Tuesday, 23 October 2018 – Conference Day 1
EUIPO Auditorium

09:15-09:30  Welcome and opening
Christian Archambeau, Executive Director, European Union Intellectual Property Office (EUIPO)
Dirk Pilat, Deputy Director, Science, Technology and Innovation Directorate (OECD)

09:30-11:00  Session 1 - R&D investment and technology markets
Chair: Ruth Towse, Bournemouth University
“IP risks as a deterrent for foreign R&D investments: IP strategy, tacitness, complexity, and technological capabilities”
René Belderbos (KU Leuven) and Joseph Park (Maastricht University)

“Widgets and wodgets: technology markets and R&D spillovers”
Pere Arqué-Castells and Daniel F. Spulber (Northwestern University)

“Do patents mitigate financing constraints?”
Felix Bracht (KU Leuven) and Dirk Czarnitzki (ZEW)

11:00-11:30  Coffee Break

11:30-13:00  Panel - Intellectual Property Rights and artificial intelligence
Moderator: Dirk Pilat, Deputy Director, Science, Technology and Innovation Directorate (OECD)
Dietmar Harhoff, Max Plank Institute for Innovation and Competition
Patrick McCutcheon, European Commission
Alejandro Tosina, Senior Advisor to the Spanish Royal Academy of Engineering

13:00-14:30  Lunch Break

14:30-16:00  Session 2 - Patent novelty
Chair: Carolina Castaldi, Eindhoven University of Technology
“Measuring the novelty of US and EP patents”
Jonathan H. Ashtor (Paul, Weiss, Rifkind, Wharton & Garrison LLP)

“Antecedents of Chinese new-to-the-world innovations: evidence from international patent statistics”
Zhijing Zhu (University of Nottingham Ningbo China), Johann Peter Murmann (UNSW Australia) and Hong Jiang (Chinese Academy of Social Sciences)

“Measuring National Innovation Systems (NIS) around the world: some policy implications”
Keun Lee (Seoul National University)

16:00-16:30  Coffee break

16:30-18:00  Session 3 – Patent strategies, litigation and inventors’ mobility
Chair: Sadao Nagaoka, Tokyo Keizai University
“Patenting strategies in the European patent system”
Antanina Garanasvili (Padua University), Georg von Graevenitz (Queen Mary University) and Dietmar Harhoff (Max Plank Institute for Innovation and Competition)

“The effect of patent litigation insurance: evidence from NPEs”
Ganglmair Bernhard (ZEW), Christian Helmers (Santa Clara University) and Brian Love (Santa Clara University)

“The effect of patent protection on inventor mobility”
Eduardo Melero, Neus Palomeras (Universidad Carlos III de Madrid) and David Wehrheim (IESE Business School)

20:00-22:00  Conference dinner
Restaurant Torre de Reixes
Wednesday, 24 October 2018 – Conference Day 2

EUIPO Auditorium

09:15-10:15  Session 4 - Standards
Chair: Dietmar Harhoff, Max Plank Institute for Innovation and Competition

“Standard Essential Patents and Global Value Chains: the emergence of China as a game changer”
Knut Blind, Maximilian von Laer and Florian Ramel (Technische Universität Berlin)

“Firm-level determinants of membership in standards organizations: the role of R&D expenditures, patents, and trademarks”
Justus Baron (Northwestern University), Cher Li (Nottingham University Business School) and Shukhrat Nasirov (Leicester Castle Business School)

10:15-11:15  Winners of the first Big Data Analytics Challenge
Chair: Konstantinos Georgaras, Canadian Intellectual Property Office

“Innovation Pulse”
Luciano Kay (InnovationPulse & University of California Santa Barbara) and Carlos Mozatti (InnovationPulse & Gobierno de la Provincia de Santa Fe)

“Global Patent Search”
Daniel S. Hain and Roman Jurowetzki (Aalborg University)

11:15-11:45  Coffee Break

11:45-12:45  Special session on copyrights
Chair: Keun Lee, Seoul National University

“The economics of copyright in the digital creative economy”
Ruth Towse (Bournemouth University)

“Protecting copyrighted content: the impact of anti-piracy notice sending on consumer behavior in the UK”
Michael D. Smith, Rahul Telang (Carnegie Mellon University), Mattia Nardotto (KU Leuven) and Tommaso Valletti (Imperial College Business School)

12:45-14:00  Lunch break

14:00-15:30  Session 5 – Data & knowledge flows
Chair: Rahul Telang, Carnegie Mellon University

“Patents, data exclusivity, and the development of new drugs”
Fabian Gaessler (Max Planck Institute for Innovation and Competition & TUM) and Stefan Wagner (European School of Management and Technology)

“Value of Data: there is no such thing as a free lunch in the digital economy”
Wendy Li (U.S. Bureau of Economic Analysis), Makoto Nirei (University of Tokyo) and Kazufumi Yamana (Kanagawa University)

“Global ebbs and flows in knowledge: technical information exchange within the worldwide patent system”
Andrew W. Torrance (University of Kansas School of Law) and Jevin D. West (University of Washington Information School)

15:30-16:00  Coffee Break

16:00-18:00  Session 6 – Trademarks
Chair: Nathan Wajsman, EUIPO

“Quantifying the economic effects of a cluttered trademark register”
Stuart Graham (Georgia Institute of Technology), Amanda Myers (US Patent and Trademark Office) and Georg von Graevenitz (Queen Mary University)

“Composite value index of trademark indicators”
Grid Thoma (University of Camerino)

“At your service? Using trademarks to capture product and service innovation capabilities of top R&D investors”
Carolina Castaldi (Eindhoven University of Technology) and Matfin Dosso (European Commission Joint Research Centre)

“Concordance and complementarity in IPRs instruments”
Marco Grazzi, Chiara Piccardo and Cecilia Vergari (University of Bologna)

18:00-18:10  Closing of the conference
Program overview

Monday, 22 October 2018 – Pre-conference events (room Brussels)
09:00-09:30 Registration Open
09:30-13:00 PATSTAT user day hosted by the EPO (Pre-registered only)
14:30-18:00 IP data workshop (Pre-registered only)

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11:30-13:00 Panel - Intellectual Property Rights and Artificial Intelligence
14:30-16:00 Session 2 - Patent Novelty
16:30-18:00 Session 3 - Patent Strategies, Litigation and Inventor's Mobility
20:00-22:00 Conference dinner

Wednesday, 24 October 2018 – Conference Day 2 (EUIPO Auditorium)
09:15-10:15 Session 4 - Standards
10:15-11:15 Winners of the first Big Data Analytics Challenge
11:45-12:45 Special Session on Copyrights
14:00-15:30 Session 5 - Data and Knowledge Flows
16:00-18:00 Session 6 - Trademarks
18:00-18:10 Closing Remarks

Poster session - 23-24 October 2018

“4th industrial revolution related innovation and firm growth”
Vanessa Behrens and Markus Trunschke

“An analysis of pharmaceutical patent prosecution in Brazil after Trips: Term of patent and theoretical equilibrium”
Eduardo Mercadante, Lia Hasenclever and Julia Paranhos

“Signal or noise: are trademarks a leading indicator?”
Charles A. W. deGrazia, Amanda Myers and Andrew A. Toole

“The use of Intellectual Property Right bundles by firms in copyright intensive industries”
Antanina Garanasvili, Michal Kazimierczak and George Lazaridis