The Harmonization Game: What Basketball Can Teach About Intellectual Property and International Trade

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Abstract

In the recent World Men’s Basketball Championships in Indianapolis, Team USA found out painfully that the international game is very different from what they play at home and that the gap between USA Basketball and the rest of the world has been closing. While the United States’ losses might have a significant impact on how the country will prepare for the 2004 Olympics in Athens and on how Americans train youngsters to play basketball, their teachings go beyond basketball. The international harmonization process is a game with different rules, different officials, and players with different visions and mindsets. By watching how players interact with rules, officials, and other players, one therefore could gain insight into globalization and the international harmonization process. Team USA’s recent loss might be a painful lesson to Americans, but it provides a beneficial lesson to all of us who are involved in intellectual property and international trade.
ARTICLES

THE HARMONIZATION GAME: WHAT BASKETBALL CAN TEACH ABOUT INTELLECTUAL PROPERTY AND INTERNATIONAL TRADE

Peter K. Yu*

INTRODUCTION

The United States finally lost! After winning fifty-eight consecutive games over ten years with stars from the National Basketball Association ("NBA"), Team USA finally lost to Argentina, a team consisting mainly of players who would be deemed unqualified to play in the NBA.¹ Showcasing fundamentals and teamwork, the Argentines beat the U.S. men’s basketball team by running flawless pick-and-rolls and backdoor cuts. No spectacular dunks. No shake and bake. No in-your-face crossovers. Pure basics.

A game later, in the quarterfinals, the U.S. team lost again to Yugoslavia, blowing a ten-point lead with three minutes left in regulation time.² What was once idolized as the Dream Team has now become the “nightmare team.” Before exiting the tournament, Team USA lost again to Spain, leaving the players in shock, disappointment, embarrassment, and shame.³ For the first time since NBA players represented the red, white, and blue, Team USA failed to earn a medal in international competition. Worse still, the recent team produced the worst finish ever

* Acting Assistant Professor of Law, Executive Director, Intellectual Property Law Program & Deputy Director, Howard M. Squadron Program in Law, Media & Society, Benjamin N. Cardozo School of Law, Yeshiva University; Research Associate, Programme in Comparative Media Law & Policy, Centre for Socio-Legal Studies, University of Oxford. This Article is expanded from Peter K. Yu, Hoops ’n Harmonization, IP Worldwide, Nov. 2002, at 16. The Author dedicates this Article to all those who have patience with him as a player, a teammate, a coach, a referee, and a Magic Johnson fan.

¹. See Mike Wise, U.S. Team Is Big on Hype, Not Results, N.Y. TIMES, Sept. 5, 2002, at D1; Harvey Araton, The Inevitable Finally Happens, N.Y. TIMES, Sept. 5, 2002, at D2.


³. U.S. Loses to Spain This Time, N.Y. TIMES, Sept. 8, 2002, Sec. 8, at 6.
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by a U.S. basketball team, sixth place, and the United States must qualify in order to participate in the 2004 Olympics.4

To many, the United States' losses were difficult to accept and even more difficult to explain.5 The game was not marred by politics, as was the infamous USA-USSR final in the 1972 Olympics in Munich.6 It also was not affected by the NBA strike, as were the 1998 World Championships, in which CBA, overseas, and college players replaced the original NBA selections and lost in the semifinals.7 The U.S. players could not even complain of other teams having home court advantage, for the championships were held in Indianapolis, deep in the heart of the American basketball kingdom.8

True, some of the marquee players in the NBA, like Kobe Bryant, Tim Duncan, Kevin Garnett, Jason Kidd, Allen Iverson, and Shaquille O'Neal, did not play in the championships.9 It is

4. See Tom Enlund, Poor Finish Creates More Work, MILWAUKEE J. SENTINEL, Sept. 10, 2002, at 8C (noting that “[o]ne of the consequences of finishing a disappointing sixth in the World Basketball Championship is that the United States . . . will have to qualify to play in the 2004 Olympics”).
7. See Malcolm Moran, Tough Task Ahead for USA, USA TODAY, Sept. 6, 2002, at 2C.
8. Araton, supra n.1.
9. One commentator criticized the recent U.S. team for its lack of championship experience:

Of the dozen on the roster, only Indiana's Reggie Miller has played for a championship. Jay Williams, Chicago's first-round pick from Duke, hasn't played an NBA game, and Andre Miller never won more than 30 games as a Cavalier. Jermaine O'Neal joined the Pacers after they went to the NBA Finals, and Antonio Davis was discarded the year before.

Phoenix's Shawn Marion and the Los Angeles Clippers' Elton Brand were unable to play Thursday night because of injuries. But again, neither has enjoyed significant team success in the NBA.

Essentially, USA Basketball pulled 12 guys together and told them to go play for Bucks coach George Karl, who had never run an operation like this but believed he deserved the opportunity.

Jeffrey Denberg, USA Can't Assume Wins Will Be Easy, ATLANTA J.-CONST., Sept. 8, 2002, at 4F. Other commentators disagreed:

Seven guys on this roster (Antonio Davis, Baron Davis, Elton Brand, Reggie Miller, Paul Pierce, Michael Finley and Jermaine O'Neal) have all been in at least one NBA all-star game. Ben Wallace was the NBA's defensive player of the year. Duke's Jay Williams was the NCAA national player of the year. An-
also true that the team did not have enough practice, playing only two exhibition games before the tournament.\textsuperscript{10} However, compared with the 1992 Dream Team that beat every team by an average margin of 43.8 points\textsuperscript{11} with similar preparation,\textsuperscript{12} the losses tell us more about the reducing gap between U.S. basketball and the rest of the world\textsuperscript{13} than about the U.S. team’s lack of preparation. In fact, as Coach George Karl acknowledged, the defeat represents, in a strange way, “a celebration of basketball . . . [and] America should be proud of that.”\textsuperscript{14}

dre Miller led his Utah team to the Final Four. Only Raef LaFrentz and Shawn Marion are what you’d call undecorated. Everybody else has credentials. Whether they’re into this competition is another story.

Michael Wilbon, Basketball’s New World Order, \textit{Wash. Post}, Sept. 6, 2002, at D1; see also J.D. Adande, \textit{It’s a Flop by U.S. Against Yugoslavia}, \textit{L.A. Times}, Sept. 6, 2002, at 1 (noting that the current U.S. team “still included three NBA All-Stars (Paul Pierce, Baron Davis and Elton Brand), the league’s defensive player of the year (Wallace) and the most improved player (Jermaine O’Neal”) ); Barbara Barker, \textit{A Collapsing Zone}, \textit{Newsday}, Sept. 15, 2002, at C4 (“It’s not about talent. There was enough talent on that team to win it all. How many of those guys from Argentina and Yugoslavia would even make the U.S. team?” (quoting Bill Walton, ESPN analyst and former National Basketball Association (“NBA”) player)); Bob Ryan, \textit{There’s No Longer a World of Difference}, \textit{Boston Globe}, Sept. 7, 2002, at E1 (contending that the U.S. team consisted of virtually all those players who could have played for the United States when one accepted the fact that the ultra-marquee players would not participate in the tournament).


12. \textit{See} Jonathan Feigen, \textit{What’s Next?}, \textit{Houston Chron.}, Sept. 7, 2002, at 4: The original Dream Team was blessed with many of the most intuitive players — Magic Johnson, Larry Bird, Michael Jordan, John Stockton, Karl Malone, Charles Barkley — in the history of the sport. Their genius was so great they could easily make up for a lack of training for the international game. Their heirs increasingly have not.

\textit{Id.}

13. This gap generally refers to the dominating performance of the U.S. men’s basketball team. Although the U.S. women’s basketball team is one of the best in the world and has not lost in international competition since 1994, the gap between the U.S. and foreign teams in the women’s competition is not as great as that in the men’s competition. For example, in the recent World Women’s Basketball Championships, the United States beat Russia in the final by only five points. Joseph Kahn, \textit{U.S. Defeats Russia to Win World Title}, \textit{N.Y. Times}, Sept. 26, 2002, at D6.

14. Moran, \textit{supra} n.7 (quoting George Karl, coach of the 2002 USA Men’s Basketball Team):

\begin{quote}
I’m not sure it’s the end of an era as much as it’s a celebration of basketball. A lot of the countries now love the game and play the game with a great deal of passion and a great deal of spirit. In a strange way, America should be proud of that.
\end{quote}

\textit{Id.}
No doubt, these recent losses will be a wake-up call to the U.S. basketball community. They will have a significant impact on how USA Basketball prepares for the 2004 Olympics in Athens. These losses also might affect how America trains its youth to play basketball, probably by reemphasizing fundamental skills and teamwork principles\(^{15}\) and by relaxing restrictions on the time coaches can spend on training players.\(^{16}\) However, the losses teach us more than basketball. They offer valuable lessons on globalization and the international harmonization process.

LESSON 1: THE RULES

Harmonization is different from Americanization.\(^{17}\) Policy-
makers sometimes confuse national policy preferences with international norms.\textsuperscript{18} The fact that the game of basketball originated from the United States\textsuperscript{19} does not mean that the international community will follow American rules.

Undeniably, the International Basketball Federation ("FIBA"), the international governing body of basketball, has instituted changes to harmonize its game with that of the NBA. For example, in the 1992 Olympics in Barcelona, the ban on alley-oops in international games was confusing and counterintuitive to U.S. players and the American audience. Taking note of this difference, the FIBA suspended the ban in the 1994 World Championships and subsequently eliminated the ban.\textsuperscript{20} Most recently, the FIBA made revolutionary rules changes to speed up its game and to meet the needs of television broad-


\textsuperscript{18} David M. Lampton, \textit{A Growing China in a Shrinking World: Beijing and the Global Order}, in \textit{Living with China: U.S./China Relations in the Twenty-First Century} \textcopyright{1997} (Ezra F. Vogel ed., 1997) (criticizing the American government for confusing its national policy preferences with international norms); Yu, \textit{From Pirates to Partners}, supra \textsuperscript{n.17}, at 234 (criticizing the U.S. government for ignoring the interests of other countries, in particular less developed countries); Yu, \textit{Piracy, Prejudice, and Perspectives}, supra \textsuperscript{n.17}, at 84 (same); \textit{see also} ASSAFA ENDESHAW, \textit{Intellectual Property Policy for Non-Industrial Countries} \textcopyright{1996} (noting that "the U.S. drive for stronger protection of IP is more in the direction of devising a new legal regime that answers to its needs than to accommodate within the present conventions upcoming global trends in technology, creation, and use"); Robert Burrell, \textit{A Case Study in Cultural Imperialism: The Imposition of Copyright on China by the West}, in \textit{Intellectual Property and Ethics} \textcopyright{1995, 1998} (Lionel Bently & Spyros M. Maniatis eds., 1998) (noting that the Western approach toward China "fails to respect other voices and other traditions and instead posits the moral superiority of a value system which is far more recent than the tradition it seeks to condemn").

