

# IP STATISTICS

## FOR DECISION MAKERS

# 2018

EUIPO

Alicante, Spain

23 - 24 October 2018

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# AGENDA

ORGANIZED BY:



IN COOPERATION WITH:

APO • CIPO • EPO • Eurostat • ILPO • IMPI • INAPI • INPI (Fr) • IP AUSTRALIA • IPO (UK) • IPONZ • JPO • KIPO • NSF • OBI • UIBM • USPTO • WIPO

# 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”**

*Zhiqing 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 Planck 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 Mozzati* (*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 Wajzman**, *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 *Mafini 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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- 09:30-11:00 **Session 1 - R&D Investment and Technology Markets**
- 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 Garanasvilij, Michał Kazimierzczak and George Lazaridis*