

Workshop on „Trade Marks and Trade Mark Data“

16th and 17th of July 2009 at OECD in Paris

Programme

Wednesday, July 15th

19:30 Informal meal Restaurant "[Les Editeurs](#)"

Thursday, July 16th

09:30- 10:00	1 D. Guellec	Welcome	
		Presentation	Discussion
		Economics I	
10:00- 10:45	M. Flikkema	Towards the proper use of trademark data in innovation statistics	A. Griffiths - Discussion
10:50- 11:40	S. Graham	High technology Entrepreneurs and IP: Results of the 2008 Kauffman-Berkeley Patent Survey	D. Burk - Discussion
11:40- 12:05		Break	
		Law I	
12:05- 12:55	S. Dogan	Trademark Law's Identity Crisis	
12:55- 14:25		Lunch	
14:25- 15:15	D. Burk	Trademarks and the Boundaries of the Firm	M. Peitz - Discussion
15:15- 15:40		Break	
15:40- 16:30	K. Port	The Mitchell Study on Trademark Litigation	S. Graham - Discussion
16:30- 17:15	A. Griffiths	The Organisational Role of Trade Marks	G. v. Graevenitz - Discussion
20:30		Dinner Restaurant " Le Bouillon Racine "	

Friday, July 17th

		Economics II	
09:30- 10:20	L. Dominguez	Intellectual Property and Productivity: Evidence for Mexican industry	V. Millot - Discussion
10:20- 11:10	V. Millot	Patterns of use of trademarks by French firms and the link with innovative activity	K. Port - Discussion

11:10- 11:35	Break		
11:35- 12:25	G. v. Graevenitz	The Impact of Recessions on the Utilization of Intellectual Property	M. McKenna - Discussion
12:25- 14:00	Lunch		
14:00- 14:50	G. v. Graevenitz	When are Advertising and R&D Complements?	B. Beebe - Discussion
Law II			
14:50- 15:40	M. McKenna	Irrelevant Confusion	A. Kur - Discussion
15:40- 16:10	Break		
16:10- 17:00	B. Beebe	Intellectual Property Law and the Sumptuary Code	S. Bechtold - Discussion

END