\textsuperscript{19} \textit{See} Naismith Memorial Basketball Hall of Fame, \textit{James Naismith Biography}, at http://www.hoophall.com/halloffamers/Naismith.htm. In 1891, Dr. James Naismith invented the game of basketball while working at the School for Christian Workers. \textit{Id.} The game started with eighteen men in a YMCA gymnasium in Springfield, Massachusetts. \textit{Id.}; \textit{see also} WALTER LAEBER, MICHAEL JORDAN AND THE NEW GLOBAL CAPITALISM \textcopyright{1999} (discussing James Naismith’s legacy).

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casts. Under the new rules, an international game no longer has two twenty-minute halves, but four ten-minute quarters, thanks in part to the NBA. In addition, the shot clock was reduced from thirty to twenty-four seconds, and only one free throw, instead of two, is awarded for every technical foul committed.

Notwithstanding these changes, there are limits to the NBA's ability to export its rules. In the past decade, the NBA has made repeated attempts to amend its rules to accelerate offense, encourage ball movement, and increase its appeal to fans. In 2001 alone, it instituted four major rules changes, including elimination of illegal defense rules, institution of a more stringent defensive three-second rule, reduction of time during which a team can bring the ball up to the front court, and re-

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22. See id.; see also FIBA, Official Basketball Rules for Men and Women art. 17.1 (2000) [hereinafter FIBA Rules], available at http://www.fiba.com (stipulating that "the game shall consist of four (4) periods of ten (10) minutes").

23. See FIBA's New Rule to Speed Up the Game, supra n.21; see also FIBA Rules, supra n.22, art. 39.1.1 (stipulating that "[w]henever a player gains control of a live ball on the court, a shot for a field goal shall be attempted by his team within twenty-four (24) seconds").

24. See FIBA's New Rule to Speed Up the Game, supra n.21; see also FIBA Rules, supra n.22, art. 49.2.2 (stipulating one free throw as the penalty for committing a technical foul).


27. By eliminating the rules on illegal defense, the league reduced isolation plays and permits a wide variety of defensive strategies, which range from man-to-man coverage to zone defense and from box-and-one to 2-1-2.

28. See Official NBA Rules of the National Basketball Association, Rule 10, Sec. VIII (2002) [hereinafter NBA Rules], available at http://www.nba.com/analysis/rules_index.html (instituting the defensive three-second rule). The rule prohibits a defensive player from staying in the lane for more than three seconds unless he is within six feet of an offensive player. Id.

29. See NBA Rules, supra n.28, Rule 10, Sec. IX (instituting the eight-second rule).
definition of “incidental contact.”\textsuperscript{30} While the NBA justified these rules changes in light of the large number of low-scoring games and reduced viewership, the international game does not have similar needs nor does it require similar changes. In fact, some of the NBA rules changes might not be suitable for countries abroad, as these countries do not have as many slashers and dunkers as the NBA does.

Harmonization is a two-way street. While the NBA is actively exporting its concepts and style of play abroad, it also has imported some aspects of the international game, sometimes to the league's disappointment. A case in point is the reduction of the three-point line.\textsuperscript{31} The league soon found the change disappointing and reverted the three-point line back to its original dimension three years later.\textsuperscript{32} Most recently, the league eliminated the rules on illegal defense and permitted, for the first time, zone defense, which until now was one of the major differences between the NBA and the international game.\textsuperscript{33} Because the change has been in effect for only a year, it is hard to assess its impact on the league or to predict whether this change will be permanent.

So far, many of the international rules remain different from those used in the NBA.\textsuperscript{34} For example, the international game uses only two referees, as compared to three in the NBA.\textsuperscript{35}

\textsuperscript{30} See NBA Rules, supra n.28, App. II (stipulating that “[t]he mere fact that contact occurs does not necessarily constitute a foul”). By doing so, the league cut down on touch fouls, thus rewarding offensive players who demonstrate quickness, speed, and balance. Rush on Rule Changes, supra n.26.

\textsuperscript{31} Arace, supra n.25 (noting that the NBA has moved the three-point line from twenty-three foot nine at the top of the key and twenty-two feet in the corners to a uniform twenty-two feet).

\textsuperscript{32} Young, supra n.25.

\textsuperscript{33} Dick Scanlon, Rules Changes Haven't Affected the League, LEDGER, Feb. 3, 2002, at C4 (noting that the abolition of rules against zone defense "seemed like the most drastic rules change in a half century").

\textsuperscript{34} The international rules are also different from those used in the National Collegiate Athletic Association ("NCAA"). For a comparison of the rules between an international game and the NBA and the NCAA, see Rules of the Game, INDIANAPOLIS STAR, Aug. 28, 2002, at 28H.

\textsuperscript{35} Compare FIBA Rules, supra n.22, art. 4.1 (requiring officiating by a referee and an umpire while permitting the use of an additional umpire), with NBA Rules, supra n.28, Rule 2, Sec. I(a) (requiring officiating by a crew chief and two referees).
The three-point line is closer to the basket than the one used in the NBA, making long-distance shooting a more important aspect of the game. The three-second lane is trapezoid-shaped and therefore penalizes post-up players who have limited shooting range. Due to the shorter duration, the international game allows only five fouls, with personal and technical fouls counting toward the maximum limit. By contrast, the NBA rules permit six personal fouls, do not include technical fouls in the calculation, and cover monetary penalties. Moreover, the FIBA requires players to shoot free throws within five seconds, while the NBA doubles the time given to a free-throw shooter. Compared to the NBA, the international game has more lenient rules on goal tending and basketball interference, allowing players to touch the ball after it hits the rim.

In light of these differences, the U.S. players were understandably confused by the international rules and affected by the style of play of which international teams are capable. How-
ever, until U.S. players understand and master these rules or until USA Basketball is able to induce the FIBA to change the rules in its favor, U.S. teams will have to struggle in a game whose rules go against their favor or intuition. Perhaps the proposals to adopt international rules for the NBA are not as outrageous as they sound.47

Like rules in a basketball game, intellectual property laws differ across the world due to the diverging levels of wealth, economic structures, technological capabilities, political systems, and cultural traditions.48 Although the Agreement on Trade-Related Aspects of Intellectual Property Rights ("TRIPS Agreement" or "the Agreement")49 successfully induces countries, in particular less developed countries, to model their intellectual property laws in the American image,50 the United States also

If this tournament had been played under NBA rules, maybe the results would have been different. That’s not an alibi. That’s reality. The international game is a very different game from the NBA, and the Yanks have never fully adapted to it over the last 15 years. (They still haven’t grasped the concept of legal goallending and they have no clue how to read the officials.) And two weeks isn’t nearly enough prep time. There may never be enough time because it’s a temporary thing anyway and the players know it.

May, supra n.15; Adande, supra n.9 (noting that the current U.S. team "wasn’t enough to beat teams that had...more familiarity with the international rules"); Wilbon, supra n.9 (considering arrogant and outdated the American notion that "the U.S. can send a group of all-stars that has barely practiced together and is unfamiliar with the international rules and style of play").

47. May, supra n.15 (proposing to adopt international rules in the NBA).


has implemented changes that harmonize its intellectual property laws with those of the international community. Among the examples include copyright\(^{51}\) and patent term extension,\(^{52}\)

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adoption of the "intent to use" concept in trademark law, early publication of patent applications, and protection against circumvention of copy-protection technologies. Had there not been serious constitutional problems, database protection might become another area in which the United States harmonizes its laws with those abroad.

Today, harmonization is still at a very early stage. Although
it is certain that harmonization will continue, it is difficult to predict how the process will play out, for harmonization is not easy.\textsuperscript{57} Although developed countries "claim[. . . ] that stronger intellectual property protection will benefit developing countries, this relationship has yet to be demonstrated in either economic theory or empirical proof."\textsuperscript{58} Equally questionable is the presumption that a universalized regime would maximize global welfare\textsuperscript{59} and that the current level of intellectual property pro-

\textsuperscript{57} See Yu, From Pirates to Partners, supra n.17, at 239 (noting that harmonization is not an easy process); Graeme B. Dinwoodie, The Development and Incorporation of International Norms in the Formation of Copyright Law, 62 OHIO ST. L.J. 733, 737 (2001) [hereinafter Dinwoodie, Development and Incorporation of International Norms] ("As more recent efforts at intellectual property harmonization in the European Union (the EU) have demonstrated, achieving comprehensive unification of laws is extremely difficult in areas where divergent national jurisprudence has already taken root."). See also id. at 737 n.16 (noting that "[i]nternational agreement is easier to forge in areas of new social (and hence legislative) activity, such as the allocation of domain names, that arise first in an inherently non-national setting"). See generally Philip Leith, Harmonisation of Intellectual Property in Europe: A Case Study of Patent Procedure (1998) (discussing efforts to harmonize patent protection throughout the EU). Indeed, as Professor Dinwoodie pointed out, due to the various differences among countries, conflicts will continue to exist despite the recent harmonization attempts. As he explained:

The standards found in international agreements typically are minimum standards; states are free to grant higher levels of protection. Thus, notwithstanding international minimum standards, differences in national laws persist. Moreover, in certain crucial areas, the treaties allow member states significant latitude to adopt rules that are tailored to their own social and economic priorities and philosophies. For example, states signatory to international copyright conventions may generally define the central concept of "author" in different ways that reflect quite divergent philosophical groundings of copyright (and which thus identify different authors of a work). This conscious, and valuable, concession to national autonomy and the value of diversity creates potential conflicts issues.


