



9th Annual Conference of the EPIP Association
IMPROVING INNOVATION SYSTEMS
PROGRAM

Thursday, 4th September 2014

8:00-8:45

Registration: *Altiero Spinelli* building (ASP), *Espace Simone Veil* entrance from Place du Luxembourg (see map of surroundings and Map of building)

9:00-9:30

Room – Petra Kelly,
A1G-3

Welcome Addresses

Patrick Waelbroeck; President, EPIP Association
Jonathan FAULL, Director General for Internal Market and Services, European Commission
Pavel SVOBODA, Chair of the Committee on Legal Affairs, Member of European Parliament

Chair: Georg von
GRAEVENITZ

9:30-11:00

Room – Petra Kelly,
A1G-3

Petra Kelly Session I: Growth, IP and Intangible Assets

Speaker:

Susanne PRANTL, University of Cologne
Competition, Patents and Innovation

Chair: Kerstin JORNA

Panel Members:

Jonathan HASKEL, Imperial College London
Alison BRIMELow, President of the EPO 2007-2010

11:00-11:30

Coffee Break (outside room Petra Kelly)

11:30-13:00

Parallel Sessions I & Invited Session I (see page 3)

13:00-14:00

Lunch (outside room Petra Kelly)

14:00-15:30

Room – Petra Kelly,
A1G-3

Petra Kelly Session II: Challenges to IP Systems

Speakers

Mark LEMLEY, Stanford University, USA
IP in a World Without Scarcity

Chair: Kamil
KILJANSKI

Panel Members

Maurits DOLMANS, Cleary Gottlieb LLP
Christian HELMERS, Santa Clara University
Martin KRETSCHMER, CREATE, Glasgow University
Graeme DINWOODIE, Oxford University

This session is sponsored by the School of Business and Management at Queen Mary University of London.

15:30-16:00

Coffee Break (outside room Petra Kelly)

16:00-17:30

Parallel Sessions II & Invited Session II (see page 4)

17:45-18:30

Room – Petra Kelly,
A1G-3

EPIP General Assembly

19:30-23:00

Gala Dinner at CERCLE GAULOIS



**9th Annual Conference of the EPIP Association
IMPROVING INNOVATION SYSTEMS**

PROGRAM

Friday, 5th September 2014

9:00-10:30	Parallel Sessions III & IP Offices Session (see page 5)
10:30-11:00	Coffee Break (outside room Petra Kelly)
11:00-12:30	Parallel Sessions IV & Invited Session III (see page 6)
12:30-14:00	Lunch (outside room Petra Kelly)
14:00-15:30	Parallel Sessions V (See page 7)
15:30-16:00	Coffee Break (outside room Petra Kelly)
16:00-17:30	Petra Kelly Session III: Standard Setting and IP
Room – Petra Kelly, A1G-3	<u>Speaker</u> Joe FARRELL, University of California, Berkeley
Chair: Dietmar HARHOFF	<u>Panel Members</u> Maurits DOLMANS, Cleary Gottlieb LLP Pierre REGIBEAU, Charles River Associates
17:30-18:00	Closing of the Conference

Mainly sponsored by :



With the support of :



Organization:

Local organizers: Georg von Graevenitz, Queen Mary University of London
European Commission, DG Markt

Program Chair: Stuart Graham

Reviewers: Dietmar Harhoff, Stuart Graham, Georg von Graevenitz, Karin Beukel, Venkataraman, Vijayaraghavan, Jaiswal, Mayank, Maryam Zehtabchi, Roberto Camerani, Fabian Gaessler, Alexander Suyer, Christian Steinle



