

WILLIAM HENRI LESSER
Susan Eckert Lynch Professor in
Science and Business

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Education

Ph.D. Agricultural Economics
 University of Wisconsin (1978)
 Major in Marketing, minor in Quantitative Methods

M.S. Resource Economics
 University of Rhode Island (1974)

B.A. Geography major, Math minor
 University of Washington (1968)

Employment History

3/1 – 6/9/2016 Interim Director, Dyson School of Applied Economics and Management

2003- 08 Chairman, Department of Applied Economics and Management

2002 – Present Professor of International Agriculture, Cornell University, College of
Agriculture and Life Sciences

2002 Sabbatical leave/Visiting Scientist, FAO/AGPS advising on Intellectual
Property Rights and biotechnology matters

1991-Present Professor of Marketing, Department of Applied Economics and
Management, Cornell University

1994-95 Acting Executive Director, International Service for the Acquisition of
Agri-Biotech Applications

1993-94 Sabbatical leave with the International Academy of the Environment in
Geneva, Switzerland to establish a program in biodiversity and
biotechnology

1990-93 Director, Cornell Western Societies Program
 1989-91 Kellogg National Fellowship Program

Research Program

Research Interests

Biotechnology: Technology Transfer, Impact and Property Rights Issues;
 Regulation

Publications

Books and Book-Length Monographs

Lesser, W., *American Business Regulation: Understand, Survive, and Thrive*. Armonk, NY: M.E. Sharpe, 2015.

Lesser, W. (Ed.) "**Transitions in Agbiotech: Economics of Strategy and Policy.**"
 Proceedings of NE-165 Conference, June 24-25, 1999, Washington D.C. Including papers
 presented at the International Consortium on Agricultural Biotechnology Research Conference,
 June 17-19, 1999, Rome Tor Vergata, Italy. Available online at: [http://agecon.lib.umn.edu/
 ne165.html#transit](http://agecon.lib.umn.edu/ne165.html#transit).

Lele, U., W. Lesser, and G. Horstkotte-Wesseler (Eds.), **Intellectual Property Rights in
 Agriculture: The World Bank's Role in Assisting Borrower and Member Countries**,
 Environmentally and Socially Sustainable Development - Rural Development Series,
 Washington: The World Bank, 87 pp., September 1999.

Lesser, W., **Sustainable Use of Genetic Resources under the Convention on Biological
 Diversity: Exploring Access and Benefit Sharing Issues**, London: CABI, 1998.

Krattiger, A.F., J.A. McNeely, W.H. Lesser, K.R. Miller, Y. St. Hill and R. Senanayake (Eds.),
Widening Perspectives on Biodiversity, Gland and Geneva: IUCN and IAE, 473 pp., 1994.

Lesser, W., **Marketing Livestock and Meat**, Binghamton, NY, Food Products Press, 1993.

Lesser, W., **Equitable Patent Protection in the Developing World: Issues and Approaches**,
 Tsukuba, Japan: Eubios Ethics Inst., 1991.

Lesser, W. (Ed.), **Animal Patents: The Legal, Economic and Social Issues**, New York,
 Stockton Press, 1989.

Lesser, W. and R.T. Masson, **An Economic Analysis of the Plant Variety Protection Act**,
 American Seed Trade Association, Washington, D.C., 1985.

Book Chapters and Proceedings

Lesser, William, 2017 (forthcoming). "Whether the Research Anticommons". *Agriscience to Agribusiness*.

Lesser, William and Deepthi Kolday, 2011, "Developing Country Options under TRIPS: Choices to Maximize Biotech Transfer". Chap 9 (pp. 169-93) in R.D. Christy and V.L. Bogan (eds.), *Financial Inclusion, Innovation, and Investments*. World Scientific Books.

Lesser, W. 2010, "From Penury to Prodigious: Protection Creep for U.S. Plant Varieties" In K.B. Tripp, PATENT LAW REVIEW, Thomson Reuters (West) (reprint: selected as one of the best review articles related to patent law published in 2009).

Kolday, Deepthi and W. Lesser, 2010, "Economic Effects of Geographical Indications on Developing Countries: A Review and Identification of Research Needs". Chap 7 (pp. 163-80) in Braden A. Everett and Nigel L. Trijillo (eds.), *Technology Transfer and Intellectual Property Issues*. NOVA Publishers (available at https://www.novapublishers.com/catalog/product_info.php?products_id=19310&osCsid=).

Kolday, Deepthi and W. Lesser, 2010, "Plant Intellectual Property Rights and Impacts on Agricultural Research and Development, and Crop Productivity". Chap 3 (pp. 63-84) in Braden A. Everett and Nigel L. Trijillo (eds.), *Technology Transfer and Intellectual Property Issues*. NOVA Publishers (available at https://www.novapublishers.com/catalog/product_info.php?products_id=19310&osCsid=).

