



Maximiliano MARZETTI

Ph.D.

Associate Professor, International Negotiation and Sales
Management

Track Coordinator

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EDUCATION

- 2021** Intellectual Property Summer Session: "Copyright, Licensing and Open Licensing", American University Washington College of Law, USA
- 2021** Diplôme Universitaire Droit de l'Arbitrage (Bac+5), Faculty of Law - Montpellier, France
- 2021** Trento Training School: "The rhetorical roots of argumentation. A legal experience.", University degli Studi of Trento, Italy
- 2021** Intellectual Property Summer Session: "Copyright, Licensing and Open Licensing.", American University Washington College of Law, USA
- 2018** Ph.D., Erasmus School of Economics, Erasmus University Rotterdam, Netherlands
- 2006** Master in Law and Economics, University of Hamburg, Germany
- 2005** Master of Laws in Intellectual Property, Università degli studi di Torino, Italy
- 2004** Specialisation in Intellectual Property and Competition Law (Especialista en Patentes, Marcas, Derecho de Autor y Competencia), Universidade de Santiago de Compostela, Spain
- 2003** Master in Corporate Legal Consultancy, Austral University, Argentina
- 2003** Graduate Degree in Teaching Legal Science (Profesor Superior Universitario en Ciencias Jurídicas), Pontificia Universidad Católica Argentina, Argentina
- 1999** Bachelor of Laws, Pontificia Universidad Católica Argentina, Argentina

PROFESSIONAL CERTIFICATION

- 2023** Pedagogical Certificate, IÉSEG School of Management, France
- 2023** PatentX, Harvard University, USA
- 2021** Creative Commons Certificate for Educators, Creative Commons, USA
- 2019** Accredited Mediator, Ministry of Justice and Human Rights, Argentina
- 2016** CopyrightX, Harvard University, USA
- 2015** Certified International Compliance Professional, International Federation of Compliance Associations, Argentina
- 2014** Certified Pro Network English-Spanish Translator, ProZ, USA

- 2013** Krav Maga Instructor, Krav Maga Global, Israel
- 2011** Trademark and Patent Attorney, National Industrial Property Institute, Argentina
- 2007** International Alternative Dispute Resolution Expert, ADR Centre Global, Italy
- 1999** Attorney at Law / Avocat à la cour, Colegio de Abogados, Argentina

RESEARCH INTERESTS

Comparative Labor Law, Dispute Resolution, Economic Analysis of Law, IP Law, IP Strategy

PROFESSIONAL EXPERIENCE

PROFESSIONAL:

2005 - 2005 Associate, Estudio Jurídico O'Farrell, Buenos Aires, Argentina

CONSULTING EXPERIENCE

2010 - 2016 Associate, Estudio Jurídico Ambrosini & Asoc., Argentina

2005 IP Counsel, Legal Department, XX Winter Olympic Games Organising Committee, Italy

1999 - 2003 Junior Lawyer, Estudio Jurídico, Argentina

COURSES TAUGHT

- European institutions and comparative political systems
- Copyrightx
- Intellectual property & marketing strategy
- Intellectual property management
- Advanced business law, Grande école (master cycle)
- International business law, Bachelor in international business
- Turin law school-wipo IIm in intellectual property
- Copyright law, neighbouring rights, collective right management and publishing contracts
- Economics of ip
- International intellectual property law
- Economics of ip