Thursday, 4th September 2014

11:30-13:00 Parallel Sessions I & Invited Session I

Room: Petra Kelly,
A1G-3

Invited Session I - Copyright Enforcement

Chair: Martin
KRETSCHMER

- 11:30 **Determinants and Welfare Implications of Unlawful File Sharing: A Scoping Review**
Steven James Watson (Lancaster University), Daniel John Zizzo and Piers Fleming
- 11:45 **The Value of Online Licenses of Copyright Works**
Christian Handke (University of Amsterdam), Balázs Bodó and Joan-Josep Vallbé
- 12:00 **Elvis Is Returning to the Building: Understanding a Decline in Unauthorised File Sharing**
Joost Poort (University of Amsterdam)
- 12:15 **What's Going On? Digitization and Global Music Trade Patterns since 2006**
Estrella Gomez-Herrera, Bertin Martens (IPTS) and Joel Waldfogel
- 12:30 **Blast from the Past: Behaviours and Outcomes in Unauthorised Fan-Made Video Game Production**
Kris Erickson, Martin Kretschmer (University of Glasgow), Olympia Mavridou, Gregor White

The copyright session is co-sponsored by the RCUK Centre for Copyright & New Business Models in the Creative Economy (CREATe), the Institute for Information Law, University of Amsterdam (iVIR) and the Institute for Prospective Technological Studies, Sevilla (EC Joint Research Center – IPTS).

Room: A,
A7F387

Contributed Session I.A: Patents and Measurement

Chair: Alan MARCO

- 11:30 **Measuring Patent Thickets**
Dietmar Harhoff (Max Planck Institute for Innovation and Competition), Stefan Wagner, Matthias Pötzl, Michael Natterer, Georg von Graevenitz
- 12:00 **Foreign Inventors in the US: Testing for Diaspora and Brain Gain Effects**
Francesco Lissoni (GREThA – Université Montesquieu, Bordeaux IV | CRIOS – Università Bocconi, Milan), Stefano Breschi
- 12:30 **Identifying Ex-Ante Characteristics of Radical Inventions through Patent-Based Indicators**
Dennis Verhoeven (Managerial Economics, Strategy and Innovation (MSI) Faculty of Business and Economics, KU Leuven), Jurriën Bakker, Reinhilde Veugelers

Room: B,
A8F388

Contributed Session I.B: IP Systems, Legal Aspects

Chair: Esther VAN
ZIMMEREN

- 11:30 **(Mis)Application of Strict Liability by the Federal Circuit: Implications for Specialized Patent Courts**
Lynda Oswald (University of Michigan Ross School of Business)
- 12:00 **Intellectual Property and Diversification of Plant Innovation Systems: How Can Open Source Licenses Help?**
Caroline Ker (University of Namur)
- 12:30 **Protecting Olympic Brand: Has the Event Specific Legislation Struck the Right Balance?**
Lingling Wei (University of Bournemouth), Kris Erickson

Room: C,
P1C047B

Contributed Session I.C: Innovation & Competition

Chair: Susanne
PRANTL

- 11:30 **Who is Afraid of Pirates? An Experiment on the Deterrence of Innovation by Imitation**
Marco Kleine (Max Planck Institute for Research on Collective Goods | Max Planck Institute for Innovation and Competition), Christoph Engel
- 12:00 **Mergers and the Dynamics of Innovation**
Xavier Boutin (ULB, ECARES)
- 12:30 **The Causal Effects of Competition on Innovation: Experimental Evidence**
Stefan Bechtold (ETH Zurich), Philippe Aghion, Holger Herz, Lea Cassar



Thursday, 4th September 2014

16:00-17:30 Parallel Sessions II & Invited Session II

Room: Petra Kelly, A1G-3 **Invited Session II – Gender and IP**

Chair: Geertrui VAN OVERWALLE

- 16:00 **Gender and Science**
Veerle Draulans (University of Leuven and Tilburg University)
- 16:25 **Gender and IP from a Legal Perspective**
Kara Swanson (Northeastern University School of Law)
- 16:50 **Gender and IP from a Development Perspective**
Kaori Saito (WIPO)
- 17:10 **General Discussion**