\textsuperscript{58} Susan K. Sell, Power and Ideas: North-South Politics of Intellectual Property and Antitrust 221 (1998); see also Claudio R. Frischtak, Harmonisation Versus Differentiation in Intellectual Property Rights Regime, in Global Dimensions of Intellectual Property Rights in Science and Technology 89, 90 (Mitchel B. Wallerstein et al. eds., 1993) [hereinafter Global Dimensions of Intellectual Property Rights] ("There is little in economic theory to support convergence of [intellectual property rights] systems on a cross-country basis, particularly if convergence means an increase in the level of protection in developing and industrializing countries."). But see Richard T. Rapp & Richard P. Rozek, Benefits and Costs of Intellectual Property Protection in Developing Countries, 24 J. WORLD TRADE 75 (1990) (asserting that the level of economic development is closely correlated to the existing level of intellectual property protection).

tection has struck "the right balance between incentives to future production, the free flow of information and the preservation of the public domain in the interest of potential future creators." Indeed, many Americans disagree on the proper balance between intellectual property and public access to information.

Some also are dissatisfied with the current intellectual property regime, which, they argue, protects the copyright industries at the expense of the general public.

So far, many less developed countries are reluctant to Westernize (or Northernize) their intellectual property regimes, because a Western regime might contradict their existing eco-

Frischtak, supra n.58, at 103-05 (urging countries to develop their intellectual property rights regime according to their own needs); see also Robert O. Keohane, The Demand for International Regimes, in INTERNATIONAL REGIMES 152 (Stephen D. Krasner ed., 1983) (arguing that an international regime may not yield overall welfare benefits and that actors outside the regime may suffer).

60. JAMES BOYLE, SHAMANS, SOFTWARE & SPLEENS: LAW AND THE CONSTRUCTION OF INFORMATION SOCIETY 124 (1996); see J.H. Reichman, From Free Riders to Fair Followers: Global Competition Under the TRIPS Agreement, 29 N.Y.U. J. INT'L. L. & POL. 11, 24 (1997) [hereinafter Reichman, From Free Riders to Fair Followers] (arguing that policymakers in many developed countries take the existing levels of innovative strength for granted and mistakenly promote protectionism); see also F.A. Hayek, THE FATAL CONCEIT: THE ERRORS OF SOCIALISM (W.W. Bartley III ed., 1988) ("While property is initially a product of custom, and jurisdiction and legislation have merely developed it in the course of millennia, there is then no reason to suppose that the particular forms it has assumed in the contemporary world are final.").


62. See, e.g., LAWRENCE LESSIG, THE FUTURE OF IDEAS: THE FATE OF THE COMMONS IN A CONNECTED WORLD (2001) (lamenting how the media and software industries are stifling innovation in the New Economy); JESSICA LITMAN, DIGITAL COPYRIGHT (2001) (showing how increased domination of interest groups in lawmaking processes has made copyright law anti-public and incomprehensible); SIVA VAIDHYANATHAN, COPYWRIGHTS AND COPYWRONGS: THE RISE OF INTELLECTUAL PROPERTY AND HOW IT THREATENS CREATIVITY (2001) (describing how increasing corporate control over the use of software, digital music, images, films, books and academic materials has steered copyright law away from its original design to promote creativity and cultural vibrancy); Yochai Benkler, Free as the Air to Common Use: First Amendment Constraints on Enclosure of the Public Domain, 74 N.Y.U. L. REV. 354 (1999) (advocating the use of Justice Brandeis' conception that information should be "free as the air to common use" as a conceptual baseline to limit property rights in information products).
nomic policies. Involving a fundamental debate about economic development strategy, a new intellectual property regime also might threaten the established relationships of businesses and the government and put the ruling elites in a precarious position.

Moreover, as many commentators pointed out, the Western intellectual property regime does not necessarily embody universal values. Rather, the Western system becomes universal because it is backed by great economic and military might. From

63. Yu, From Pirates to Partners, supra n.17, at 237.
64. See Lester C. Thurow, Building Wealth: The New Rules for the Individuals, Companies, and Nations in a Knowledge-Based Economy 128 (1999) (arguing that countries with different levels of economic development desire, need, and should have, different intellectual property systems); Reichman, From Free Riders to Fair Followers, supra n.60, at 25 ("[A]dherence to the TRIPS Agreement requires [less developed] countries to reconcile their own economic development goals with their international intellectual property norms."); see also Janet H. MacLaughlin et al., The Economic Significance of Piracy, in Intellectual Property Rights: Global Consensus, Global Conflict? 89 (R. Michael Gadbaw & Timothy J. Richards eds., 1988) [hereinafter Global Consensus, Global Conflict?] (examining whether intellectual property protection is of net benefit to less developed countries); A. Samuel Oddi, The International Patent System and Third World Development: Reality or Myth?, 1987 Duke L.J. 831 (arguing that the Paris Convention incurs significant costs to less developed countries); J-H. Reichman, Beyond the Historical Lines of Demarcation: Competition Law, Intellectual Property Rights, and International Trade After the GATT's Uruguay Round, 20 Brook. J. Int'l L. 75, 81 (1993) ("[P]olicymakers concerned to promote investment in important new technologies often overstate the supposed benefits of specific intellectual property regimes while ignoring the negative economic functions of these regimes in relation to the complementary operations of competition law generally.").
65. See Ryan, supra n.48.
66. See Sell, supra n. 58, at 215 (noting that “if they succumb to U.S. pressure, they are subject to criticisms of selling out sovereignty to foreign interests”); Burrell, supra n.18, at 207 (“Clearly no Chinese leader could be seen bowing to pressure from the United States without being in danger of undermining his own position, a difficulty which goes some way towards explaining much of the brinkmanship which has characterised the negotiations between China and the United States on the issue.”); see also Helen V. Milner, Interests, Institutions and Information: Domestic Politics and International Relations 33 (1997) (“The structure of domestic preferences holds a key to understanding international cooperation.”); id. at 246-47 (arguing that international cooperation is the continuation of domestic politics by other means); Ronald Rogowski, Institutions as Constraints on Strategic Choice, in Strategic Choice and International Relations 115 (David A. Lake & Robert Powell eds., 1999) (arguing that the domestic political institutions affect the formation of foreign policy and the strategies actors choose); Renato Ruggiero, Whither the Trade System Next?, in The Uruguay Round and Beyond: Essays in Honor of Arthur Dunkel 123, 139 (Jagdish Bhagwati & Mathias Hirsch eds., 1998) (arguing that the post-Cold War international system “is blurring the distinction between foreign and domestic policies”).
67. Yu, From Pirates to Partners, supra n.17, at 235.
68. Alford, How Theory Does — and Does Not — Matter, supra n.61, at 17; see also
the standpoint of less developed countries, the Western system is flawed for its failure to recognize the value of raw materials used in the creation of intellectual property. By doing so, the Western system also “disproportionately . . . favor[s] the developed countries’ contributions to world science and culture” and ignores the interests of less developed countries which supply the raw materials. Small wonders less developed countries are pushing for a more balanced regime that offers stronger protection to folklore, traditional knowledge, and indigenous creations and inventions.

**LESSON 2: THE OFFICIALS**

International “officials,” whether judges or referees, behave differently. We often take for granted our interpretation of rules, ignoring others’ tradition and cultural background, until a foreign judge applies a wholly different interpretation. Our shocks are no different from what the U.S. basketball players experienced when they were confused by the international referees and the style of international play. What they had expected to

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Endeshaw, supra n.18, at 93 (“[W]hether or not [intellectual property] was consciously designed to serve economic policies in any of the [industrialized countries], it has always evolved in response to economic and political necessity.”); Rosemary J. Coombe, *The Cultural Life of Intellectual Properties: Authorship, Appropriation, and the Law* 247 (1998) (“The range of Western beliefs that define intellectual and cultural property laws . . . are not universal values that express the full range of human possibility, but particular, interested fictions emergent from a history of colonialism that has disempowered many of the world’s peoples.”). Indeed, as Professor Samuel Huntington explained, Western culture and ideology are sometimes attractive because they are backed by hard economic and military power:

[Culture and ideology] become attractive when they are seen as rooted in material success and influence. . . . Increases in hard economic and military power produce enhanced self-confidence, arrogance, and belief in the superiority of one’s own culture or soft power compared to those of other peoples and greatly increase its attractiveness to other peoples. Decreases in economic and military power lead to self-doubt, crises of identity, and efforts to find in other cultures the keys to economic, military, and political success.

Huntington, *Clash of Civilizations*, supra n.50, at 92.

69. Boyle, *supra* n.60, at 126.


72. See Oscar Dixon, *Determined U.S. Women Set Gold Standard*, USA Today, Sept. 12, 2002, at 6C (“I’m sure a lot of guys who played in the world championships for the first time were probably in shock because of the physicality of the game, the style, the rules,
be a call had become a non-call, and what they had expected to be legal had become a foul.

True, basketball is just a game, and we, the audience, could criticize the referees as much as we want, just like how some commentators did during and after the games. However, if Team USA were to return to its former glory, its players must not only understand the different rules, but also the different interpretations. David Stern, the NBA Commissioner, was quick to recognize this need. After the defeat, he suggested that U.S. players would benefit from a much longer training period with more exhibition games with FIBA referees. Perhaps, the results of the tournament could have been much different had USA Basketball paid more attention in this area earlier.

Like referees, foreign judges, in particular those who have been trained in civil law countries, tend to interpret laws differently, especially in areas where fundamental philosophical dif-
ferences are involved. Unless the litigants (and their lawyers) were able to grasp these different philosophies, they would unlikely be able to reconcile the differences before a tribunal\textsuperscript{75} or to convince the judge that a particular philosophy would be more influential in light of the circumstances at issue. Even when identical laws are involved, different outcomes might result,\textsuperscript{76} for laws are normally applied by reference to national market conditions, social contexts, and local practices.\textsuperscript{77} After all, factual differences in social practices, competitive conditions, or consumer attitudes usually lead to different legal conclusions that rest on factual findings.\textsuperscript{78}

and senators draft legislation, much legislation is not subjected to that professional screening. Indeed, many important elements of legislation are inserted as amendments in an ad hoc manner. In operation, the whole American system functions as a device for forcing compromises at every step in the legislative process, with the result that there are many compromises. What the United States Supreme Court may be doing is respecting the compromise-seeking nature of the legislative process. The almost obsessive search of U.S. courts for congressional intent, as revealed in the committee reports and debates of Congress, clearly reflects an appreciation of the fact that legislation is the product of compromise, and that the courts exist to make those compromises effective. In so doing, the courts, with good reason, presuppose that the American public accepts the fact that government in a democracy is government by compromise, and that this public applauds the courts' attempts to facilitate the compromises reached in the legislative forum. In short, the ideal legislature as conceived in American political theory is one committed to compromise, and not one always seeking to give voice to the highest standards of rationality and to further the most noble aspirations of the society for which it legislates.