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Marzetti M., (2022), La regulación de la inteligencia artificial en la Unión Europea ¿Un espejo para América Latina?", *Anuario de Derecho Privado - Universidad de los Andes (Colombia)*, 2022(4), pp. 109-135
- Marzetti M., Spruk R., (2022), Long-Term Economic Effects of Populist Legal Reforms: Evidence from Argentina, *Comparative Economic Studies*, 30 May 2022(May 2022), pp. N/A
- Marzetti M., (2021), Copyright Protection for Interior Design Projects, *Gewerblicher Rechtsschutz und Urheberrecht, Internationaler Teil*, 70(2), pp. 205-209
- Marzetti M., (2021), Société de Conseils de Recherches et d'Applications Scientifiques (SCRAS) v. Instituto Nacional de la Propiedad Industrial (INPI) Argentine Patent Act, Art. 5; Paris Convention, Art. 11. "SCRAS v. INPI", *Gewerblicher Rechtsschutz und Urheberrecht, Internationaler Teil*, 52(2021), pp. 1405–1408
- Marzetti M., (2021), Victor Hugo Betrayed: The Domain Public Payant as Intended in the 19th Century and as Implemented Today, *Review of Economic Research on Copyright Issues*, 18(1), pp. 56-80
- Marzetti M., (2019), Paying for works in the public domain? The "domaine public payant" in the 21st century, *Gewerblicher Rechtsschutz und Urheberrecht, Internationaler Teil*, 2019(4), pp. 343 et seq.
- Marzetti M., (2018), Comment on the Argentinian Federal Court of Appeals Decision "Havana Club", *IIC - International Review of Intellectual Property and Competition Law*, 49(4), pp. 500-502
- Marzetti M., (2015), Denso Holding GmbH & Co v. Productos Denso Pla y Cía., SL Law 11/1986, Art. 55; Law 20/2003, Art. 51(2); Law 17/2001, Art. 34, *IIC - International Review of Intellectual Property and Competition Law*, 46(5), pp. 617-619
- Marzetti M., (2014), Case Note "P., L. et al." ("Chinese Take-Away") (copyright), *International Review of Intellectual Property and Competition Law*, September 2014, Volume 45, Issue 6, pp 730-733, *IIC - International Review of Intellectual Property and Competition Law*, 45(6), pp. 730 et seq.
- Marzetti M., (2012), ¿ANTAGONISMO O COMPLEMENTARIEDAD? BREVE APROXIMACIÓN A LA COMPLEJA Y POCO ESTUDIADA RELACIÓN ENTRE PROPIEDAD INTELECTUAL Y DERECHO DE LA COMPETENCIA - UNA PERSPECTIVA LATINOAMERICANA, *Revista de derecho de la competencia (CEDEC)*, 8(8), pp. 141-158

Papers in non-refereed journals

Published

- Marzetti M., (2022), Crítica al dominio público pagante (digital) desde una triple perspectiva: tributaria, económica y antropológica, *Revista Anales de Legislación Argentina*, LXXXII(10), pp. 103-113
- Marzetti M., (2022), Incorporating exceptions and limitations to copyright law to incentivize the development of Artificial Intelligence in Latin America, *Latin American Law Review*, 2022(9), pp. 19-33
- Marzetti M., (2021), Cross-Cultural Perspectives on Privacy Law: Reflections after a Franco-American Virtual Education-Collaborative Online International Learning Experience, *Southern Illinois University Law Journal*, 46(1), pp. 113-130
- Marzetti M., (2020), Marcas de forma, motivos absolutos de denegación e implicancias para las marcas de la moda en la Unión Europea, *elDial.com - Editorial Albrematica S.A.*, Imagen y Derecho de la Moda(6 (16/10/2020)), pp. 12
- Marzetti M., (2017), Análisis Económico del Derecho y reforma del Derecho de Autor: Aporte para un debate ecuánime, *The Latin American and Iberian Journal of Law and Economics*, 3(1), pp. 111-135
- Marzetti M., (2016), Is the Argentinian paying public domain an efficient institution? A law and economics approach, *Intellectual Property Law Review*
- Marzetti M., (2011), IP Education – what next? A view from the Southern Cone, *WIPO Magazine*, 2011(5), pp. 25 et seq.

