

CURRICULUM VITAE

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Education

1970 Hebrew University of Jerusalem, Faculty of Law (LL.B. Magna cum laude)
1973 Tel-Aviv University, Faculty of Law (LL.M. Summa cum laude)
1973-1974 University of Michigan Law School (LL.M. December 1974)
1976 University of Michigan Law School (Doctor of the Science of Law, S.J.D)

Academic Appointments

2002 Full Professor, Council of Higher Education.
1995-2022 Founder, Netanya Academic College, Dean of the Law School and Deputy President.
1990-1995 Dean, School of Legal Studies, recognized by Bar-Ilan University.
1987-1990 Dean, Bar-Ilan University Faculty of Law.
1986-2001 Associate Professor, Bar-Ilan University Faculty of Law (Contracts, Sales, Consumer Law, Jewish Law).
1980-1985 Senior Lecturer, Bar-Ilan University Faculty of Law and Tel-Aviv University Faculty of Law (tenured since 1982).
1983-1984 Visiting Researcher, Osgoode Hall Law School, York University, Ontario, Canada.
1977-1980 Lecturer, Tel-Aviv University Faculty of Law (Consumer Law).
1976-1980 Lecturer, Bar-Ilan University Faculty of Law (Contracts, Sales and Consumer Law; established the first course in Consumer Law in Israel).

Main Areas of Research

Contracts, Sales, Class Actions, Consumer Law and Jewish Law.

Professional and Public Activities

1. Establishment of Jewish Law Service (J.L.S.) in 1978. The J.L.S. prepared over 900 memoranda in Jewish Law for actual court cases. The sources supplied by the J.L.S. were cited in many cases in Israeli High Courts and the Israel Supreme Court (e.g. the Plato Sharon case and the Demanyuk case). Some briefs were prepared for actual court cases in the U.S., Australia, Morocco, Germany and others.
2. Presented numerous memoranda and participated in debates in the Knesset (Israeli Parliament) regarding all leading consumer protection legislation, and especially regarding the following laws:
 - (i) Product Liability Law, 1979.
 - (ii) Insurance Contracts Law, 1981.
 - (iii) Consumer Protection Law, 1981
 - (iv) Standard Contracts Law, 1982.
 - (v) Small Claims Court (Amendment) Law, 1983.
 - (vi) Credit Cards Law, 1986.
 - (vii) Insurance Contracts (Amendment) Law, 1988.
 - (viii) Guarantee (Amendment) Law, 1992.
 - (ix) Checks Without Cover (Amendment) Law, 1992.
 - (x) Non-Banking Loans Law, 1993.
 - (xi) Class Actions Act, 2006.
 - (xii) Memorandum Consumer Protection Act (Amendment), 2009 (civil penalties and criminal sanctions).

In the Official Drafts to laws (d) and (e) my articles (No. (iv) and (v) of the list of articles) were cited as the main reason for the proposed laws.

3. Represented Israel Consumer Organizations in the High Court and in the Israeli Supreme Court in cases involving standard contracts, insurance contracts, bankruptcies and others (e.g. *Keshet v. The Attorney General*, 34 (3) P.D. 365 (1980) - which changed the law in the standard contracts field).
4. Chairman of Bar-Ilan University's Professors' and Lecturers' Association, 1981 - 1983.
5. Member of the Board of Directors of "Gilad Pension Fund", 1978 - 1990. Drafted the new constitution of GPF, 1982.
6. Member of the Board of Directors of the Israel Standards Institute since 1980. Vice-chairman of the ISI, 1994 - 1996.
7. Member of the Committee of the Uniform System of Citations, published in 33 Hapraklit 434 (1980/81).
8. Founder of the Faculty Law Review "Bar-Ilan Legal Studies" in 1980 and served as Editor-in-Chief for the first three years.
9. Member, Anti-Trust Tribunal, 1989-1995. The only court in Israel which reviews, affirms or denies petitions for regulating business cartels and monopolies.
10. Member of the Public Committee appointed by the Ministry of Justice on the subject of Checks Without Cover.
11. Member of the Statutory Advisory Council to the Minister of Communications, 1991-1995.
12. Member of the Statutory Council of Administrative Courts, 1992-1995.