Christie, supra, at 222-25.

75. Dinwoodie, International Intellectual Property Litigation, supra n.57, at 443 (noting that “[r]econciling instrumentalist economic philosophies with personality-based notions of rights, for example, requires a real grasp of these different philosophies” (citing Gilliam v. ABC, 538 F.2d 14 (2d Cir. 1976))).

76. Dinwoodie, International Intellectual Property Litigation, supra n.57, at 436 (noting that “even identical rules of law may lead to different results when applied in different social contexts by different tribunals”).

77. Id. (noting that “[n]ational laws — including harmonized national laws — are normally applied by reference to national market conditions”).

78. Id. at 436. As Professor Dinwoodie elaborated:

For example, the meaning of a word or other symbol claimed as a trademark may vary from one country to another because of both linguistic denotation and social connotation, and thus the application of the same trademark rule may generate a different result because the word or symbol operates as a trademark in only some of those countries. Numerous intellectual property concepts reflect underlying determinations of the appropriate balance between ensuring competition and stimulating innovation; but different competitive climates may subsist in different national markets, warranting a different
Moreover, judges in different jurisdictions classify claims and disputes differently. For example, a U.S. court would classify the scope of a grant of copyright law as a contract law question, whereas a German court would classify the issue as a matter of substantive copyright law. Likewise, for a work that was published and thus divergent interpretation of the (supposedly harmonized) concept in question. Whether an unauthorized use of a copyrighted work is fair use may in part depend upon whether a market for such uses is "traditional, reasonable, or likely to develop," which in turn may hinge on nationally distinct social practices and technological capabilities. Consumers in different national markets, subjected to different marketing practices, may be confused by the use of an allegedly similar trademark in different circumstances.

Id. at 436-37. Professor George Fletcher provided an insightful analysis of how foreign judges' conception of fairness differs from that of American judges:

A slightly different mode of linguistic influence comes to light in the way Americans and other English-speaking peoples talk about fairness. We have coined the phrases "fair play" and "fair trial" and have bequeathed them to the Western world — both in law and in daily speech. Many of our neighboring cultures simply adopt the word "fair" into their vocabularies as an untranslatable American idea. Thus you can hear Germans and Israelis using the American word "fair" as though it were their own. Others like the French try in vain to translate the notion of fairness as "equitable" or "just" but these and other cognates in other Romance languages overlook the procedural bedrock of fair dealing.

Americans learn the notion of fair play as soon as they begin playing with other children. Enter any kindergarten and watch children playing with a single ball or Lego set. Sooner or later one of them will complain that another is not sharing, that he or she is "not fair." The charge of unfairness is a tool that children quickly learn to protect their interests. Not sharing is paradigmatic unfairness. So is not playing by the rules.

The best explanation for this faith in fairness lies in our cultural roots. To appreciate the uniqueness of English-language culture, we need only pause to reflect upon the sporting metaphors that abound in everyday speech. A fair competition is one in which the playing field is level, the dice are not loaded, the deck not stacked. Fairness consists of playing by even-handed rules. Neither side hits below the belt. No one hides the ball. You don't sandbag the opposition by passing on the first round and then raising your opponent's bet. In a fair competition, both sides retain an equal chance of winning. And the winning side should gain the upper hand without cheating, without playing dirty, without hitting the other when he or she is down. These idioms pervade the English language. No other European language relies so heavily on sporting metaphors to carry on the business of the day. This is a striking feature of English and American culture. We cannot think about human relations without thinking about sports and the idiom of fair play and foul play. This is not true in French, German, Russian, Italian, or any other major language or culture of the West. This correlation provides powerful evidence of the strong link between culture and language.


79. See Jane C. Ginsburg, *International Copyright: From a "Bundle" of National Copy-
lished in the 1950s, a Brazilian court would find the contract
determinative of the duration of a grant effected by a Brazilian
author under Brazilian law, while a U.S. court would apply the
United States Code to determine whether the same author prop-
erly executed its grant of the second term.\textsuperscript{80}

In general, companies are able to secure more preferable
forums through contractual arrangements\textsuperscript{81} or by mounting
choice-of-law arguments.\textsuperscript{82} However, governments do not have

\textit{Id.} at 280-81.

\textsuperscript{80} See id.

\textsuperscript{81} See id. at 280-82. As Professor Ginsburg described:
Choice of law and of forum clauses offer a primary means of sidestepping the
potentially applicable norms of other countries (subject to exceptions such as
\textit{ordre public}). Choice of law clauses can be especially relevant to resolution of
disputes concerning copyright ownership when the work involves the partici-
pation of multiple authors from many different countries. Similarly, choice of
law clauses may simplify issues concerning the scope of a grant of multi-
territorial rights under copyright.

Choice of forum clauses are also important. The choice of the forum
does not, by itself, determine the applicable law. But, because each forum
applies its own conflict rules to characterize the nature of the claim and to
designate the choice of law rule that applies to that kind of claim, forum selec-
tion can favor some laws over others. For example, some fora may consider
some features of the national copyright law, such as moral rights, to be
mandatory even in international situations; choosing a forum that does not
impose its own laws as laws of immediate application (or "\textit{lois de police}") can
amount to avoiding a specific set of mandatory national rules regarding copy-
right.

Id. at 280-81.

\textsuperscript{82} For discussions of choice-of-law issues in intellectual property litigation, see gen-
erally \textsc{Eug\textsc{en}} \textsc{Ulmer}, \textsc{Intellectual} \textsc{Property} \textsc{Rights} \textsc{and} \textsc{the} \textsc{Conflict} \textsc{of} \textsc{Laws} (1978); Graeme W. \textsc{Austin}, \textsc{Domestic} \textsc{Laws} \textsc{and} \textsc{Foreign} \textsc{Rights}: \textsc{Choice} \textsc{of} \textsc{Law} \textsc{in} \textsc{Transnational} \textsc{Copyright} \textsc{Infringement} \textsc{Litigation}, 23 \textsc{Columbia} \textsc{V.L.A} \textsc{J.L.} \textsc{&} \textsc{Arts} 1 (1999); Graeme W. \textsc{Austin}, \textsc{Social} \textsc{Policy} \textsc{Choices} \textsc{and} \textsc{Choice} \textsc{of} \textsc{Law} \textsc{for} \textsc{Copyright} \textsc{Infringement} \textsc{in} \textsc{Cyberspace}, 79 \textsc{Oklahoma L. Rev.} 575 (2000); Curtis A. \textsc{Bradley}, \textsc{Territorial} \textsc{Intellectual} \textsc{Property} \textsc{Rights} \textsc{in} \textsc{an} \textsc{Age} \textsc{of} \textsc{Globalism}, 37 \textsc{Va. J. Int'l L.} 505 (1997); Graeme B. \textsc{Dinwoodie}, \textsc{A} \textsc{New} \textsc{Copyright} \textsc{Order}: \textsc{Why} \textsc{National} \textsc{Courts} \textsc{Should} \textsc{Create} \textsc{Global} \textsc{Norms}, 149 \textsc{U. Pa. L. Rev.} 469 (2000); \textsc{Dinwoodie}, \textsc{International} \textsc{Intellectual} \textsc{Property} \textsc{Litigation}, \textit{supra} n.57; \textsc{Paul Edward Geller}, \textsc{From Patchwork} \textsc{to} \textsc{Network}: \textsc{Strategies} \textsc{for} \textsc{International} \textsc{Intellectual} \textsc{Property} \textsc{in} \textsc{Flux}, 9 \textsc{Duke J. Comp. & Int'l L.} 69 (1998) [hereinafter Geller, \textsc{From Patchwork to Network}]; \textsc{Paul Edward Geller}, \textsc{Mastering} \textsc{Conflicts} \textsc{of} \textsc{Laws} \textsc{in} \textsc{International} \textsc{Intellectual} \textsc{Property} \textsc{Litigation}, \textsc{ipl} \textsc{NewsL.} \textsc{"(ABA"), Summer} 2000, at 7; \textsc{Paul Edward Geller}, \textsc{International} \textsc{Intellectual} \textsc{Property}, \textsc{Conflicts} \textsc{of} \textsc{Laws}, \textsc{and} \textsc{Internet} \textsc{Remedies}, 22 \textsc{Europa L. Int'1l Prop. Rev.} 125 (2000); \textsc{Jane C. Ginsburg}, \textsc{Copyright} \textsc{Without} \textsc{Borders}? \textsc{Choice} \textsc{of} \textsc{Forum} \textsc{and} \textsc{Choice} \textsc{of} \textsc{Law} \textsc{for} \textsc{Copyright} \textsc{Infringement} \textsc{in} \textsc{Cyberspace}, 15 \textsc{Cardozo Arts & Ent. L.J.} 153 (1997); \textsc{Jane C. Ginsburg}, \textsc{Extraterritoriality} \textsc{and} \textsc{Multiterritoriality} \textsc{in} \textsc{Copyright} \textsc{Infringement}, 37 \textsc{Va. J. Int'l L.} 587 (1997); \textsc{David R. Johnson} & \textsc{David G. Post}, \textsc{Law} \textsc{and} \textsc{Borders}: \textsc{The} \textsc{Rise} \textsc{of} \textsc{Law} \textsc{in} \textsc{Cyberspace}, 48 \textsc{Stan. L. Rev.} 1367 (1996); \textsc{William Patry}, \textsc{Choice} \textsc{of} \textsc{Law} \textsc{and} \textsc{International} \textsc{Copyright}, 48 \textsc{Am. J. Comp. L.
this luxury where intellectual property matters are concerned. The TRIPS Agreement requires all governments to resolve intellectual property conflicts through the dispute resolution process of the World Trade Organization ("WTO"). As a result, the United States will have to argue before panelists who have different training and backgrounds and might be subject to adverse rulings that are in tension with the U.S. constitutional principles and legal tradition.