Room: A, A7F387 **Contributed Session II.A: Copyright**

Chair: Ruth TOWSE

- 16:00 **The use of Intellectual Property Right Bundles by Firms in Copyright Intensive Industries**
Michal Kazmierczak, George Lazaridis, Antanina Garanasvili (WIPO)
- 16:30 **The Hybrid Open Access Citation Advantage: How Many More Cites is a \$3,000 Fee Buying You?**
Frank Mueller-Langer (Max Planck Institute for Innovation and Competition), Richard Watt
- 17:00 **Digitizing the Public Domain**
T Margoni (IViR University of Amsterdam)

Room: B, A8F388 **Contributed Session II.B: Patents & Strategy**

Chair: Grid THOMA

- 16:00 **Intellectual Property Strategies: The Case Of Patent Governance**
Ludmila Striukova (University College London), Thierry Rayna
- 16:30 **Markets for Technology and the Importance of Firm-Specific Search for Innovation Performance**
Wolfgang Sofka, Christoph Grimpe (Copenhagen Business School)
- 17:00 **Corporate Governance and Innovation under Demand Uncertainty**
Vladimir Hlasny (Ewha Womans University), Minsu Cho

Room: C, P1C047B, **Contributed Session II.C: IP Systems, Economic Aspects**

Chair: Alison BRIMELow

- 16:00 **Innovation and Patent Policies for Improving Linked Innovation Systems- The Case of Sweden with an Outlook on Europe**
Ove Granstrand (Chalmers University of Technology)
- 16:30 **Exploring the Opaqueness of the Patent System - Evidence from a Natural Experiment**
Sebastian Stoll (Max Planck Institute for Innovation and Competition), Dietmar Harhoff
- 17:00 **IP Strategies and Policies for and against Evergreening**
Frank Tietze, Ove Granstrand (Chalmers University of Technology)



Friday, 5th September 2014

9:00-10:30 Parallel Sessions III & IP Offices Session

Room: Petra Kelly,
A1G-3

Invited Session III – 3D Printing and IP

Chair: Geertrui van
OVERWALLE

- 09:00 **What is 3D Printing About?**
Jennifer Patterson (Institute of Bioengineering, EPFL, Switzerland)
- 09:20 **3D Printing and the Change of Business Models**
Thierry Rayna (Novancia Business School, Paris)
- 09:40 **3D Printing and Patent Law,**
Geertrui Van Overwalle and Reinout Leys (Faculty of Law, University of Leuven)
- 10:00 **3D Printing and Copyright Law**
Dinusha Mendis (Law Department Bournemouth University)
- 10:20 **General Discussion**

Room: A,
A7F387

Contributed Session III.A: Knowledge Spillovers

Chair: Francesco
LISSONI

- 09:00 **Internet Adoption and Knowledge Flows**
Chris Forman, Nicolas van Zeebroeck (iCITE, Solvay Brussels School of Economics and Management, Université libre de Bruxelles)
- 09:30 **Patent Disclosure and the Diffusion of Knowledge**
Stefano Baruffaldi, Markus Simeth (KU Leuven)
- 10:00 **The Determinants of Localization of Knowledge Spillovers: Evidence from European and North American Regions**
Grid Thoma (University of Camerino)

Room: B,
A8F388

Contributed Session III.B: Finance and IP

Chair: Knut BLIND

- 09:00 **Corporate Governance and Innovation: Evidence from Italian Manufacturing Sectors**
Filippo Belloc (University of Chieti-Pescara), M. Alessandra Rossi and Eleonora Laurenza
- 09:30 **Outside Directors on the Board, Competition and Innovation**
Achim Buchwald, Susanne Thorwarth, Miriam Thöne (Duesseldorf Institute for Competition Economics), Alexander Steinmetz
- 10:00 **Scientific Disclosure and Market Value in the U.S. Semiconductor Industry: Knowledge Basicness and Re-appropriation**
Antonio Della Malva (KU Leuven, Dept. of Managerial Economics, Strategy and Innovation, Leuven), Maikel Pellens

Room: D,
A1E-1

Contributed Session III.C: Trade Marks

Chair: Sebastian STOLL

- 09:00 **The Strategic Value of Trade Marks**
Alan Marco (United States Patent and Trademark Office)
- 09:30 **Early and Late Application of Trademarks for Innovation: Who and Why?**
Marcel Seip (VU Amsterdam)
- 10:00 **Monetizing Marks: Insights from the USPTO Trademark Assignment Dataset**
Stuart Graham, Alan Marco, Amanda Myers (United States Patent and Trademark Office)