Coffman, W.R., W.H. Lesser and S.R. McCouch, 2007. "Commercialization and the Scientific Research Process: *The Example of Plant Breeding*." Chap. 5 (pp. 94-112) in P.E. Stephan and R.G. Ehrenberg (eds.), *Science and the University*. Madison, WI: U. Wisconsin Press.

Lesser, W. and C. Gomes, 2007. "Network Analysis for Interpreting Patent Data: A Preliminary, Visual Approach." Chap. 10 pp. 141-60 in J. Kesan (ed.), *Agricultural Biotechnology and Intellectual Property Seeds of Change*. Cambridge, MA: CABI

Lesser, W.H., 2007. "Plant Breeders' Rights: An Introduction". Chap. 4.5 in A. Krattiger et al., eds. *Intellectual Property Management in Health and Agricultural Innovations: A Handbook of Best Practices*. PIPRA: Davis, CA.

Lesser, W.H. and A. Krattiger, 2007. "Valuation of Bioprospecting Samples: Approaches, Calculations, and Implication for Policy Makers". Chap. 9.4 in A. Krattiger et al., eds. *Intellectual Property Management in Health and Agricultural Innovations: A Handbook of Best Practices*. PIPRA: Davis, CA.

Lesser, W., "Living Organism (Animal) Patents". In R.A. Meyers (ed.), *Encyclopedia of Molecular Cell Biology and Molecular Medicine*. Weinheim, Germany: Wiley-VCH. Vol. 7, pp. 367-90, 2004.

Lesser, W., "Patents, trade secrets and other forms of intellectual property rights." In Rothschild, M. and S. Newman (eds.), *Intellectual Property Rights in Animal Breeding and Genetics*. Chap. 1, Oxon, UK: CABI Publishing, 2002.

Lesser, W. and M. Mutschler, "Lessons from the patenting of plants." In Rothschild, M. and S. Newman (eds.), *Intellectual Property Rights in Animal Breeding and Genetics*. Chap. 7, Oxon, UK: CABI Publishing, 2002.

Journal Publications and Other Reviewed Articles

W. Lesser, 2017 (forthcoming). "Mandatory GMO Food Labeling Legislation in the U.S.: History, Attitudes, and Cost Estimates". *Food Policy* special issue on GM labeling.

W. Lesser, 2017. "The Courts' Interpretations of 'Legitimate Business Purposes', with Applications to Lexmark" *John Marshall Review of Intellectual Property Law* 16(4): 411-56. Available online at <http://repository.jmls.edu/ripl/vol16/iss4/3/>.

Lesser, W., 2016. "Applying Doctrine of Equivalents Tests to Products Of Nature Decisions" *Texas Intellectual Property Law Journal* 24(2): 245-99.

Lesser, W. 2016. "Whether the Research Anticommons?" *AgBioForum* 19(1) Article 1. Available at: <http://www.agbioforum.org/v19n1/v19n1a01-lesser.htm>.

Lesser, W., 2016. "Are Flat Rate Repair Time Manual Publishers Inviting Collusion?" 16 *J. Bus. & Sec. L.* 16(2): 425-463. Available at: <http://digitalcommons.law.msu.edu/jbsl/vol16/iss2/4>

Lesser, W., 2015. "Multiple IP Damage Complications? Try Using Excel" *Chicago-Kent Journal of Intellectual Property* 15(1):201-36. Available at http://studentorgs.kentlaw.iit.edu/ckjip/?attachment_id=3941.

Lesser, W., 2013. "*Bowman v. Monsanto* and Self-Replicating Seeds: David v. Goliath or Don Quixote v. Windmills?" *J. High Technology Law*; 13 *J. High Tech. L.* 508. Available at <http://law2.suffolk.edu/jhtl/docs/pdf/LESSERMACRO-FINALFINAL.pdf>.

Lesser, W., 2013. "Myriad & Prometheus, Laws & Products of Nature: Are the Courts Considering an Economic Non-statutory Subject Matter Exclusion?". *IDEA* 53(2):173-223.

Lesser, W., 2011, "Measuring Intellectual Property 'Strength' and Effects: An Assessment of Patent Scoring Systems and Causality". *The Journal of Business, Entrepreneurship & the Law*, IV(II): 345-82.

Lesser, W., 2011. "Nature or Nurture: Is There a Case Basis for a Judicially Created 'Product of Nature' Exclusion? Are Genes Somehow Different?" *The Review of Intellectual Property Law* 11:2: 318-66. Available at <http://www.jmripl.com/issues/article/265>.