Indeed, foreign countries increasingly rely on the dispute settlement mechanism of the WTO to resolve conflicts they have with the United States. For example, most recently, the European Union challenged the Fairness in Music Licensing Act of 1998 ("FIMLA") before the Dispute Settlement Panel of the WTO. FIMLA codifies the compromise between copyright

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83. Article 64 of the TRIPS Agreement requires that all intellectual property conflicts arising under the Agreement be settled by the dispute settlement procedure provided in the General Agreement of Trade and Tariffs. TRIPS Agreement, supra n.49, art. 64, 33 I.L.M. at 1221. See generally DAVID PALMETER & PETROS C. MAVROIDIS, DISPUTE SETTLEMENT IN THE WORLD TRADE ORGANIZATION: PRACTICE AND PROCEDURE (1999), for a comprehensive discussion of the dispute settlement procedure of the World Trade Organization ("WTO").


85. Concerned about these adverse rulings, the Senate Majority leader proposed, a few days before Congress voted on the Uruguay Round Agreements Act, to establish a statutory commission to review adopted WTO Panel reports adverse to the United States. As proposed, the Commission will review the Panel reports based on four criteria: (1) whether the Panel had exceeded its authority or terms of reference; (2) whether it added to the obligations, or diminished the rights, of the United States; (3) whether it acted arbitrarily or capriciously or engaged in misconduct, and (4) whether it deviated from the applicable standard of review. This proposal was subsequently abandoned. See John H. Jackson, The Great 1994 Sovereignty Debate: United States Acceptance and Implementation of the Uruguay Round Results, 36 COLUM. J. TRANSNAT'L L. 157, 186-87 (1997) (discussing the proposed WTO Dispute Settlement Review Commission).


87. For excellent discussions of the dispute, see generally Dinwoodie, Development
holders and small business enterprises by amending section 110(5) of the United States Copyright Act by exempting from royalties those restaurants, bars, and retail stores that use "homestyle" audio and video equipment to play broadcast music. The European Union argued that the FIMLA and the homestyle exemption of the United States Copyright Act violated the United States’ obligations under the TRIPS Agreement. The United States defended that the exemption is valid under article 13 of the Agreement.

The Dispute Settlement Panel held for the European Union, maintaining that the FIMLA violated articles 11bis(1)(iii) and 11(1)(ii) of the Berne Convention as incorporated into the TRIPS Agreement. To remedy this violation, the Panel recommended that “the Dispute Settlement Body request the United States to bring [the FIMLA] into conformity with its obligations under the TRIPS Agreement.” Although the United States eventually entered into an agreement with the European Union to submit to binding arbitration, this case provides an excellent example of the integration of international norms.
illustration on how the United States would increasingly find itself defending its policies in a forum that has judges with different cultures, philosophies, and legal traditions.95

Going hand in hand with judges is the legal system, which diverges from one country to another.96 Adjustment to these systems is sometimes difficult, especially in countries that lack a sophisticated legal system or that have limited respect for the rule of law. For example, in China,97 courts until recently were of limited effectiveness98 and were marred by various structural problems, such as "the limited independence of the judicial branch, the intertwining relationship between the court and the

available at http://www.wto.org (determining the award at 1,219,900 Euros per year); see also Hardy, supra (discussing the arbitration decision). Despite the arbitration ruling, questions remain as to how the U.S. government will fund the settlement and distribute the penalty money. See id. For discussion of events occurring after the arbitration decision, see International Development, ENT. L. REP., Mar. 2002; Settlement Between European Union and United States of WTO Fairness in Music Licensing Case Appears to Have Fallen Apart, ENT. L. REP., Feb. 2002.


96. See Dinwoodie, International Intellectual Property Litigation, supra n.57, at 441-42 (noting that "[u]nderstanding foreign substantive law often requires a more generalized appreciation of foreign systems and methods that does not neatly correlate to the specialized division of substantive law").


98. See Jeffrey W. Berkman, Intellectual Property Rights in the P.R.C.: Impediments to Protection and the Need for the Rule of Law, 15 UCLA Pac. Basin L.J. 1, 24-25 (1996) (noting that "[t]he court system as an institution generally lacks the political muscle to stare down powerful, local officials who may wish to impede law enforcement"); Thomas Lagerqvist & Mary L. Riley, How to Protect Intellectual Property Rights in China, in Protecting Intellectual Property Rights in China 7, 28 (Mary L. Riley ed., 1997) (explaining that "[i]n China, administrative enforcement is occasionally seen as more cost effective than either civil or criminal proceedings against counterfeiters"). But see id. at 32 (arguing that "[d]ue to the more public nature of a court action, there is somewhat less likelihood that a judge will give in to local pressure"); Yiqiang Li, Evaluation of the Sino-American Intellectual Property Agreements: A Judicial Approach to Solving the Local Protectionism Problem, 10 Colum. J. Asian L. 391, 414-15 (1996) (noting that courts are more powerful than administrative agencies and may institute preliminary measures against the infringer no matter where it is located).
Chinese Communist Party, the court's vulnerability to outside influence, the judges' susceptibility to bribery and corruption, underfunding, abuse of government officials, and local protectionism. The acute shortage of lawyers, in particular intellectual property lawyers, in China, also makes it difficult for businesses and individuals to obtain competent legal advice and services to protect and enforce intellectual property rights.

In addition, because personal connections, or guanxi, are essential to commercial success in China, litigation would be considered unappealing by most foreign firms that intend to continue doing business in the country, for lawsuits might wreck the guanxi needed for future business dealings. The different legal strategies available under the Chinese legal system also pose challenges to foreigners. A case in point is the dual option of administrative and judicial enforcement, which is particularly confusing to foreign businesses that are accustomed to only judicial enforcement.

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100. ALBERT H.Y. CHEN, AN INTRODUCTION TO THE LEGAL SYSTEM OF THE PEOPLE'S REPUBLIC OF CHINA 37 (1998); William P. Alford, Tasselled Loafers for Barefoot Lawyers: Transformation and Tension in the World of Chinese Legal Workers, in CHINA'S LEGAL REFORMS, supra n.97, at 22, 30; Berkman, supra n.98, at 29; Yu, From Pirates to Partners, supra n.17; Jianyang Yu, Protection of Intellectual Property in the P.R.C.: Progress, Problems, and Proposals, 13 UCLA PAC. BASIN L.J. 140, 149 (1994); Yu, Piracy, Prejudice, and Perspectives, supra n.17, at 71. This shortage may alleviate once China lifts the geographic ban on overseas lawyers and opens up the legal profession to foreign law firms, as it joins the INT To.

101. Gregory S. Kolton, Comment, Copyright Law and the People's Courts in the People's Republic of China: A Review and Critique of China's Intellectual Property Courts, 17 U. PA. J. INT'L ECON. L. 415, 451 (1996) (arguing that "it may be difficult for foreign firms which plan to continue doing business in China to sue because doing so may wreck their 'guanxi' — personal contacts or favors — that are integral for doing business in [China]").

102. One commentator compared administrative and judicial enforcements:
The courts are . . . more powerful than administrative agencies. While an administrative agency may only take action against infringers located in the same area, a court, under proper procedure, may institute preliminary measures against the infringer no matter where it is located. In the past, a court could only detain a suspect with the consent of the suspect's local court. The Supreme People's Court has recently waived this requirement, apparently out of a concern for the undue influence of local protectionism. In a breach of contract case, Yanbian Leather Factory vs. Mishan City Shoe Factory, the defendant's place of business was in Mishan City, Heilongjiang Province whereas
In sum, unless businesses successfully adapt to the foreign legal environment, legal actions sometimes may result in unexpected outcomes that shock the litigants and affect adversely their interests. As courts increasingly engage in choice-of-law analyses and apply foreign laws in domestic fora, a deeper understanding of foreign legal systems and laws might become necessary.\textsuperscript{103}

**LESSON 3: THE COMPETITION**

So far, the United States has been very successful in exporting its ideas and concepts. From laws\textsuperscript{104} to basketball,\textsuperscript{105} coun-

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\textsuperscript{103.} See Dinwoodie, *International Intellectual Property Litigation*, supra n.57, at 441 (noting that "the mere fact that national courts are now engaging in serious copyright choice of law analysis and that they are contemplating the application of foreign law requires us to know foreign law more intimately and thus enhances the need for comparative work"); id. at 453 (noting that "the increasingly multidimensional nature of international intellectual property litigation may mean that only a comparativist can fully appreciate these dimensions and accord them the proper weight"); see also Dinwoodie, *Development and Incorporation of International Norms*, supra n.57, at 777 (noting that "cultural assimilation and the ability of digitized works to evade national regulation make it significantly more likely that modern copyright litigation will entail analysis of different national laws").

\textsuperscript{104.} For discussions of legal transplants, see generally Robert B. Seidman, *The State, Law and Development* (1978); Alan Watson, *Legal Transplants: An Approach to Comparative Law* (2d ed. 1993); Paul Edward Geller, *Legal Transplants in

In confronting the modernizing countries the United States was handicapped by its happy history. In its development the United States was blessed with more than its fair share of economic plenty, social well-being, and political stability. This pleasant confluence of blessings led Americans to believe in the unity of goodness: to assume that all good things go together and that the accomplishment of one desirable social goal aids in the achievement of others. In American policy toward modernizing countries the experience was reflected in the belief that political stability would be the natural and inevitable result of the achievement of first, economic development and then of social reform. . . .

. . . In some instances programs of economic development may promote political stability; in other instances they may seriously undermine such stability . . . the relationship between social reform and political stability resembled that between economic development and political stability. In some circumstances reforms may reduce tensions and encourage peaceful rather than violent change. In other circumstances, however, reform may well exacerbate tensions, precipitate violence, and be a catalyst of rather than a substitute for revolution.

Samuel P. Huntington, Political Order in Changing Societies 5-7 (1968).