Room: E,
A1E-3

Contributed Session III.D: Copyright II

Chair: Patrick
WAELEBROECK

- 09:00 **Inventing Around Copyright**
Dan Burk (University of California, Irvine)
- 09:30 **The Impact of Digitization on Copyright Collecting Societies**
Ruth Towse (University of Bournemouth)
- 10:00 **Lex Specialis(sima): Videogames and Technological Protection Measures in EU Copyright Law**
Tito Rendas (Católica Global School of Law, Lisbon)





Friday, 5th September 2014

11:00-12:30 Parallel Sessions IV & Invited Session III

**Room: Petra Kelly,
A1G-3**

Contributed Session IV.A: IP Offices

Chair: Theon van DIJK

- 11:00 **Public PAIR Data Release: Transaction Histories**
Stuart Graham, Alan Marco (US Patent and Trademark Office), Richard Miller
- 11:30 **Global Patent Reforms: Comparative Institutional Analysis of Patent Reforms in Europe, the US and Japan**
Esther van Zimmeren
- 12:00 **Calculating Fees: Economic and technical considerations for estimating renewal fees for the Unitary Patent**
Nicola Searle (UK IPO), Aloke Siddique

**Room: A,
A7F387**

Contributed Session IV.B: Open Innovation

Chair: Beth WEBSTER

- 11:00 **Legal Obstacles in the Allocation of IP Ownership in Coupled Open Innovation Processes**
Arina Gorbatyuk (KU Leuven), Esther van Zimmeren
- 11:30 **How Employees Assess Their Participation In Standardization In Relation To Their Motives For Filing Patents And For Publishing Research Results - An Explorative Case Study From A Leading German Car Manufacturer**
Knut Blind (TU Berlin), Ellen Filipovic
- 12:00 **User Innovation in the Music Sector: Six Case Studies on IP Strategies**
Sander Nysten (KU Leuven, Faculty of Law), Esther van Zimmeren

**Room: B,
A8F388**

Contributed Session IV.C: Patent Law

Chair: Dan BURK

- 11:00 **Chemical Invention as Such**
Dannie Jost
- 11:30 **Methodological Individualism and Holism in the Theory of IP Law**
Antoni Rubi Puig
- 12:00 **A Tangible Problem: Access to Gene-Based Research Materials in the Public Interest**
Jane Nielsen (University of Tasmania), Dianne Nicol, John Liddicoat, Tess Whitton

**Room: D,
A1E-1**

Contributed Session IV.D: Technology Transfer

Chair: Sebastian STOLL

- 11:00 **Financing Technology Transfer: An Assessment of University-Managed “Proof-of-Concept Programmes in Europe**
Federico Munari (University of Bologna), Maurizio Sobrero, Laura Toschi
- 11:30 **Comparing the Social Value of Patents from Subsidized and Non-Subsidized R&D Projects**
Mila Koehler (KU Leuven | Centre for European Economic Research (ZEW)), Bettina Peters
- 12:00 **Academic Inventions and Patents in the Netherlands: A Case Study on Business Sector Exploitation**
Peter Van Dongen (The Netherlands Patent Office, The Netherlands), Jos Winnink, Robert Tijssen

**Room: E,
A1E-3**

Contributed Session IV.E: Development and IP

Chair: Christian HELMERS

- 11:00 **The Impact of Intellectual Property Protection on MNEs’Decisions to Invest in Developing Countries: Empirical Evidence from New Swiss Firm-Level FDI Panel Data**
Arno Hold (WTI, University of Berne)
- 11:45 **Of Indigenous Group “Straws” and Developed Country “Camels”: Patents, Innovation, and the Disclosure of Origin Requirement**
Margo Bagley (University of Virginia School of Law)



