Law Scholars Conference, September 7, 2018.

“Rethinking the Role of the Prescriber: Implications for Public Health,” ASLME Annual Health Law Professors Conference, June 7, 2018.

“The Vulnerable Subject as Patient and the Role of the Physician,” Vulnerability and the Social Reproduction of Resilient Societies Workshop, Emory Law School, May 31, 2018.

“Changing the Company to Change the Result: Application to the Opioid Epidemic,” Stanford Biolaw Conference, March 23, 2018.

“Sharing Genetic Sequence Data for Global Health,” The Joharis Symposium on Health Law and Intellectual Property, February 22, 2018.

“AI, Competition and Innovation,” Faculty Colloquium, Washington College of Law, American University, February 12, 2018.

“Patents, Innovation & Access: Finding the Right Balance,” UAEM Annual Meeting 2017, Emory University, October 28, 2017.

“Thinking Machines and Patents,” MAPWIP Patent Scholars Conference, American University Law School, September 13, 2017.

“Patent Pledges and Innovation Strategies,” Patent Pledges Conference, American University Law School, September 14, 2017.

“Health Innovation Networks and the Importance of Legal Capacity Building,” Health Law Professors Conference, Georgia State Law School, June 10, 2017,

“Social Patents,” Institute for Intellectual Property and Information Law 2017 National Conference, University of Houston Law Center, June 3, 2017.

“Alternative Business Forms for Companies in Healthcare Markets,” Emory Law School Colloquium, April 12, 2017.

“Social Patents and Boundary-Spanning Innovation,” PatCon 7, Northwestern Law School, April 7, 2017.

“The Disconnect Between Public Health Needs and Private Incentives,” Law & Biomedicine Colloquium, University of Utah S.J. Quinney College of Law, March 1, 2017.

“Social Patents and Innovation Networks,” Works-in-Progress Intellectual Property Colloquium, Boston University School of Law, February 10, 2017.

“Building Responsiveness and Resilience to Pandemic Disease: The Role of Health Innovation Networks,” Throver Symposium, February 2, 2017

“Patent Pledges as Innovation Strategies,” IP Scholars Conference, August 12, 2016.

“Hidden Costs of Free Patents,” University of British Columbia Law School, Vancouver BC, August 8, 2016.

“Requiring Pharmaceutical Companies to Be(come) Benefit Corporations”, Health Law Professors Conference, Boston University School of Law, June 4, 2016.

“A Study of Patent Pledges,” PatCon, Boston College of Law, April 8, 2016.

“Pre-Competition,” NYU/ABA Next Generation of Antitrust Scholars Conference, NYU Law School, January 22, 2016.

“Hidden Costs of Free Patents,” Emory Law School Faculty Colloquium, September 2, 2015.

“The Dangers of Relying on Patent Pledges to Protect Open Innovation,” UGA-Emory Workshop, Summer 2015

“The Hidden Costs of Free Patents,” Patent Pledges Symposium, American University Washington College of Law, June 12, 2015.

“The State as Pharmaceutical Entrepreneur: Moving from Laws that Stifle to Laws that Foster,” BioIP Workshop, Boston University Law School, May 7, 2015

“The State as Entrepreneur: Moving from Laws that Stifle to Laws that Foster,” Innovation Law Beyond IP 2 Conference at Yale Law School, March 28, 2015.

“Patents, Partnerships, and the Myth of Pre-Competitive Collaborations in Pharmaceutical Innovation,” Manzo Scholars Presentation Series, DePaul School of Law, Chicago, March 18, 2015.

“Patents, Partnerships, and the Myth of Pre-Competitive Collaborations in Pharmaceutical Innovation,” Innovation Workshop, St. John’s School of Law, NY, March 2 2015.

“Laws and Development: Old Debate, New Questions,” Emory University, University Lecture Series on Urbanization and Inequities, February 27, 2015.

“The State as Entrepreneur: Moving from Laws that Stifle to Laws that Foster,” WIPIP, February 7, 2015.

“Partnership Strategies in Biomedical Innovation,” Association for Politics and the Life Science (APLS) 32nd Annual Meeting, Emory University, October 17, 2014.

“Public-Private Partnerships as Innovation Strategies: Implications for Patent Policy,” University of Toronto Innovation Law & Policy Workshop, October 15, 2014.

“Patents, Partnerships, and the Myth of Pre-Competitive Collaborations in Pharmaceutical Innovation,” Emory Law School Faculty Colloquium, October 1, 2014.

“Public-Private Partnerships as Innovation Strategies,” Second Thematic Conference on Knowledge Commons, New York University Law School, September 5, 2014.

“Public-Private Partnerships and Pharmaceutical Innovation,” IP Scholars Conference, Berkley Law School, August 10, 2014.

“Patents, Partnerships, and the Myth of Pre-Competitive Collaborations in Pharmaceutical Innovation,” Lecture at University of British Columbia Law School, August 5, 2014.

“Collaborating to Cure Alzheimer’s Disease: Patents, Partnerships, and the Myth of Pre-Competition,” Georgia State College of Law, July 15, 2014

“Hybrid Patents for Hybrid Partners? Application to Alzheimer’s Disease,” Medical Commons Workshop, NYU Law School, May 16, 2014

“Public-Private Partnerships as Another New Intellectual Property Paradigm: A Tribute to Suzanne Scotchmer,” Berkley School of Law Symposium, May 1, 2014

“Public-Private Partnerships as Innovation Strategies in Biomedicine,” Innovation Beyond IP Conference at Yale Law School, March 30, 2014

"Making Room for Cooperative Innovation," Chicago IP Colloquium, February 25, 2014

"Cooperation and Contextualized Patent Remedies," Emory Law Faculty Colloquium, September 25, 2013.