13. Editorial Board of Rakman Book, 1993-1994.
14. Editor of the Lublin International Conference on Jewish Law and Ethics, 1995-1996.
15. Founder and Dean of the School of Legal Studies at Bar-Ilan University, 1990-1995.
16. Legal Advisor and Senior Member of the Consumer Protection Authority, Histadrut (CPAH), 1978-1995.
17. Founder of Netanya Academic College in 1995 (as of 2012, NAC has seven departments, offering B.A., B.Sc, LL.B, LL.M, M.B.A degrees, and has full accreditation of the Council of Higher Education and over 3,000 students).
18. Member of the Israel Prize in the Science of Law, 2001.
19. Represented the Israel Council of Consumers in the Supreme Court in the case of *Barazeni v. Bezek* (2002).
20. Chairman of the Governmental Committee for examining the Adequacy Inspection of Imported Goods to Official Standards (2002).
21. Supervisor of several Ph.D and LL.M graduate students.
22. Established the Project of the Application of Jewish Law in Court (J.L.A.) at Netanya Academic College in 2005. Head of the project is Professor Yuval Sinai.

Publications

A Books

1. *Unfair Contracts: The Doctrine of Unconscionability* (Lexington Books, 1977) 414 pages (English).
2. *Studies in Jewish Law*, (ed). Bar-Ilan University Press, 1998, 310 pages (Hebrew).
3. *The Law of Consumer Protection, Vol. 1, Foundations and Principles*, (The Israel Bar-Publishing House, 2001) 771 pages.
4. *The Law of Consumer Protection, Vol. 2, The Substantive Law*, (The Israel Bar-Publishing House, 2012) 722 pages.
5. *The Law of Consumer Protection, Vol. 3, The Substantive Law*, (The Israel Bar-Publishing House, 2012) 747 pages.
6. *The Law of Consumer Protection and Fair Trading, Vol. 4 – Contract Law in Consumer Transaction* ('Nevo' Publishing – Expected in 2023, 500 pages)

B. Articles

1. "Intention to Create Contractual Relations in Jewish Law". 3 *Yearbook of Jewish Law* (Dine Israel) 202 (1972).
2. Book Review : "Uri Yadin: Contracts Law (Remedies, Breach of Contract), 5731-1970", 8 *Mishpatim* 364 (1977).
3. "Conservatism in the interpretation of the Standard Contracts Law, 5731-1964", 32 *Hapraklit* 27 (1978).
4. "Standard Contracts Act: Failure and Recommendation", *Bar-Ilan Legal Studies* 62-133 (1980).
5. "Mental Consensus ("G'mirat Da'at) and Intention to Create Legal Relations in Jewish, English and Israeli Contract Law", 6 *Annual of the Institute for Research in Jewish Law* 71-102 (1979-1980).
6. "The Small Claims Court in Israel as a Shield to Consumers", 8 *Tel-Aviv University Law Review* 345-381 (1981).
7. "Economic Duress in Contracts Law", 2 *Bar-Ilan Legal Studies* 1-40 (1982).
8. "Recession and Its Effect on Restitution", 19 *Isr. L. Rev.* 384-430 (1984) (English).