Friday, 5th September 2014

14:00-15:30 Parallel Sessions V & Patent Litigation Session

Room: A,
A1E-1

Contributed Session V.A: Patent Litigation

Chair: Bruno van
POTTELSBERGHE

- 14:00 **Conflict Resolution, Public Goods and Patent Thickets**
Dietmar Harhoff, Stefan Wagner, Georg von Graevenitz (QMUL)
- 14:30 **Invalid but Infringed? An Analysis of Germany's Bifurcated Patent Litigation System**
Christian Helmers (SCU), Dietmar Harhoff, Fabian Gaessler, Katrin Cremers
- 15:00 **Navigating the IP landscape – Exploring Firms' Usage of Defensive IP Strategies**
Annika Lorenz (TU Berlin), Deepak Somaya

Room: B,
A7F387

Contributed Session V.B: Pharmaceutical Innovation & Patents

Chair: Patrick
WAELBROECK

- 14:00 **Patent Fencing, Imitation, and Firm Performance**
Christian Sternitzke (Ilmenau University of Technology), Martin Moehrle
- 14:30 **Secondary Patents Associated with High-Cost Drugs in Australia: Duration and Timing**
Chris Dent (Melbourne Law School), Andrew Christie
- 15:00 **SMEs Playing a Key Role in Drug R&D -Analysis by New Drug R&D Indicators-**
Yoshiyuki Osabe (The Organisation for Economic Co-operation and Development (OECD), Japan Patent Office), Mari Jibu

Room: C,
A8F388

Contributed Session V.C: Productivity and IP

Chair: Federico MUNARI

- 14:00 **Is Science-Based Innovation more Productive? A Firm-Level Study**
Beth Webster (University of Melbourne), Alfons Palangkaraya, Tom Spurling
- 14:30 **The impact of R&D Activities and Managerial Practices on Firm Performance in the UK**
Ilayda Nemlioglu (QMUL), Sushanta Mallick
- 15:00 **Upstream Product Market Regulations, ICT, R&D and Productivity**
Gilbert Cette (Banque de France, Aix-Marseille School of Economics), Jimmy Lopez, Jacques Mairesse

