



Agenda

2017

IP Statistics for Decision Makers

14 - 15 NOVEMBER
MEXICO CITY
MEXICO

ORGANIZED BY



Innovation, Science and
Economic Development Canada
Canadian Intellectual Property Office

Innovation, Sciences et
Développement économique Canada
Office de la propriété intellectuelle du Canada



IN COOPERATION WITH ■ EPO • EUIPO • Eurostat • ILPO • INAPI • INPI (Fr) • IP Australia • IPO (UK) • IPONZ • JPO • KIPO • NSF • OBI • UIBM • WIPO

Program overview

Monday, 13 November 2017 – Pre-conference events

09:30-18:00	Registration Open
10:00-13:00	IP data workshop <i>(Pre-registered only)</i>
13:00-14:00	Lunch break
14:00-16:00	Introduction to the PATSTAT product line <i>hosted by the European Patent Office (EPO) (Pre-registered only)</i>
16:00-18:00	PATSTAT user day <i>hosted by the EPO (Pre-registered only)</i>
18:00-19:00	OECD STI Scoreboard 2017 - Pre-Launch Event <i>(Open to all)</i>

Tuesday, 14 November 2017 – Conference Day 1

09:00-09:05	Welcome and opening
09:05-09:30	Keynote
09:30-10:30	Panel 1 - IP Office Perspectives on the Digital Economy
11:00-12:45	Session 1 – International Trade & IP Patterns
13:45-14:15	Keynote
14:15-16:00	Session 2 – IP Protection & Trade Secrets
16:30-18:00	Session 3 – Trademarks & Market Value
18:00-21:30	Conference Dinner & Keynote

Wednesday, 15 November 2017 – Conference Day 2

09:00-09:15	Keynote
09:15-10:15	Panel 2 - Technology Transfer and IP: Challenges & Opportunities
10:15-10:30	New Global Trademark Database
11:00-12:45	Session 4 – Innovation & Knowledge Integration
13:45-15:30	Session 5 – Firms & Markets
16:00-17:45	Session 6 – IP Office Efficiency
17:45-18:00	Closing Remarks

Tuesday, 14 November 2017 – Conference Day 1

08:30-17:45 Registration Open

09:00-09:05 **Welcome and Opening**

09:05-09:30 **Keynote: Idefonso Guajardo Villarreal**
Secretary of Economy in Mexico

09:30-10:30 **Panel 1 - IP Office Perspectives on the Digital Economy**

Moderator: Mariagrazia Squicciarini

Senior Economist, OECD Science Technology and Innovation Directorate

Panelists:

Juan Carlos Reyes García

Consejero Adjunto de Consulta y Estudios Constitucionales de la Consejería Jurídica del Ejecutivo Federal

Konstantinos Georgaras

Director General Corporate Strategies and Services, CIPO

Miguel Ángel Margáin

Director General, IMPI

Edward Elliott

Attorney Advisor on Patent Policy, USPTO

10:30-11:00 Morning coffee and tea break

11:00-12:45 **Session 1 – International Trade and IP Patterns**

Chair: Keith Maskus, University of Colorado

“Intellectual Property-related preferential trade agreements and the composition of trade”

Keith Maskus, University of Colorado

William Ridley, University of Colorado

“Patents, trade and foreign direct investment in the European Union”

Antoine Dechezleprêtre, OECD

Damien Dussaux, London School of Economics

Keith Maskus, University of Colorado

Yann Ménière, EPO

Ilja Rudyk, EPO

Cristina Rujan, EPO

“The impact of international patent systems: Evidence from accession to the European Patent Convention”

Bronwyn Hall, University of California

Christian Helmers, Santa Clara University

“A worldwide patent citation network”

Andrew Torrance, University of Kansas

Jevin D. West, University of Washington

12:45-13:45 Lunch break

13:45-14:15 **Keynote: Mark Schankerman**
London School of Economics

14:15-16:00 **Session 2 – IP Protection and Trade Secrets**

Chair: Rahul Telang, Carnegie Mellon University

**“Copyright enforcement in the digital age:
Empirical evidence and policy implications”**

Brett Danaher, Chapman University

Michael D. Smith, Carnegie Mellon University

Rahul Telang, Carnegie Mellon University

**“Protecting innovation through trade secrets and patents:
Determinants for European Union firms”**

Nathan Wajzman, EU IPO

Francisco Garcia-Valero, EU IPO

**“The Defend Trade Secrets Act at one:
An empirical study of the first year of litigation under the DTSA”**

David Levine, Elon University School of Law

Christopher Seaman, Washington and Lee University

**”Keeping a secret:
Evidence from process and product innovation”**

Bernhard Ganglmair, University of Texas at Dallas

Imke Reimers, Northeastern University

16:00-16:30 Afternoon coffee and tea break

16:30-18:00 **Session 3 – Trademarks and Market Value**

Chair: Claudia Gonzalez Brambila, Instituto Tecnológico Autónomo de México

**“Are we running out of trademarks?
An empirical study of trademark depletion and congestion”**

Barton Beebe, New York University

Jeanne C. Fromer, New York University

“Submarine trademarks”