9. "Section 12 of the Contracts Law: Is it a Remedy for Every Problem?", 4 *Bar-Ilan Legal Studies* 39-55 (1985).
10. "Controlling Standard Contracts: The Israeli Version", 30 *McGill L. J.* 458-477 (1985) (English).
11. "Validity of a Will in Foreign Court Under Jewish Law", 12 *Yearbook of Jewish Law* (Dine Israel) 193-238 (1986).
12. "The Jewish Law Service, The Computer in the Service of the Israeli Courtroom", 12 *Yearbook of the Jewish Law* (Dine Israel) 267-286 (1986).
13. "Standard Contracts: Methods of Control, The Conceptual Framework of the 1982 Law", 7 *Tel-Aviv Studies in Law* 160-194 (1986) (English).
14. "Jewish Law in Israeli Case Law", 6 *Bar-Ilan Legal Studies* 7-37 (1987).
15. "Irrevocable Offers and Option Contracts: Are they Synonymous?" 12 *Tel-Aviv University Law Review* 275-303 (1987).
16. "The Law of Sales: Guidelines to its Interpretation and Thoughts on Seller-Consumer Relations", 19 *Mishpatim* 493-525 (1990).
17. "Book Review, G. Shalev: Substance of Contract," 14 *Tel-Aviv University Law Review* 395-403 (1990).
18. "The Reform of the Israeli Court System", 8 *Bar-Ilan Legal Studies* 395-403(1990).
19. "The Resort to Jewish Heritage in the Foundations of Law Act "Proceedings of Tenth World Congress of Jewish Studies" - (Division C Vol. I, at 238-244 (1990)).
20. "The Control of Unfair Contract Terms in Israel: Law and Practice", 13 *Journal of Consumer Policy* (1990) 181-199 (English).
21. "Contract Law and Consumer Protection Legislation", 9 *Bar-Ilan Law Studies* 133-154 (1991).
22. "Business Competition and Ethics: Predatory Pricing in Jewish Law", 17 *Yearbook on Jewish Law* (Dine Israel) 7-28 (1993-1994) (English).
23. "Bank-Customer Relations: Contractual and Consumer Aspects", *Tedeski Book* 163-209 (1995).
24. "Contract Law and Consumer Protection in Israel", 18 *New York Law School Journal of International and Comparative Law* 261-292 (1994) (English).
25. "Are Consumer Rights Human Rights?", 32 *Osgoode Hall L. J.* 537-57 (1994) (English).
26. "The Influence of the New Basic Laws on Consumer Protection", 12 *Bar-Ilan Law Studies* 309-368 (1995).
27. "V. Lusthaus and T. Spanic, *Standard Contracts* (1994)", 27 *Mishpatim* 639-663 (1996).
28. "Consumer Protection Law in Israel: Basic Concepts", 1 *Netanya Academic College Law Review* 11-107 (2000).
29. "The Law of Consumer Contracts versus the Law of Commercial Contracts", 23 *Tel-Aviv University Law Review* 135-189 (2000).
30. "Consumer Class Actions – The Requirements of Personal Reliance on the Misrepresentation", 2 *Netanya Academic College Law Review* 97-153 (2001-2002).
31. "Protection of the Bank Consumer: By Virtue of Statute or By Virtue of Ethical Codes – Which is Preferable?", 46 *Hapraklit* 241-256 (2003).
32. "Consumer Class Action: Difficulties and Proposed Solution", 20 *Bar Ilan Law Studies* 299-377 (2004).
33. "Consumer Class Actions – Are They a Solution for Enforcing Consumer Rights? The Israeli Model, 27 *Journal of Consumer Policy* 179-212 (2004) (English).
34. "Protection of Bank Customers by Ethical Codes", 14 *De Paul University Business and Commercial Law Journal* 21(2004) (English).

35. "A Decade to the Consumer Class Action – Intermediate Summary and a Glance at the Future", 4 *Sharey Mishpat* 1-37 (2005).
36. "Consumer Protection in the Israeli Codification Context", 35 *Mishpatim* 499 (2007).
37. "Judicial Activism in Contract Law" 6 *Netanya Academic College Law Review* 21-104 (2007).
38. "Criminal Enforcement of the Prohibition to Deceit under the Consumer Protection Law" 7 *Netanya Academic College Law Review* 27-117 (2010).
39. "Free Market Competition" **Windows onto Jewish Legal Culture – Fourteen Exploratory Essays** (eds. Hanina Ben Menahem, Arye Edrei, Neil Hecht – 2012) Vol. 2 pages 280-327.
40. "Consumer Protection Draft Law" (Amendment no. 33) 2011 – Is it advisable to narrow the criminal enforcement? 8 *Netanya Academic College Law Review* (2012) 27-58.
41. "Consumer Contracts Law as a Special Branch of Contract Law – The Israeli Model" 29 *Touro Law Review* (2013) 695-720.