105. See LAFEBER, supra n.19, at 14 (noting that “basketball has become an important fixture in global as well as American culture”); Dan Markowitz, Foreign Youths Learn Basketball, U.S. Style, N.Y. TIMES, Aug. 29, 1999, Sec. 14WC, at 9 (considering basketball the United States’ leading sport export); Barry Stavro, America from Abroad, L.A. TIMES, July 10, 1990, at H6 (noting that basketball is a “favorite American export”); Tony Van Alphen, NBA Czar Forecasts Big Exports for Sports, TORONTO STAR, Jan. 22, 1992, at F3 (quoting remarks of David Stern, the NBA Commissioner, that “North American sports, properly done, can become a very interesting global export”); Thomas P. Wyman, Basketball — Made in America, Loved Throughout the World, INDIANAPOLIS STAR, at 6D (pointing out that “[t]he United States at last has managed to export a sport that captures the imagination, and support, of much of the world”). See also LAFEBER, supra n.19 (using Michael Jordan as an example of how U.S. corporations have used technology to sell their products in the global marketplace).
tries have incorporated American concepts into their systems.\textsuperscript{106} Indeed, as Professor Robert Keohane and Dean Joseph Nye pointed out, the United States possesses immense "soft power."\textsuperscript{107} By appealing to its ideas and culture, rather than by military means, the country successfully transforms others' preferences by convincing them that the American way is more preferable.

It is no coincidence that teenagers abroad are wearing Air Jordans or Reebok Pumps or that they are imitating NBA players, longing to be the next Magic, Michael, or Larry (or perhaps even Sir Charles).\textsuperscript{108} With aggressive marketing and the ubiquity of American media, basketball has become the leading American sport export, and the NBA a global brand.\textsuperscript{109} Indeed, many countries have begun to give up their traditional pastimes for basketball. A case in point is the former British West Indies, in which basketball "began to displace cricket as the national sport."\textsuperscript{110}

Unfortunately, the United States' success in exporting its ideas and concepts puts the country in a "catch-22" position. Af-

\begin{itemize}
\item 106. Ironically, in making their transition from a command economy to market economy, some emerging democracies have emulated U.S. policy without understanding the dire ramifications of their action:
\end{itemize}

For example, the government of Poland invited representatives of the U.S. Internal Revenue Service to Poland to teach Polish tax collectors how to collect taxes. Many Americans who learned of this invitation were horrified at such a prospect. The Internal Revenue Service is one of the least freedom loving of all government bureaucracies. It has been known to confiscate and destroy or sell assets with little or no due process. Yet Poland and other countries want to copy U.S. policies and methods.


\textit{108. Jim Litke, How Times Have Changed for U.S.}, \textit{Chattanooga Times}, Sept. 7, 2002, at D3 ("There's [sic] 183 countries and 3 billion people watching these games. And somewhere out there now is a 13-year-old who wants to be a Michael, a Magic, a Larry or a Patrick." (quoting Chuck Daly, coach of the 1992 Dream Team)); \textit{see also id.} ("Ten years ago, explaining the difference between USA basketball and the rest of the world was simple. The United States had Michael Jordan. Everyone else had guys wearing Air Jordans. Man, how times have changed.").

\textit{109. See sources cited supra n.105.}

\textit{110. LAFEBER, supra n.19, at 19.}
ter all, the more a country succeeds in exporting its ideas and concepts, the more likely these ideas and concepts will be adopted abroad. In turn, these exports might level the playing field and enhance the competitiveness of the importing countries. With commitment and dedication, the importing countries might even be able to improve the ideas and challenge the U.S. market, or even to establish them as international standards or staple goods.

A decade ago, when the FIBA first allowed professional players to play in the Olympics, many wondered if that was a mistake. Skeptics pointed to the thirty- or forty-point losses foreign teams suffered at the mercy of the American Dream Teams. However, as the gap between U.S. basketball and the rest of the world reduces, commentators begin to appreciate the foresight of the FIBA executives. Like the kid who plays with bigger guys, the international game has improved its level of competition by including NBA players.

Today, the NBA has many fine overseas players: Vlade Divac and Peja Stojakovic from Yugoslavia, Pau Gasol from Spain, Andrei Kirilenko from Russia, Steve Nash from Canada, Dirk Nowitzki from Germany, Tony Parker from France, and Hedo Turkoglu from Turkey. These players are not just backups

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111. Fran Blinebury, *It's Time for Some Soul-Searching in the NBA*, HOUSTON CHRON., Sept. 7, 2002, at 4 (comparing basketball to other American exports: "This is how it happened with TVs and radios, automobiles and VCRs. We gave them the know-how and then they turned around and took over our market with greater commitment, more dedication to quality in the task.").


Those of you who haven't understood why international teams wanted to play the NBA's best and not a bunch of college kids — regardless of the result — ought to understand now. You can only beat the best if you play the best. Teams were right to absorb 60-point whippings in '92, knowing better days were ahead.

*Id.*

113. For an excellent chronology of the erosion of U.S. global basketball supremacy, see Wolff, *supra* n.5.

114. See Wilbon, *supra* n.9 (commending the foresight of "that the only way they could raise the level of their game was to play on the same floor with the best — like the young kid in the park who plays with the bigger guys").

115. Compare the following statistics:

In 1946-47, the league's inaugural season, five players from four countries and territories were in the NBA. In 1988-89, 20 from 15 countries and territories existed. By the 1991-92 season, those numbers had increased to 25 players from 18 countries and territories. It escalated to a league-record 52 interna-
whom nobody recognizes, but proven stars who start for their NBA teams. Three of them were selected to represent the league’s very best in the 2002 All-star Game, and most recently Yao Ming, the 7-foot-5 Chinese center, was selected first in the NBA draft. Starting this season, Manu Ginobili, Pepe Sanchez, and Ruben Wolkowysky, the three Argentine players who helped end the United States’ 58-0 winning streak, will play for the San Antonio Spurs, the Detroit Pistons, and the Boston Celtics, respectively.

Similar progress was made on intellectual property protection in less developed countries. In the past, less developed countries were skeptical of intellectual property and regarded it as an exploitative device that drains less developed countries of their scarce resources and slows down their economies and catch-up processes. Some of them also considered intellectual...
property rights to be tools to protect competitive advantage of the developed world by concentrating intellectual property ownership in enterprises based in developed countries, while covertly transferring valuable cultural resources out of less developed countries.

Today, however, many leaders realize the benefits of intellectual property rights, in particular their positive impact on foreign investment, taxes, creation of jobs, and transfer of protection to software in 1989, "[m]ore than 100 Colombian nationals have since produced application software packages that have been registered with the copyright office, with hundreds more written but not registered"; Yu, From Pirates to Partners, supra n.17, at 192 (noting that effective intellectual property protection will promote the development of indigenous industries and technologies); Yu, Piracy, Prejudice, and Perspectives, supra n.17, at 63 (same).

123. Frederick M. Abbott, The WTO TRIPS Agreement and Global Economic Development, in PUBLIC POLICY AND GLOBAL TECHNOLOGICAL INTEGRATION 39, 46 (Frederick M. Abbott & David J. Gerber eds., 1997) (noting that less developed countries argued that intellectual property rights "will lead to or embed a stratification and concentration of [intellectual property rights] ownership" in enterprises based in industrialized countries).

124. See Bellagio Declaration, supra n.70 (declaring that contemporary intellectual property law denies protection to people who do not fit the author-centered model, such as "custodians of tribal culture and medical knowledge, collectives practicing traditional artistic and musical forms, or peasant cultivators of valuable seed varieties"); see also Boyle, supra n.60, at 2 (arguing that Western intellectual property systems tend to disproportionately favor industrialized countries while ignoring the interests of less developed countries which supplied the indigenous cultural materials); Yu, From Pirates to Partners, supra n.17, at 241 (emphasizing the importance of granting protection to rare and irreplaceable raw materials like folkloric works, works of cultural heritage, and biological and ecological know-how of traditional peoples); Yu, Piracy, Prejudice, and Perspectives, supra n.17, at 86 (same). But see Doris Estelle Long, The Impact of Foreign Investment on Indigenous Culture: An Intellectual Property Perspective, 23 N.C. J. INT'L L. & COM. REG. 229, 271 (1998) (contending that "copyright laws can form the first line of defense in protecting indigenous culture and still comply with TRIPS standards").

125. See Edwin Mansfield, INTELLECTUAL PROPERTY PROTECTION, FOREIGN DIRECT INVESTMENT AND TECHNOLOGY TRANSFER (1994); Antonio Medina Mora Icaza, The Mexican Software Industry, in GLOBAL DIMENSIONS OF INTELLECTUAL PROPERTY RIGHTS, supra n.58, at 232, 236 ("Intellectual property rights protection in a country is a way to seek the trust of foreign investors in the country that will allow its economy to grow."); Lagerqvist & Riley, supra n.98, at 8 (listing the loss of foreign investment and know-how as a cost of counterfeiting); Josh Martin, Copyright Law Reforms Mean Better Business Climate, J. COM., Mar. 7, 1996, at 1C (reporting on a World Bank survey that demonstrates the correlation between intellectual property rights and foreign investment); A.R.C. Westwood, Preface, GLOBAL DIMENSIONS OF INTELLECTUAL PROPERTY RIGHTS, supra n.58, at vi, vi ("Clearly, a company will not be enthusiastic about doing business in a country unwilling to provide protection for the intellectual content of its products — a concern now facing U.S. businesses as they evaluate opportunities in the former Soviet Union."); Yu, From Pirates to Partners, supra n.17, at 192 (noting that effective intellectual property protection can attract foreign investment); Yu, Piracy, Prejudice, and Perspectives, supra
technology. If these countries continue to improve their intellectual property system, they eventually might catch up, or even be able to compete, with the developed world. While the United States might have aggressively exported intellectual property laws to promote its economic interests, its success in exporting

n.17, at 63 (same); see also Robert M. Sherwood, Intellectual Property Systems and Investment Stimulation: The Rating of Systems in Eighteen Developing Countries, 37 IDEA 261 (1997) (using foreign investment as one of the variables in measuring intellectual property protection in a less developed country); Mickey Mouse Back in China, N.Y. TIMES, June 3, 1998, at D4 (reporting that Disney brought Mickey Mouse back to China after a self-imposed four-year absence due to copyright infringements). But see A. Samuel Oddi, The International Patent System and Third World Development: Reality or Myth?, 1987 DUKE L.J. 831, 849 (“In the complex decisionmaking process of whether to invest in a foreign country, the availability of patent protection seems unlikely to be a determinative factor.”); McManis, supra n.56, at 1289 (noting the lack of “empirical support for the proposition that increased levels of intellectual property protection in the developing world will necessarily lead to increased levels of foreign investment in developing countries”).