Room: D,
A1E-3

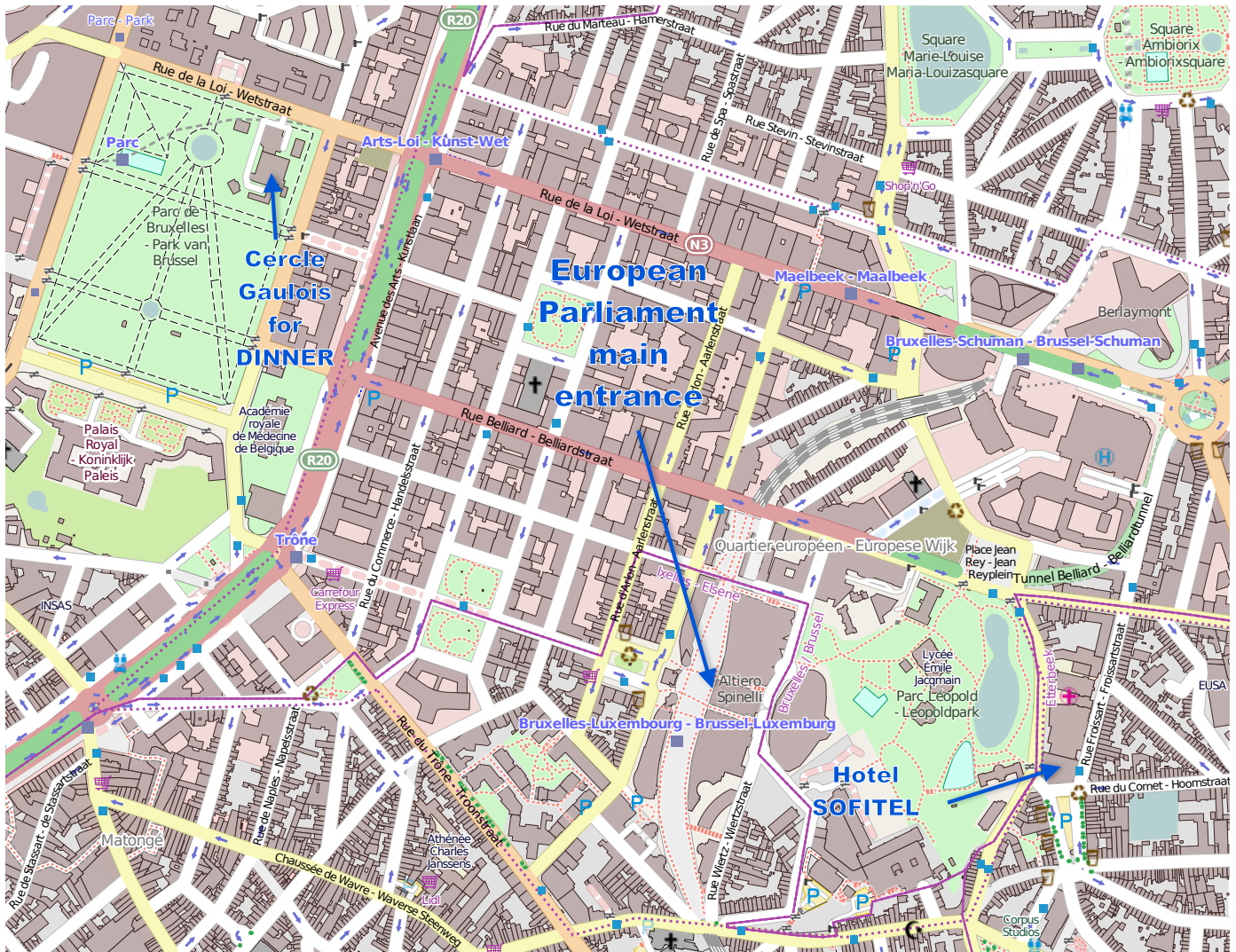
Contributed Session V.D: Patents and Economic Theory

Chair: Georg von
GRAEVENITZ

- 14:00 **Do More Patents Mean Less Entry?**
Henri de Belsunce
- 14:30 **Screening for Good Patent Pools Through Price Caps on Individual Licenses**
Aleksandra Boutin
- 15:00 **A Dynamic Bottleneck Model of Patent Congestion**
Alexandra Zaby (University of Tuebingen, School of Business and Economics, Germany), Gaetan de Rassenfosse



Main map of EPIP conference locations:



Public transport

The [Brussels Transport Authority](#) (STIB/MIVB) is the main public transport operator in Brussels. Its trams, buses and underground trains form a single network and you can easily transfer from one mode to another using the same ticket.

Bus

Buses 27 and 38 run from the city centre to Place Luxembourg
 Buses 12 and 21 run from Brussels International Airport to Place Luxembourg

Underground

Lines 1 and 5 to Maelbeek and Schuman (10-minute walk to Parliament)
 Lines 2 and 6 to Trône (7 minute-walk to Parliament).

Using the European Parliament Building

- To enter the parliament building you will need to pass security. On arrival please go to the desks on the left side inside the main entrance (see map below). Do **not** go to the Accreditation Centre.
- EPIP is supported by 5 assistants. They are in charge of the computing equipment.
- During the conference we are the guests of the European Parliament and its Committee on Legal Affairs. The European Parliament will be in session while the EPIP conference is taking place: we are expected to stay in those areas reserved for the conference (see map below) and to move between the reserved areas in the company of the EPIP assistants.
- Since parliament is in session it is likely that MEPs and their staff will take part in sessions of the EPIP conference. This provides opportunities for direct interaction not normally given at an academic conference.
- Movement between the wings of the parliament building is only possible on the third floor. Four of six rooms for the conference are on the first floor and they are in three different wings of the building. There are escalators *up* from the first floor to the third floor and flights of stairs *down* from the third floor to the first floor. There are also numerous elevators.
- There are not many power outlets in the meeting rooms we will be using!

Map of the European Parliament Building