Other publications

42. "Judges Adequate Pay in Jewish Law", *Bar-Ilan News*, No. 26-27, at 28 (1978).
43. "Price Control in Jewish Law", *Orech Ha'Din*, 6 *Israel Bar Association Journal*.
44. "Foreclosure before Payment is Due in Jewish Law", *Orech Ha'Din Israel Bar Association Journal*, No. 7, at 16 (1979).
45. "10 years of the Jewish Law Service – An Index and Five Memoranda Sample (1989) (51 pages).
46. "Jewish Law in the State of Israel", 1 *Justice* (The International Association of Jewish Lawyers and Jurists) 21(1994) 21 (English).
47. "Business Competition and Ethics", 2 *Justice* (The International Association of Jewish Lawyers and Jurists) (1994) (English).
48. "The Court's Authority to Impose Medical Examinations and the Right of Privacy", 4 *Justice* (The International Association of Jewish Lawyers and Jurists) 35 (1995) (English).
49. "Consumer Protection in Israel, 112 *La Gazette du Palais* 51 (1998) (English).
50. "Commercial Competition in Jewish Law: Law and Morals", *Kaet Haya* (Bnei-Braq) 13-22 (2002).
51. "Limiting the Standard Barriers to Imports to Israel", *News Letter of the Israeli Association for the Study of European Integration* 61-65 (2004).
52. "Banking (Service to Customer) Law in Comparison to the Consumer Protection Law: The Need for a Wide Reform in the Banking Law" 171 *Quarterly Banking Review* (2012) 51-59.

Lectures in National and International Conferences

1. "Computerized Responsa Literature in the Service of the Courtroom", National Conference of Jurists at Bar-Ilan University, November 1979.
2. "The Computer and the Responsa Project in the Service of the Israeli Courtroom", Legal Conference, Bar-Ilan University, November (published in "Dine Israel")

3. "Validity of a Will Made under Foreign Law in Jewish Law", International Conference of Jewish Lawyers at Bar-Ilan University, June 1980. (Summary published in the Conference Proceedings).
4. "Quality Control of Products in the New Israeli Legislation", 3rd, International Conference of Quality Control in Developing Industries, Acadia Hotel, October 1981. (Summary published in the Conference Proceedings).
5. "Effect of the Law of Foundation of Laws 1980 on Private Law", Yearly Conference of Law Professors, Tel-Aviv University, April 1980.
6. "Small Claims Court", Conference on Access to Justice in Israel, Bar-Ilan University, May 1981 (published as a chapter in an article on this subject).
7. "Consumer Protection Legislation in Israel", 10th World Congress of Consumer Unions, The Hague, Netherlands, June 1981 (Summary published in the Congress Proceedings) (English).
8. "Mistake in Contract under Jewish Law", The Jewish Law Seminar at Carlton Hotel, February 1982 (published in Jewish Law Series).
9. "Selective Enforcement of Law – Consumer Protection", Yearly Conference of Law Professors, Hebrew University, Jerusalem, April 1983.
10. "The New Standard Contracts Act", Yearly Conference of Law Professors, Tel-Aviv University, May 1985.
11. "Jewish Law in the Israeli Courtroom", International Conference, The Law in Multicultural Societies, Hebrew University, Jerusalem, July 1985 (English), published under the title "Legal Services to Judges and Lawyers by the Bar-Ilan Computer Program", *Law in Multicultural Societies* 83-94 (Jerusalem, 1989).
12. "The Jewish Law Project as a Means for Promoting the Use of Jewish Law", The Jewish Law Conference – Development and Innovations, Bar-Ilan University, January 1986.
13. "Jewish Law in Israeli Case Law", The Zilberg Symposium, The Israeli Academy of Science, Jerusalem, September 1986.
14. "Some Reflections on Issues of State and Religion", International Conference of State and Religion in Israel and the Jewish World, Bar-Ilan University, May 1987.
15. "The Role of Lawyers in Consumer Protection Associations", International Conference of Lawyers in Public Services, Jerusalem, May 1987 (English).
16. "Legal Developments in Consumer Protection", The 7th International Congress of Jewish Lawyers and Jurists, September 1987 (English), published in Bar-Ilan News 18-19, (Summer 1987).
17. "Making Legal Services Accessible to the Public", Seminar of the Ministry of Labor and Citizens Services Centers at Bar-Ilan University, March 1989.
18. "The Required Reform of the Israel Court System", Conference of Bar-Ilan Faculty of Law and the Institute of Continuing Legal Education, Bar-Ilan University, March 1989.
19. "The Control of Unfair Contract Terms in Israel", International Conference on Consumer Law, University of San Paolo, Brazil, May 1985 (Published in the Conference Proceedings) (English).
20. "The Resort to Jewish Heritage in the Foundations of Law Act 1980", 10th World Congress of Jewish Studies, Jerusalem, August 1989. (Published in the Conference Proceedings).
21. "Modern Contract Law and Consumer Protection", International Conference of the Cegla Institute at Tel-Aviv University, March 1990 (published) (English).