126. See Lagerqvist & Riley, supra n.98, at 9; PRICEWATERHOUSECOOPERS, CONTRIBUTION OF THE SOFTWARE INDUSTRY TO THE CHINESE ECONOMY 4 (1998), available at http://www.bsa.org/usa (estimating that a sixty percent decrease in piracy would translate into more than $466 million in tax receipts).

127. See Lagerqvist & Riley, supra n.98, at 9; Yu, From Pirates to Partners, supra n.17, at 192 (noting that effective intellectual property protection can create jobs); Yu, Piracy, Prejudice, and Perspectives, supra n.17, at 63 (same); see also PRICEWATERHOUSECOOPERS, supra n.126, at 4 (estimating that a sixty percent decrease in piracy would translate into more than 79,000 jobs).

128. See MANSFIELD, supra n.125, at 20 (noting that “the strength or weakness of a country’s system of intellectual property protection seems to have a substantial effect, particularly in high-technology industries, on the kinds of technology transferred by many U.S. firms to that country”); SEL, supra n.58, at 214 (arguing that an operational intellectual property regime will promote technology transfer); Edmund W. Kitch, The Patent Policy of Developing Countries, 13 UCLA PAC. BASIN L.J. 166, 175-76 (1994) (same); Yu, From Pirates to Partners, supra n.17, at 192 (noting that effective intellectual property protection can facilitate technology transfer); Yu, Piracy, Prejudice, and Perspectives, supra n.17, at 63 (same).

129. See J. Thomas McCarthy, Intellectual Property — America’s Overlooked Export, 20 U. DAYTON L. REV. 809 (1995) (discussing the need to protect intellectual property rights in an era when information products constitute a major sector of the U.S. economy); Yu, From Pirates to Partners, supra n.17, at 130; see also INTELLECTUAL PROPERTY LAWS OF EAST ASIA 9 (Alan S. Guttenman & Robert Brown eds., 1997) (noting that the share of intellectual property-based exports in the United States has doubled since the Second World War); R. Michael Gadbaw & Rosemary E. Gwynn, Intellectual Property Rights in the New GATT Round, in GLOBAL CONSENSUS, GLOBAL CONFLICT?, supra n.64, at 38, 45 (“The new reality is that the U.S. economy is increasingly dependent for its competitiveness on its ability to protect the value inherent in intellectual property. United States exports are increasingly weighted toward goods with a high intellectual property content.”); Bruce A. Lehman, Speech Given at the Inaugural Engelberg Conference on Culture and Economics of Participation in an International Intellectual Property Regime, 29 N.Y.U. J. INT’L L. & POL. 211, 211 (1997) (observing that “[m]any Americans have begun to derive
these laws eventually might hurt the country by reducing the competitiveness of its products and enlarging its trade deficit.\textsuperscript{130}

\textit{LESSON 4: THE GLOBAL VISION}

Team USA's recent losses in the World Championships have demonstrated the need to have a global vision and the importance of understanding the opposition. In the past, the United States could easily gather some of its best players and put on an all-star show en route to the basketball throne. Today, this is not the case. The U.S. players no longer can use their sheer strength, athleticism, and instincts to beat their opponents.\textsuperscript{131} While they might still be able to beat their opponents by a margin of twenty or thirty points by using their best players, they risk embarrassment, as shown in the recent World Championships, if those players are not playing or if they do not have enough preparation. Thus, to improve the team's understanding of their opponents, some commentators noted the need to institute a scouting system,\textsuperscript{132} hire a full-time national coach,\textsuperscript{133} and in-
crease awareness of international games.134

As the world becomes increasingly interdependent, we no longer can afford to ignore foreign countries by using a "go it alone" policy. Consider international trade, for example. During the post-war period, some less developed countries took a radical approach by isolating themselves from the international trading system, which, they argued, was biased toward industrialized countries.135 While many South American countries practiced import substitution136 and provided large subsidies to local industries,137 China took an extreme approach by launching the Great Leap Forward Movement,138 withdrawing completely from the global economy.139 By the late 1980s, however, virtually all of these countries have abandoned their ill-advised strategies.140 In the case of China, its self-reliant development strategy had led to high-cost and ineffective domestic production, and the country remained backward, possessing very limited foreign technology

coaches and scouts know Manu Ginobili and Ruben Wolkowysky, but they don't know Argentina can bring Andres Noccioni off the bench. The people who are out there all the time, watching these players, watching teams, they know."

Id. 133. See Deveney, supra n.15 (discussing the need to hire a full-time national coach to "learn the rules of the international game . . . [and] become familiar with international referees and the opposition"); May, supra n.15 (discussing the need to "hire a national coach who knows not only the international game, but also the international players").

134. Enlund, supra n.4 (noting that "the U.S. is generally uneducated in international competition other than the Olympics"); id. ("In the U.S., it's pretty much the Olympics, the NBA Finals, the NCAA and the high school tournaments. [The World Championship] has been a different kind of competition. People are not familiar with it because it has never been here."); (quoting Tom Jernstedt, the president of USA Basketball)); May, supra n.15 (criticizing the lack of priorities in the World Championship in the United States: "In the United States, it's the Olympics and nothing else. Everywhere else, it's the World Championships because it's all about one sport. It's the World Cup of basketball").


136. BARRY B. HUGHES, CONTINUITY AND CHANGE IN WORLD POLITICS: THE CLASH OF PERSPECTIVES 374 (2d ed. 1994). "Import substitution is a policy of producing domestically as much as possible of that which a country traditionally imported." Id.

137. See id.


139. See Yu, From Pirates to Partners, supra n.17, at 198 (discussing China's mistaken withdrawal from the global economy).

140. HUGHES, supra n.136, at 374 (noting that, by the late 1980s, "most countries had concluded that import substitution was not working (or that they had sheltered the nascent industries long enough)").
and capital.\textsuperscript{141}

In today's globalized economy, international cooperation is particularly needed to deal with cross-border problems.\textsuperscript{142} By facilitating communication and coordination, international cooperation not only will enable governments to obtain information that is essential to effective action on cross-border issues,\textsuperscript{143} but also will help governments understand the interests they share with other governments. Such cooperation also will enhance the chances of cooperation in areas in which governments otherwise would act unilaterally.\textsuperscript{144}

This need for global cooperation is particularly evident in the development of the international intellectual property system. Traditionally, intellectual property lawmaking is a matter of domestic affairs. Without external interference, governments make value judgments as to what would best promote the creation and dissemination of intellectual works in their own countries. As a result, these disparate judgments often reflect the country's level of wealth, economic structure, technological capability, political system, and cultural tradition.\textsuperscript{145}

Although bilateral and multilateral treaties allow countries to adjust their intellectual property systems in exchange for better protection abroad,\textsuperscript{146} policymakers often evaluate these ad-

\begin{enumerate}
\item\textsuperscript{141} Yu, \textit{From Pirates to Partners}, supra n.17, at 198; see also William T. Pendley, \textit{China as International Actor}, in \textsc{Between Diplomacy and Deterrence: Strategies for U.S. Relations with China} 19, 27 (Kim R. Holmes & James J. Przystup eds., 1997) (explaining why China needs to integrate with the global economy).
\item\textsuperscript{142} Examples of these problems include terrorism, drug trafficking, refugees, illegal immigration, environmental degradation, illegal arms sales, nuclear proliferation, and bribery and corruption. \textit{See} Judith H. Bello, \textit{National Sovereignty and Transnational Problem Solving}, \textsc{18 Cardozo L. Rev.} 1027, 1027 (1996) (stating that “[m]any of the most difficult problems that challenge nation states in the increasingly interdependent world do not respect borders. . . . Nation states acting alone are helpless to resolve or most effectively alleviate these problems”).
\item\textsuperscript{143} Kehane & Nye, supra n.107, at 291; Yu, \textit{Toward a Nonzero-sum Approach}, supra n.48, at 606.
\item\textsuperscript{144} Yu, \textit{Toward a Nonzero-sum Approach}, supra n.48, at 606 (noting that the cooperative approach might result in countries revealing their substantial shared interests, thus encouraging cooperation on issues that governments might otherwise act unilaterally).
\item\textsuperscript{145} Ryan, supra n.48, at 191; Yu, \textit{From Pirates to Partners}, supra n.17, at 239; Yu, \textit{Piracy, Prejudice, and Perspectives}, supra n.17, at 84; Yu, \textit{Toward a Nonzero-sum Approach}, supra n.48, at 569.
\item\textsuperscript{146} For example, in the nineteenth century, bilateral agreements were used extensively to govern intellectual property relations in Europe. Prussia was the first country to enter into a bilateral copyright treaty. From 1827 to 1829, it entered into thirty-
justments carefully to make sure that they correspond to the
country’s socio-economic conditions, research and development
capabilities, and institutional and budgetary constraints. Thus, most bilateral and multilateral intellectual property treat-
ties tend to focus on a limited range of issues. Even when they
seek to harmonize protection by creating international mini-
mum standards, these treaties are designed with such flexibility
that allows governments “wiggle room” to develop their own in-
tellectual property systems.

However, with increasing globalization and the establish-
ment of the WTO, the control of national governments over the
adoption and implementation of domestic intellectual property
laws has been greatly reduced. Indeed, international lawmaking
has begun to replace country-based assessments and domestic
policymaking as the predominant mode of intellectual property
lawmaking. Through a global process, governments collectively
design an international intellectual property system that takes
into consideration the diverging interests, histories, cultures,
and traditions of the various members of the international com-

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147. See Peter K. Yu, World Trade, Intellectual Property, and the Global Elites: An Intro-
duction, 10 Cardozo J. Int’l. & Comp. L. (forthcoming 2002).

148. For discussions of the different characteristics of bilateral and multilateral in-
tellectual property regimes, see, for example, Doris Estelle Long & Anthony
D’Amato, A Coursebook in International Intellectual Property 284 (2000); Paul
(2001); International Intellectual Property Law 219 (Anthony D’Amato & Doris
Estelle Long eds., 1997); Tara Kalagher Giunta & Lily H. Shang, Ownership of Information
International Intellectual Property Law and Policy 57-60 (Graeme Dinwoodie et
al. eds., 2001) (discussing the negotiation of intellectual property treaties).