"Patent Remedies with Cooperation in Mind," University of Georgia-Emory Conference, July 17, 2013

"Making Remedies Responsive to Cooperation," PatCon, April 2013.

"Approaching Patents with Cooperation in Mind," Contracts as Public Law Workshop, Emory Law School Vulnerability Project, March 2, 2013.

"The Cooperative Function of Patents," WIPIP, Seton Hall Law School, February 20, 2013.

"Making Knowledge and Making Drugs? Experimenting with University Innovation Capacity," IP Issues in Pharma, Indiana University School of Law, December 7, 2013.

"New Institutional Economics and Patent Law," AALS Mid-Year Meeting, Workshop on When Technology Disrupts Law: How do IP, Internet and Bio Law Adapt? June 12, 2012.

"Using Patent Law to Align Incentives," PatCon, May 11, 2012.

"Patents and HIV/AIDs," Emory University Course, Viral Cultures, April 16, 2012.

"Being Innovative About Innovation: Universities as Technology Managers," WIPIP, University of Houston Law Center, February 2012.

"Beyond the Incubator: A Changing Role for Universities in National Innovation Strategy," Thrower Symposium, Emory School of Law, February 9, 2012.

"Responding to Vulnerability Through Changes in Contract Law," Structuring Vulnerability Workshop, Emory Law School, December 2, 2011.

"Technology Transfer Failures," Wake Forest Junior/Senior Scholars Workshop, October 2011.

"Universities and Innovation," IP Scholars Conference, August 2011.

"A New Organizational Paradigm for Strategic Design of Patent Policy," University of Illinois College of Law Faculty Colloquium, March 10, 2011.

"Putting Innovation Into Patent Policy: An NIE Approach," University of Georgia/Emory Summer Conference, July 2010.

"An Organizational Perspective on Patents," IP Scholars Conference, Berkley, August 13, 2010.

"The Neglected Role of Patent Policy in Pandemic Preparedness," WIPIP (Works in Progress IP), Seton Hall Law School, October 2, 2009.

"Why Disagreement About Patent Law Persists: A Case for Paradigm Change," Emory Law School Faculty Colloquium, September 30, 2009.

"Case Against Intellectual Monopoly Not Yet A Case Against Intellectual Property," Conference on The Economics and Law of Innovation, Washington University, St. Louis, April 2-3, 2009.

"Comparing Alternative Institutional Paths to Patent Reform," Junior IP Scholars Workshop, Michigan State Law School, March 26-28, 2009.

"Comparing Alternative Institutional Paths to Patent Reform," Case Western Law School Colloquium, February 12, 2009.

"Changing the Rules: Process and Patent Law," Eighth Annual IP Scholars Conference, Stanford, August 7-8, 2008.

"*Reconsidering Patent Licensing In the Aftermath of MedImmune*," American Law and Economics Association annual meeting, New York City, May, 2008.

Ongoing Projects and Working Groups

Faculty Advisor, Emory Law Corporate Governance and Accountability Review (ECGAR) (2018 -)
Emory Global Health Institute Fellow, Emory Global Health Institute (2014 -)
Project Leader, Global Health Law & Policy Project, Emory Law School (2008 -)
Faculty Advisor, Emory chapter of Universities Allied for Essential Medicine (formerly Emory Global Access Partnership Student Group), (2008-)
Member of Working Group, IANPHI project with Africa CDC on legal frameworks for public health (2018)
Member of Working Group, University Role in Addressing Access to Essential Medicines, Emory University (2007-2008)
Affiliated Faculty, Vulnerability Project, Emory Law School (2008 -)

Board and Committee Activities

E2P2 (Ethics and Engaged Professionalism Project) Advisory Board (2018 -)
Class & Labor Committee, Provost's Office, Emory University (2018 -)
Appointments Committee, Emory Law School (2018 -)
Contract Faculty Promotion Committee, Emory Law School (2018 -)
Emory Law Dean Search Committee (2018 -)
Emory Health Law Task Force (2012 - 2014)
Colloquium and Scholarship Committee, Emory Law School (2009- 2013, 2017-2018)
Intellectual Property Journal Committee, Emory Law School (2007)
Board of Directors for Third Sector New England, 2007
Member of the Strategic Planning Committee for National Foundation for Teaching Entrepreneurship (NFTE), a New York non-profit organization targeted at disadvantaged youth (2003 - 2009)
Economic Justice Project (affiliated with Lawyers Committee) (2005-2006)
Judge, FIRST Robotics Regional Competition (2006, 2007)
MIT 50K mentor for social enterprise participants (2004 – 2007)

Awards

Boston Business Journal 40 Under 40 Award Recipient 2006
Rising Star Lawyer, Boston Magazine, 2005, 2006
Harvard Graduate School of Arts & Sciences Scholarship for Doctoral Program, 1992-94

Professional Associations:

Georgia Bar Association; American Law and Economics Association; Law & Society; American Society of Law, Medicine and Ethics.