22. "Consumer Protection and Business Ethics in Jewish Law", American Association of Law Schools (AALS), The Jewish Law Section, January 1990, San Francisco, California (English).
23. "Chapters on Business Competition in Jewish Law", International Seminar on Jewish Law Teaching (Chairman, Prof. Y. Dinstein), July 1991, London, United Kingdom (English).
24. "Human Rights and Consumer Protection", International Conference of the Cegla Institute at Tel-Aviv University on Human Rights and Their Impact on Matters of Private Law", September 1992 (English).
25. "Consumer Guarantees", The Legal Forum at the Hebrew University, March 1993.
26. "Moral Equity and Law", International Seminar on Jewish Law and Ethics, Lublin, Poland, chairmen Prof. A. Enker, Prof. Sinai Deutch, August 1994.
27. "Are Consumer Rights Human Rights?", International Academy of Commercial and Consumer Law, August 1996 (English).
28. "The Standard Contracts Law of Israel – a 35-Year Perspective", International Conference on Unfair Terms in Standard Contracts, Hebrew University, October 1997.
29. "The Law of Consumer Contracts V", The Law of Commercial Contracts Conference – 25 Years of the Israeli Law of Contracts, Faculty of Law, Tel-Aviv University, November 1997.
30. "Predatory Pricing in Jewish Law", Conference of Economics of Judaism, University of Illinois at Chicago and Bar-Ilan University, December 1998 (English).
31. "Religious Legislation", Conference on Religious Zionism, Old and New, Faculty of Judaism, Bar Ilan University, December 1998.
32. "Freedom of Occupation and Consumer Protection", The Israel Forum of Law and Society, Hanukkah Conference, December 1999.
33. "Defects in Formation of Contracts", The Israel Bar Conference, Eilat, September 2000.
34. "Consumer Class Action", National Conference of the Israel Bar Association, Eilat, May 2001.
35. "Fair Trade in Israel – Law and Facts", Board of Trustees, Netanya Academic College, December 2002.
36. "Class Action and Ecology", The Center of Law and Ecology, Netanya Academic College, January 2002.
37. "Protecting the Bank Customer", The Bank and the Customer – Commercial Developments and Ethic Problems, The International Ethics and Human Values Center, Mishkenot Sha'ananim, Jerusalem, June 2002.
38. "Limiting the Standards Barriers to Imports to Israel", The Israeli Association for the Study of European Integration, October 2004.
39. "Consumer Contracts", The Institute of Advanced Jewish Studies, December 2003.
40. "Consumer Class Action – A Guide to the Class Plaintiff", The Israel Bar Association Conference, Eilat, April 2004.
41. "Consumer Protection in the Israeli Codification Context", International Conference, 200 Years of the Code Civil, Faculty of Law, Haifa University, June 2004 (English).
42. "Consumer Protection in the Israeli Codification Context" – International Conference – 200 years to the Civil Code, Faculty of Law, Haifa University, (1 June 2004) (English).
43. "Consumer aspects in the Israeli Codification", National Conference at the Hebrew University, Jerusalem, (24 November 2009).
44. "Judicial Activism in Contract Law" in a conference "The Law of Contract in the 21st Century", at Netanya Academic College.

45. "Commercial Competition and Ethics in Jewish Law", International Conference, University of Beijing, China, (15 September 2008).
46. "Consumer protection in Israel", International Workshop on Unfair Commercial Practices, European Commission, Ma'ale Hamisha, (29 May 2009).
47. "The Interaction between Lawyers, Law Schools and the Ministry of Justice" Lima University, Peru, (10 February 2010) (English).
48. "Remedies for Consumer Deceit", International Conference – "The Law of Contract Remedies " Haifa University and the Netanya Academic College Law School, (25/26 April 2010).
49. "Consumer Contracts Law as a Special Branch of Contract Law", International Symposium "Law of Contract or Laws of Contracts", 14 December 2011.(English)
50. "The New Regulation of the Consumer Protection Law: Is it going to assist Consumers? The Conference of the Private Law Association, at the I.D.C., 15 March 2012.
51. "Language and the Law – Interpretation of Legal Tests". *Nehru University Conference*, New Delhi, India, 29.1.2013.
52. "The Application of Jewish Law in a Modern Society". Conference "Israel, Culture, Nation and State", *University of Bucharest, Romania*, 24.6.2013.