Communications in refereed conferences

International

Marzetti M., (2023), *Abstract presentation: The French Duty of Vigilance Act*, Academic Symposium 2023 "Proactive contracting and the law", World Commerce & Contracting, London, United Kingdom

Marzetti M., (2023), *How business schools can help educate the future legal hybrid profiles companies need today*, Conference in Celebration of the 10th Anniversary of the French Academy of Legal Studies in Business, Legal Transformations of the Firm in a Time of Environmental and Societal Challenges, Paris, France

Marzetti M., (2023), *Panel discussion: cutting-edge risk management strategies to foster collaborative partnerships* Academic Symposium 2023, World Commerce & Contracting, "Proactive contracting and the law", London, United Kingdom

Marzetti M., (2023), *Session 3 – Panel, in partnership with L&MGN, Law & Management in an Handbook, "Decoding Proactive Law"*, Conference in Celebration of the 10th Anniversary of the French Academy of Legal Studies in Business, Legal Transformations of the Firm in a Time of Environmental and Societal Challenges, Paris, France

Other conference and seminar presentations

International

Marzetti M., (2024), *"ESG Regulation and the Challenge of Private Equity: Governments v. Markets"*, International Business Transactions Discussion Series, Washington and Lee University School of Law, Washington DC, USA

Marzetti M., (2024), *«Regulación de la IA en la UE: enseñanzas que puede extraer Latinoamérica»*, La Rebelion de los Algoritmos" Inteligencia Artificial, Derechos Intelectuales y Protección de Datos, Buenos Aires, Argentina

Marzetti M., (2024), *El Rediseño de la Propiedad Industrial e Intelectual en el siglo XXI "Diseño de Mecanismos y Derecho Privado: Hacia un Nuevo Código Civil y Comercial para el Estado Plurinacional de Bolivia"*, Universidad Nacional Autónoma de México, Mexico DF, Mexico

Marzetti M., (2024), *Epistemological and methodological differences between Scientia Iuris and Law and Economics; is true interdisciplinarity between legal and economic approaches possible?* Internationale Vereinigung für Rechts- und Wirtschaftsphilosophie / International Association for Philosophy of Law and Social Philosophy 2024 Congress "The Rule of Law, Justice and the Future of Democracy.", Seoul, Korea

Marzetti M., (2024), *ESG REGULATION & THE CHALLENGE OF PRIVATE EQUITY - GOVERNMENTS VS. MARKETS*, GLOBAL CONVERSATIONS IN INTERNATIONAL BUSINESS TRANSACTIONS DISCUSSION SERIES (Washington & Lee School of Law), Lexington, USA

Marzetti M., (2023), *Using third-party visuals in accounting practice, teaching, and research Legal pitfalls and how to avoid them* Critical Perspectives On Accounting CPA 2023, Bogota, Colombia

Marzetti M., (2021), *Cross-Culture Perspectives on Privacy Law: A Pilot Case Between a U.S. Community College and a French Business School* Innovations in International Legal Education During the Pandemic: Breaking Down Physical Barriers and Borders with Technology and Cutting-Edge Teaching Pedagogies, Southern Illinois University School of Law, Carbondale, IL, USA

Marzetti M., (2021), *Virtual Education - Collaborative Online International Learning: Una herramienta eficaz para el aprendizaje intercultural del derecho* Jornadas de Didáctica del Derecho - Universidad Central 2021, Santiago de Chile, Chile

Non-refereed proceedings

Published

Marzetti M., (2021), *A cost-effective and welfare-enhancing public policy: Incorporating AI-Enabling Exceptions and Limitations to Latin American Copyright Laws*, in: Marcos Wachowicz, José Augusto Fontoura Costa, Sérgio Said Staut Jr., Marcia Carla Pereira Ribeiro(Eds.) in *XIV Congresso de Direito de Autor e Interesse Público (CODAIP), Universidade Federal do Paraná (UFPR), Anais do XIV Congresso de Direito de Autor e Interesse Público, chapter 1, pp. 17-38*