149. See, e.g., Berne Convention, supra n.146; Paris Convention, supra n.146.

150. See generally Intellectual Property Lawmaking and the Global Economy.
In the context of international copyright laws, national legislation has largely given way to a supranational code, and the networked model has increasingly replaced the patchwork model lawmakers traditionally apply. As Professor Jane Ginsburg pointed out insightfully:

“International copyright” can no longer accurately be described as a “bundle” consisting of many separate sticks, each representing a distinct national law, tied together by a thin ribbon of Berne Convention supranational norms. Today’s international copyright more closely resembles a giant squid, whose many national law tentacles emanate from but depend on a large common body of international norms.

Nevertheless, some national norms remain significant, particularly in areas where these norms have direct impact on the country’s labor and cultural policies or where the drafters of

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151. Professor Geller elaborated on how media technologies have shifted the patchwork model of intellectual property lawmaking:

Until recently, national laws of intellectual property, along with corresponding markets, fit within the patchwork model. Now, media technologies are shifting the marketplace to the network model.

Laws of intellectual property have formed a patchwork, country by country. Treaties in the field set out minimum rights, but in flexible terms so that each right may be implemented with more or less discretion. Otherwise, these treaties, starting with the Berne and Paris Conventions, provide for national treatment, requiring each member-state to protect foreign treaty claimants like domestic claimants. Thus, while differing from country to country, much the same legal rules have governed most competitors in media and technology markets within each set of borders. Industries have tended to group within such borders: for example, publishers have gravitated to centers such as Paris, London, and New York. Hard copies and products have been marketed outward from such centers within national territories.

Now, however, markets are being globally networked. Computers are releasing creation and production from the constraints of geographical space. For example, they allow writers to ready text for publishing, composers to synthesize music, and designers to shape products, all at their desk tops. Telecommunication media, like the fax and the Internet, enable teams of creators from the four corners of the earth to collaborate instantaneously across cyberspace. The World Wide Web opens up new interactive channels between creators and producers, on the one hand, and mass and specialized markets, on the other. More generally, the communication of media productions, marketing symbols, and technologies is being decentralized and enriched between points of input and end-use.

Geller, From Patchwork to Network, supra n.82, at 70-71.

multilateral instruments fail to reach a political consensus.\textsuperscript{158}

**LESSON 5: THE PLAYERS’ MINDSET**

For most people, basketball is a very competitive sport. For basketball addicts and die-hard NBA and NCAA fans, it is larger than life. As a manufacturer would print on a T-shirt, “Basketball Is Life. Just Hafta Play Basketball.” However, to others, basketball is not only about competition. It is a sport for which people have passion, an exercise that helps people improve physique, and a game that helps people, especially children and youngsters, understand the need for teamwork and coordination.

Like basketball players, policymakers bring different mindsets to the playground. To resolve intellectual property disputes, they generally use three different approaches.\textsuperscript{154} The coercive approach requires a party to use its strength or bargaining position to force the other party to do what it otherwise would refuse.\textsuperscript{155} By contrast, the adversary approach calls for parties to confront each other in an adjudicatory proceeding.\textsuperscript{156} The only approach that encourages parties to work together to resolve disputes and differences is the cooperative approach.\textsuperscript{157} Depending on the mindsets of the negotiators, this approach can result in two distinctive outcomes. If negotiators have a zero-sum mindset, i.e., they believe they are playing a zero-sum game in which one country’s gain necessarily results in another country’s loss, the cooperative approach will result in compromises.\textsuperscript{158} However, if they have a nonzero-sum mindset, i.e., they believe they are playing a nonzero-sum game in which a country’s gain does not necessarily result in another country’s loss, the cooperative approach may result in a forward-looking solution that provides mutual benefits for all the parties involved,\textsuperscript{159} resolving the dispute and preserving the hard-earned relationship between

\textsuperscript{153} See id.
\textsuperscript{154} See generally id. at 573-88 (discussing the various approaches used in resolving intellectual property disputes).
\textsuperscript{155} See id. at 573-82 (discussing the coercive approach).
\textsuperscript{156} See id. at 582-86 (discussing the adversary approach).
\textsuperscript{157} See id. at 586-88 (discussing the cooperative approach).
\textsuperscript{158} See id. at 611 (discussing the difference between a compromise and a nonzero-sum solution).
\textsuperscript{159} See id. (discussing the benefits of the nonzero-sum approach).
the disputing parties.\textsuperscript{160}

In unilateral initiatives and bilateral treaties, the nature of the conflict resolution approach is always apparent.\textsuperscript{161} For example, nobody would mistake the coercive nature of a policy that calls for unilateral trade sanctions or one imposing protective tariffs. Likewise, nobody would query the cooperative nature of a policy that promotes technical assistance or the exchange of information between government authorities. However, when complex multilateral agreements, like the TRIPS Agreement\textsuperscript{162} or the 1996 WIPO Treaties,\textsuperscript{163} are concerned, it is much more difficult to determine the nature of the conflict resolution approach used in the agreements.

Indeed, if we dissect the TRIPS Agreement, we will find that all four approaches have been used in the Agreement.\textsuperscript{164} For example, from the standpoint of less developed countries, the minimum standards provisions of the Agreement are coercive by nature.\textsuperscript{165} As Professor Marci Hamilton pointed out, the TRIPS Agreement was not designed only to correct the international balance of trade or to lower customs trade barriers, but to "re-make international copyright law in the image of Western copyright law."\textsuperscript{166} In contrast, the dispute resolution provision embraces the adversary approach.\textsuperscript{167} By mandating that disputes arising under the Agreement be settled by the dispute settlement procedure of the WTO, the TRIPS Agreement therefore provides predictability and stability to the international intellectual property system and deters signatory countries from cheat-

\begin{footnotesize}
\begin{enumerate}
\item[160.] Id. at 587.
\item[161.] Id. at 573.
\item[162.] TRIPS Agreement, supra n.49.
\item[164.] See Yu, Toward a Nonzero-sum Approach, supra n.48, at 634-41 (discussing the various dispute resolution approaches used in the TRIPS Agreement).
\item[165.] Id.
\item[167.] TRIPS Agreement, supra n.49, art. 64, 33 I.L.M. at 1221.
\end{enumerate}
\end{footnotesize}
ing on other Member States.\textsuperscript{168}

In addition, the TRIPS Agreement includes provisions that reflect the cooperative approach. Unfortunately, not all cooperative provisions result in a win-win solution; some merely result in a compromise. For example, the transitional provisions\textsuperscript{169} allocate losses between developed and less developed countries.\textsuperscript{170} By contrast, those provisions that call for technical and financial cooperation,\textsuperscript{171} that require signatory countries to eliminate international trade in intellectual property-infringing goods,\textsuperscript{172} and that require the Council for TRIPS to review the implementation of the Agreement\textsuperscript{173} reflect the nonzero-sum approach.

Given the increased emphasis on the knowledge-based economy and information products,\textsuperscript{174} understanding the different approaches and the mindsets of the global players becomes particularly important. By doing so, one not only will gain in-

\begin{footnotesize}
\textsuperscript{168} See Yu, Toward a Nonzero-sum Approach, supra n.48, at 584-85 (discussing the benefits of the WTO dispute settlement mechanism).

\textsuperscript{169} TRIPS Agreement, supra n.49, art. 65-66, 33 I.L.M. at 1222. Article 65 of the Agreement provides less developed and transitional countries with a five-year transitional period. TRIPS Agreement, supra n.49, art. 65(1)-(3), 33 I.L.M. at 1222. Likewise, Article 66 provides least developed countries with an eleven-year transitional period. Id. art. 66(1), 33 I.L.M. at 1222. To help create “a sound and viable technological base” in these countries, Article 66 further requires developed countries to provide incentives for their businesses and institutions to promote and encourage technology transfer to least developed countries. Id. art. 66(2), 33 I.L.M. at 1222.

\textsuperscript{170} See Yu, Toward a Nonzero-sum Approach, supra n. 48, at 639.

\textsuperscript{171} Article 67 of the Agreement requires developed countries to provide technical and financial cooperation to less and least developed countries “on request and on mutually agreed terms and conditions.” TRIPS Agreement, supra n.49, art. 67, 33 I.L.M. at 1222. Such cooperation includes “assistance in the preparation of laws and regulations on the protection and enforcement of intellectual property rights as well as on the prevention of their abuse, and . . . support regarding the establishment or reinforcement of domestic offices and agencies relevant to these matters, including the training of personnel.” Id. at 1222-23.

\textsuperscript{172} Article 69 of the Agreement requires all signatory countries to cooperate with each other to eliminate international trade in intellectual property-infringing goods by establishing and notifying contact points in their governments, exchanging information on trade in infringing goods, and promoting cooperation between their customs authorities. Id. art. 69, 33 I.L.M. at 1223.

\textsuperscript{173} To allow for further cooperation and coordinated decisionmaking, article 71(1) of the Agreement requires the Council for TRIPS to review the implementation of the Agreement at two-year intervals after the expiration of the transitional period and in light of any relevant new developments that might warrant modification or amendment of the agreement. Id. art. 71(1), 33 I.L.M. at 1224.

\textsuperscript{174} Ryan, supra n.48, at 191; Yu, From Pirates to Partners, supra n.17, at 239; Yu, Piracy, Prejudice, and Perspectives, supra n.17, at 84; Yu, Toward a Nonzero-sum Approach, supra n.48, at 569.
\end{footnotesize}
sight into the effectiveness and future prospects of the dispute resolution arrangement, but also will become better prepared to react to proposals, make adjustments, and ultimately preserve delicate relationships.

CONCLUSION

In the recent World Men's Basketball Championships in Indianapolis, Team USA found out painfully that the international game is very different from what they play at home and that the gap between USA Basketball and the rest of the world has been closing. While the United States' losses might have a significant impact on how the country will prepare for the 2004 Olympics in Athens and on how Americans train youngsters to play basketball, their teachings go beyond basketball.

The international harmonization process is a game with different rules, different officials, and players with different visions and mindsets. By watching how players interact with rules, officials, and other players, one therefore could gain insight into globalization and the international harmonization process. Team USA's recent loss might be a painful lesson to Americans, but it provides a beneficial lesson to all of us who are involved in intellectual property and international trade.

175. Yu, Toward a Nonzero-sum Approach, supra n.48, at 571.