



Preliminaries

# Theory and Policy of Intellectual Property

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
Konomark  
Most rights sharable

# The why of intellectual property

## Four baskets for theory/ policy arguments:

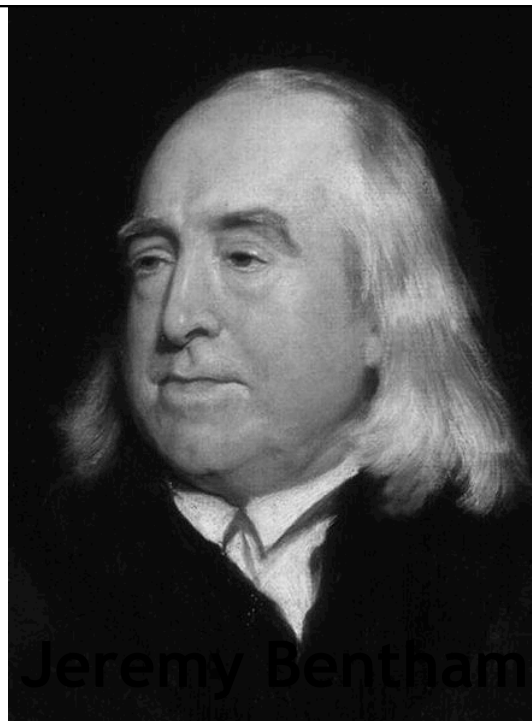
- Utilitarianism
- Labor-desert theory
- Personality theory
- Cultural primacy

## Four baskets for theory/ policy arguments:

- Utilitarianism
- Labor-desert theory
- Personality theory
- Cultural primacy  Fisher calls this “social planning theory.”

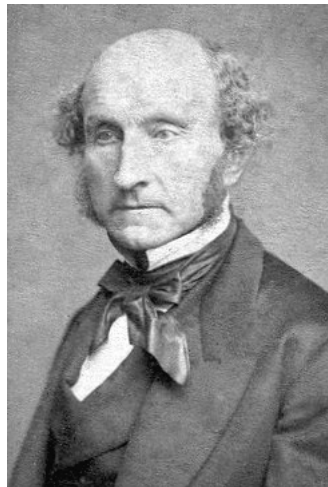
Based on work by Prof. William Fisher

# Utilitarianism



Jeremy Bentham

**“the greatest happiness  
of the greatest number ...  
is the measure of right  
and wrong”**

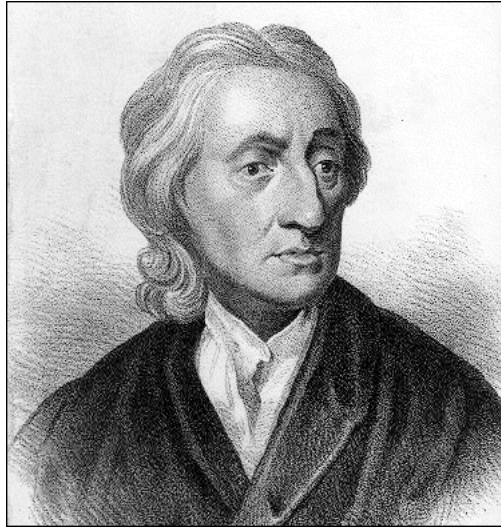


**John Stuart Mill**



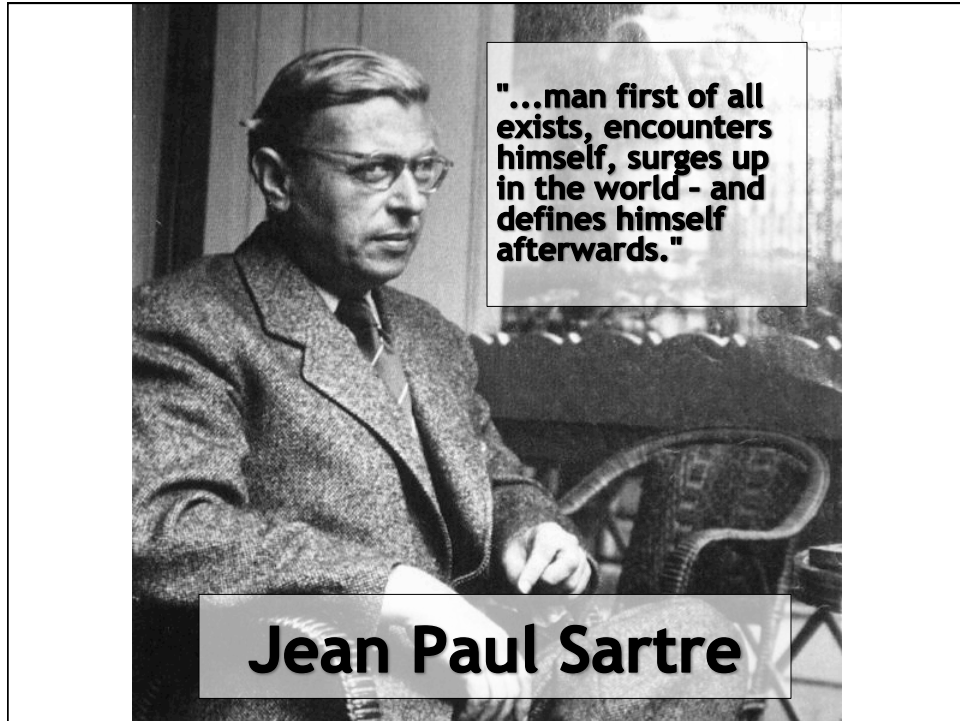
**Richard Posner**

# **Labor-desert theory**



**John Locke**

# **Personality theory**



**"...man first of all exists, encounters himself, surges up in the world - and defines himself afterwards."**

**Jean Paul Sartre**

# **Cultural primacy theory**