Lesser, W. and D. Kolady, 2011. "Disease Resistance of Wheat Varieties: Can Private Varieties Withstand the Pressure?" *Economics Research International*; available at <http://www.hindawi.com/journals/econ/2011/575192/>

Kolady, Deepthi, William H. Lesser and Chunhui Ye, 2011, "The Economic Effects of Geographical Indications on Developing Country Producers: A Comparison of Darjeeling and Oolong Teas". *World Intellectual Property Organization J.*, 2(2): 157-72

Kolady, Deepthi and W. Lesser, 2011, "Genetically Engineered Crops and its Effects on Varietal Diversity: A Case of Bt Eggplant in India". *Agriculture and Human Values*. 10.1007/s10460-011-9320-3 Available at <http://www.springerlink.com/openurl.asp?genre=article&id=doi:10.1007/s10460-011-9320-3>

Lesser, W., 2010, "The 8% Solution – Or How Good Are the Calculation Economics by the Federal Circuit in *Lucent V. Microsoft?*" *John Marshall Review of Intellectual Property Law*, 9(4):797-830. Available online at <http://www.jmripl.com/Publications/Vol9/Issue4/Lesser.pdf>

Lesser, W. 2009, "From Penury to Prodigal: Protection Creep for U.S. Plant Varieties" *Virginia Journal of Law & Technology* 14(4): 235-72. Electronic – available at http://www.vjolt.net/vol14/issue4/v14i4_235-Lesser.pdf

Kolady, D.E. and W. Lesser, 2009. "Does the Plant Variety Protection Act Contribute to Crop Productivity? Lessons Learned from the Case of US Wheat Breeding." *Journal of World Intellectual Property*,12(2): 137-52.

Kolady, D. and W. Lesser, 2009.. "But Are They Meritorious? Genetic Productivity Gains under Plant Intellectual Property Rights." *Journal of Agricultural Economics*, 60(1):62–79.

Kolady, D. and W. Lesser, 2008. "Potential welfare benefits from the public-private partnerships: A case of genetically engineered eggplant in India." *Journal of Food, Agriculture & Environment*, 6(3&4) Oct.

Gregory, P., R.H. Potter, F.A. Shotkosky, D. Horte, K.V. Ramon, V. Vijayaraghavan, W.H. Lesser, G. Norton, and W.R. Coffman, 2008. "Bioengineered Crops as Tools for International Development: Opportunities and Strategic Considerations." *Experimental Agriculture* 44(3): 277-99.

Kolady, D. and W. Lesser, 2006. "Who Adopts What Kind of Technologies? The Case of Bt Eggplant in India." *AgBioforum*, 9 (2), 94-103. Available at www.agbiforum.org

Lesser, W., 2005. "Intellectual Property Rights in a Changing Political Environment: Perspectives on the Types and Administration of Protection". *AgBioForum*, 8: Article 2. Available at www.agbiforum.org

Lesser, W., and M. A. Mutschler. 2004. Balancing Investment Incentives and Social Benefits When Protecting Plant Varieties: Implementing Initial Variety Systems. *Crop Science* 44:1113-20.

Lesser, W., and T. Lybbert. 2004. Do Patents Come Too Easy? *IDEA: The Journal of Law and Technology* 44(3):381-409.

Lesser, W., 2002. "The Effects of Intellectual Property Rights on Foreign Direct Investments and Imports into Developing Countries in the Post-TRIPs Era". Ithaca, NY, <http://www.biodevelopments.org/ip/index.htm> (electronic).

Lesser, W., T.M. Schmit, and L.M. Ruiz, 2001. "Elite Germplasm for GMOs in Brazil: Modeling Government-Agribusiness Negotiations," *International Food and Agribusiness Management Review*, 2(3/4): 391-406.

Lesser, W., 2000. "An Economic Approach to Identifying an 'Effective *Sui Generis* System' for Plant Variety Protection Under TRIPS," *Agribusiness*, 16(1): 96-114.

Distance Education

Lesser, W. and M.A. Mutschler, 2004. "Intellectual Property Rights in agriculture". CD of a conference sponsored by the Farm Foundation and held in conjunction with the Crop Science Society Annual Meeting, Denver, CO., November.

Lesser, W., 2000. "Plant Breeders' Rights". www.isaaa.org/ip/vw/pbr

Lesser, W., 1999 "Export Marketing: An Introductory Guide." CD-ROM.

Grants

Agreement ID 1225 (Lesser)	9/15/00- 9/15/04
Rutgers University Newark	\$132,000
Innovation and Dynamic Efficiency in Agricultural Biotechnology	

Farm Foundation, \$ 87,500 grant to run conference and policy briefing on the implications of intellectual property rights in agriculture. Conference to be run in conjunction with the Crop Science Society November 2003 annual meeting, Denver

121-3120 (Lesser)	Unrestricted gift - no dates specified
Source: DeJure Foundation (gift)	\$ 25,000
Funds will be used to develop a new course on the economics and socioeconomics of agricultural biotechnology.	

Co PI (Hoffmann/Lesser), 2002	1 year
USDA	\$ 997,000
Agricultural Innovation Center	