



Erasmus
Mundus

Joint International Doctoral Degree in
Law, Science and technology



**ERASMUS MUNDUS JOINT DOCTORATE
LAW, SCIENCE AND TECHNOLOGY**

GOOGLE LAW

Discussant: Monica Palmirani

14.00- 16.00 Marilù Capparelli, Google
Overview of the Google policy

*16.00 – 16.30 Bernardo Calabrese,
University of Bologna*
**The Google case-law on trademark
infringement in keyword advertising**

Discussion

BOLOGNA, 17th MARCH, 2014
CIRSFID, via Galliera 3, Bologna

Aula Bertrand Russell

14.00 a.m. – 17.30 p.m.