Forthcoming

Marzetti M., (2023), *Nuevas Tecnologías, enseñanza del Derecho Comparado y Foráneo: Virtual Exchange - Collaborative Online International Learning en las Facultades de Derecho Latinoamericanas*, in: N/A(Eds.) in *Actas de las Jornadas de Didáctica del Derecho, 21 y 22 de octubre 202, Facultad de Derecho y Humanidades, Universidad de Chile, Santiago*

Books

Published

Ottolia A., Marzetti M., (2018), *Derecho, big data e inteligencia artificial*, 8413135400, Giappichelli, Turin, 226 pages

Marzetti M., (2013), *Proposals to increase access to public goods in Argentina – Establishing the necessary balance between intellectual property rights and the public domain (ISBN 978-987-1891-81-8)*, Latin American Council of Social Sciences (CLACSO), Argentina, 2013, 978-987-1891-81-8, Consejo Latinoamericano de Ciencias Sociales - Conselho Latino-americano de Ciências Sociais, Buenos Aires, 94 pages

Chapters in books

Published

Marzetti M., (2024), Towards a more inclusive global public domain, in: Cristiana Sappa(Eds.), *Research Handbook on Intellectual Property and Inclusivity*, 978 1 80392 725, Edward Elgar Publishing, chapter 11, pp. 212-228

Marzetti M., (2024), Virtual Education – Collaborative Online International Learning Una herramienta económica y efectiva para la enseñanza del derecho comparado y Foráneo, in: Maite Arauco Yáñez, Israel González Marino(Eds.), *Experiencias y reflexiones acerca de la didáctica del derecho. Actas de las I y II Jornadas de Didáctica del Derecho (2021-2022)*, 9788410560604, Tirant Lo Blanch España, Valencia, chapter 3, pp. 57-67

Marzetti M., (2023), River Plate Tango: Appropriation, Borrowing and Innovation, in: Bonadio, Enrico, and Zhu, Chen(Eds.), *Music Borrowing and Copyright Law A Genre-by-Genre Analysis*, 9781509949397, Hart Publishing, Oxford, chapter 16, pp. 265-278

Marzetti M., (2023), Sociological and economic approaches to law and the economy. Friends or foes?, in: Milan Zafirovski(Eds.), *The Routledge International Handbook of Economic Sociology*, 1000877957-9781000877953, Routledge, London, chapter 14, pp. 291-306

Marzetti M., (2022), Libraries and copyright law in the 21st century, in: Bonadio, Enrico and Sappa, Cristiana(Eds.), *The Subjects of Literary and Artistic Copyright*, 978 1 80088 175 4, Edward Elgar Publishing, chapter 10, pp. 182-205

Marzetti M., (2021), Marcas de forma, motivos absolutos de denegación e implicancias para las marcas de la moda en la Unión Europea, in: Susy I. Bello Knoll(Eds.), *Imagen y derecho de la moda 2020-2021*, 978-987-8343-31-0, Editorial Albremática S.A., Buenos Aires, chapter 4.10, pp. 219-226

Marzetti M., Acciarri H., Azar-Baud M. J., (2021), Inteligencia artificial, compliance y derecho del consumo. Estructuras de gobernanza empresarial y estatal frente al empleo de algoritmos durante la pandemia y más allá, in: Mario Bessone, Enrico Minervini and Pietro Perlingieri(Eds.), *Il consumatore e la normativa emergenziale ai tempi del Covid-19*, 978-88-495-4596-8, Edizioni Scientifiche Italiane, Napoli, chapter 1, pp. 15-41

Marzetti M., (2020), Trademark's absolute grounds for refusal - What are the implications for fashion brands?, in: Cristiana Sappa(Eds.), *TRADEMARKS AND FASHION A FIRST SURVEY IN DIFFERENT PARTS OF THE WORLD*, 9788828818045, Giuffrè Francis Lefebvre, chapter 1, pp. 3-21