Carsten Fink, WIPO

Andrea Fosfuri, Bocconi University

Christian Helmers, Santa Clara University

Amanda Myers, U. S. Patent and Trademark Office

“Market value before and after the global financial crisis”

Georg von Graevenitz, Queen Mary University

Antanina Garanasvili, Padua University

18:00-21:30 **Conference Dinner**
Keynote: Kiyoshi Tsuru Alberú, TMI Associate

Wednesday, 15 November 2017 – Conference Day 2

09:00-09:15 **Keynote: Roberta S. Jacobson**
US Ambassador to Mexico

09:15-10:15 **Panel 2 - Technology Transfer and IP:
Challenges and Opportunities**

Moderator: María Teresa Eljure

*Head of Trademarks and Other Distinctive Signs Department,
Arochi & Lindner*

Panelists:

William Henry Lee Alardín

Vice-Chancellor for Science, UNAM

Ken Doyle

Executive Director of Tech-Access Canada

Silvia Patricia Mora Castro

MSC, Tecnológico de Monterrey

10:15-10:30 **New Global Trademark Database**
Benjamin Mitra-Kahn, IP Australia

10:30-11:00 Morning coffee and tea break

11:00-12:45 **Session 4 – Innovation and Knowledge Integration**

Chair: Alberto Galasso, University of Toronto

“The diffusion of new institutions:

Evidence from renaissance Venice’s patent system”

Stefano Comino, University of Udine

Alberto Galasso, University of Toronto and NBER

Clara Graziano, University of Udine and CESifo

“Transition towards a green economy in Europe:

Innovation and knowledge integration in the renewable energy sector”

Chiara Conti, Sapienza University of Rome

Maria Luisa Mancusi, Catholic University Milan

Francesca Sanna-Randaccio, Sapienza University of Rome

Roberta Sestini, Sapienza University of Rome

Elena Verdolini, Fondazione CMCC and Fondazione Eni Enrico Mattei, Milan

**“Innovation, appropriation and new firm formation
in related industries in European regions”**

Michał Kazmierczak, EU IPO

René Belderbos, KU Leuven

Micheline Goedhuys, UNU-MERIT

**“International competition and invention quality:
Evidence from Swiss firms”**

Mark Thompson, Austrian Patent Office

Martin Wörter, ETH Zürich

12:45-13:45 Lunch break

13:45-15:30 Session 5 – Firms and Markets

Chair: Mark Schankerman, *London School of Economics*

“Does winning a patent race lead to more follow-on innovation?”

Neil Thompson, MIT

Jeffrey Kuhn, UC Berkeley

”The market for standard-essential patents”

Justus Baron, Northwestern University

Laurie Ciaramella, Mines ParisTech

**“Transfer of patent ownership in Japan:
First look at its incidence and economic roles”**

Sadao Nagaoka, Tokyo Keizai University

Yoichiro Nishimura, Kanagawa University

”The market for technology: harnessing creative destruction”

Pere Arqué-Castells, Northwestern University

Daniel Spulber, Northwestern University

15:30-16:00 Afternoon coffee and tea break

16:00-17:45 Session 6 – IP Office Efficiency

Chair: Andy A. Toole, *USPTO*

“PatentsView: A Data Visualization and Analysis Platform”

Andy A. Toole, USPTO

**“Knowledge spillovers and learning in the workplace:
Evidence from the U.S. Patent Office”**

Michael Frakes, Duke Law faculty

Melissa Wasserman, University of Texas at Austin

“Fasten your seatbelts!

Can the patent prosecution take your application down the fast lane?”

Vanessa Behrens, Centre for European Economic Research

Dirk Czarnitzki, Centre for European Economic Research

Andrew Toole, U.S. Patent and Trademark Office

**“Discrimination against foreigners in the patent system:
Evidence from standard-essential patents”**

Gaéтан de Rassenfosse, École Polytechnique Fédérale de Lausanne

Emilio Raiteri, École Polytechnique Fédérale de Lausanne

Rudi Bekkers, Eindhoven University of Technology

17:45-18:00 **Closing Remarks**

Poster session - 14-15 November 2017

1	“Branding unfair competition: what foreign-language marks mean for international businesses” <i>Ung Shen Goh (Osgoode Hall Law School)</i>
2	“Valuation of European Union Trade Marks (EUTM)” <i>Carolina Arias Burgos (EU IPO)</i>
3	“Determinants of Locational Patenting Behavior of Canadian Firms” <i>Andrew Eckert, Corinne Langinier & Long Zhao (University of Alberta)</i>
4	“The Conceptual Novelty of Patents” <i>Jonathan Ashtor (Paul, Weiss, Rifkind, Wharton & Garrison LLP)</i>
5	“Intellectual property rights protection and the international transfer of low-carbon technologies” <i>Damien Dussaux, Antoine Dechezleprêtre (OECD) & Matthieu Glachant</i>
6	“Measures of Innovation: Patent statistics and intangible investments” <i>Danny Leung (Statistics Canada)</i>
7	“The anti-competitive effect of IPRs” <i>Michael Peneder, Mark Thompson (Austrian Patent Office) & Martin Wörter</i>



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