



# 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



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## Program overview

### Monday, 13 November 2017 – Pre-conference events

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

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### Tuesday, 14 November 2017 – Conference Day 1

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

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### Wednesday, 15 November 2017 – Conference Day 2

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

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**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

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

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

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**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*

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

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

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**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*

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

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**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

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

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**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*

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

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

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**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”**

*Gaétan de Rassenfosse, École Polytechnique Fédérale de Lausanne*

*Emilio Raiteri, École Polytechnique Fédérale de Lausanne*

*Rudi Bekkers, Eindhoven University of Technology*

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

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## Poster session - 14-15 November 2017

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



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