Marzetti M., (2020), Algorithmic Regulation – A legal framework for Artificial Intelligence in Latin America, chapter in the upcoming book *The politics of technology in Latin America Vol 1*, Routledge Editorial Series “Emerging Technologies, Ethics and International Affairs”, edited by David Ramírez Plascencia, University of Guadalajara and Avery Plaw, University of Massachusetts Dartmouth., in: Avery Plaw, Barbara Carvalho Gurgel, University of Massachusetts Dartmouth, USA. and David Ramírez Plascencia, University of Guadalajara, Mexico(Eds.), *The Politics of Technology in Latin America (Volume 1) Data Protection, Homeland Security and the Labor Market*, 9780367359416, Taylor & Francis Group | Routledge, Oxford, chapter 8, pp. 15

Marzetti M., (2020), Algorithmic Law – A legal framework for Artificial Intelligence in Latin America, in: Avery Plaw and David Ramírez Plascencia(Eds.), *The Politics of Internet in Latin America, Volume 1*, 9780367359416, Routledge, London, chapter Chapter 8, pp. N/A

Marzetti M., (2017), La genialidad del derecho romano desde la óptica del diseño de mecanismos, in: Villalba Cuéllar, Juan Carlos; Alarcón Peña, Andrea (Directores)(Eds.), *Escritos de Derecho Privado Contemporáneo*, 9789587497366, Grupo Editorial Ibáñez, Bogota, chapter 1, pp. 25-55

Marzetti M., (2016), Artificial Intelligence Will Make Smart Lawyers Smarter (and dumb ones redundant), in: Deeksha Joshi(Eds.), *The Big Analytics: Leaders Collaborative Book Project - For, Of, and By the Data Analytics Leaders and Influencers*, --, Analytics Week

Marzetti M., (2013), Synergetic Interaction between Intellectual Property and Consumer Protection: A Pragmatic Law & Economics Proposal, in: Dana Beldiman(Eds.), *Access to Information and Knowledge: 21st Century Challenges in Intellectual Property and Knowledge Economy*, 978-1783470471, Edward Elgar Publishing, Cheltenham, chapter 7, pp. 189 et seq.

Marzetti M., (2010), Why do we blawg? A brief economic analysis of legal blogs and the blogosphere in *Legal Blogs and Web 2.0*, in: Gonzalo Ramírez Cleves(Eds.), *Los blogs jurídicos y la web 2.0. para la difusión y la enseñanza del derecho*, 978-958-710-615-2, Universidad Externado, Bogotá, chapter 9, pp. 165 et seq.

Forthcoming

Marzetti M., (2024), Intellectual Property in Argentina, in: P. Torremans, I. Stamatoudi; B.J. Jütte and P. Yu(Eds.), *Encyclopaedia of Intellectual Property Law*, TBD, Edward Elgar Publishing, Cheltenham, chapter TBD, pp. TBD

Marzetti M., (2023), Towards A More Inclusive Global Public Domain, in: Sappa, Cristiana(Eds.), *Research Handbook on Intellectual Property Rights and Inclusivity*, N/A, Edward Elgar Publishing, chapter N/A, pp. 22

Marzetti M., (2023), Decoding Proactive Law, in: Masson, A., Voss, G., Bouthinon-Dumas H., and Do Carmo J-M(Eds.), *Handbook of Law & Management*, N/A, Oxford University Press, Oxford, chapter N/A, pp. 14

Grants

- 2021** Transitioning to Virtual Exchange Covid-19 Relief Fund, Face Foundation (USA)
- 2021** COST Association Grant (Training_School-CA1713)2, COST (European Cooperation in Science and Technology) (Belgium)
- 2020** Creative Commons Copyright Platform Fund, Creative Commons (USA)
- 2014** Foreign Scholar (Stipendiat), Max Planck Institute for Research on Common Goods (Germany)
- 2012** Semi-Senior Research Scholar, Latin American Council of Social Sciences (CLACSO) (Argentina)
- 2005** Erasmus Mundus Scholar, European Commission (Belgium)

GRANTS AND HONORS

Award

- 2019 Special Award for Distinction in Relationship Building with the other Team, 15th ICC International Commercial Mediation Competition, International Chamber of Commerce (ICC), France
- 2009 Best New Blawg of The Year (Blawggers International), Externado University, Colombia

PROFESSIONAL MEMBERSHIPS

Toastmasters International

Association Française d'Economie du Droit, France

Association Française Droit et Management, France

Freunde und ehemalige Mitarbeiter des Max-Planck-Instituts für Immaterialgüter- und Wettbewerbsrecht e.V., Germany

Legal Design Alliance

European Association of Law & Economics

International Mediation Institute – Young Mediator’s Initiative

International Association for the Advancement of Teaching and Research in Intellectual Property

EDITORIAL ACTIVITY

Reviewer in an academic journal

Research in Law and Economics

PROFESSIONAL SERVICE

Chair in an academic conference

2023 Joint Seminar 'The Future of Law and Economics', France

Invited Lecturer

2022 The COVID-19 pandemic and Intellectual Property Law – An analysis two years later, International Webinar in Economic Analysis of Law, Master of Laws in Economic Law & Regulation, Andean University "Simón Bolívar", Bolivia

2021 Economic Analysis of Intellectual Property during the Covid-19 Pandemic, International Webinar in Economic Analysis of Law, Master of Laws in Economic Law & Regulation, Andean University "Simón Bolívar", Bolivia

2020 Differences and similarities between the EU's GDPR and Brazil's LGPD, beyond a Brussels' effect? Unibrasil - Centro Universitario Autônomo do Brasil, Brazil

2020 Intelligenza Artificiale in America Latina, strategie e sfide, Master in Intelligenza Artificiale, diritto ed etica delle tecnologie emergenti, Università Europea di Roma, Italy

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Contribution to an international academic partnership

2020 - 2020 I made contact that lead to the signing of a Collaboration Agreement (students and professors) with IAE, Argentina's top ranked Business School., Austral University, Argentina

Course Coordinator

Hosting a World Café (Multicultural Project), IÉSEG School of Management, France

Education support advisor

2019 - 2019 Responsibility Seminar for first-year students, IÉSEG School of Management, France

Digital Policy, IÉSEG School of Management, France

Coaching the IBL Team (Catho and IESEG) at the 15th ICC International Commercial Mediation Competition, IÉSEG School of Management, France

Law Journal List, IÉSEG School of Management, France

Coaching the IBL Team (Catho & IESEG) at the 16th ICC International Commercial Mediation Competition, IÉSEG School of Management, France

Coaching the IBL Team (Catho & IESEG) at the 17th ICC International Commercial Mediation Competition, IÉSEG School of Management, France

Coaching the IESEG Team at the world's first International Investor-State Mediation Competition, IÉSEG School of Management, France

Head of a recruitment jury (orals)

Postbac recruitment, IÉSEG School of Management, France

Participation in a pedagogical cafe

2021 - 2021 Presentation: Using Open Educational Resources for Teaching, IÉSEG School of Management, France

2021 - 2021 Presentation: Collaborative Online International Learning (COIL): Cross-Cultural Perspectives on Privacy Law, IÉSEG School of Management, France

Participation in a professional advisory board

Finding linkages between academia and industry, networking, IÉSEG School of Management, France

Participation in recruitment of professors

Recruitment of two adjuncts for the Law Track (via TeamTailor), IÉSEG School of Management, France

Participation in the development of an academic program

Creating two new syllabi, IÉSEG School of Management, France

Collaborating in the syllabi design of the BIB legal education offer, IÉSEG School of Management, France

Providing legal education ideas for the new redesigned PGE, IÉSEG School of Management, France

Creating four new elective law courses for S6 PGE, IÉSEG School of Management, France