

ETH zürich



EPFL



European Policy for Intellectual Property 14th Annual Conference

11-13 September 2019
Zurich

To go directly to the conference schedule, click [here](#).

The conference is proudly supported by:



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Welcome to EPIP 2019!

Dear conference participants,

It is our great pleasure to welcome you to EPIP 2019 in Zurich! Each year, the EPIP conference brings together leading scholars and practitioners interested in the economic, legal, political and managerial aspects of intellectual property rights.

This year, we were able to assemble another exciting set of theoretical, empirical and policy-oriented presentations and discussions on the status and future of intellectual property protection. We hope that you will have productive discussions with old colleagues and new friends. Enjoy EPIP, and enjoy Zurich!



Stefan Bechtold

ETH Zurich



Gaétan de Rassenfosse

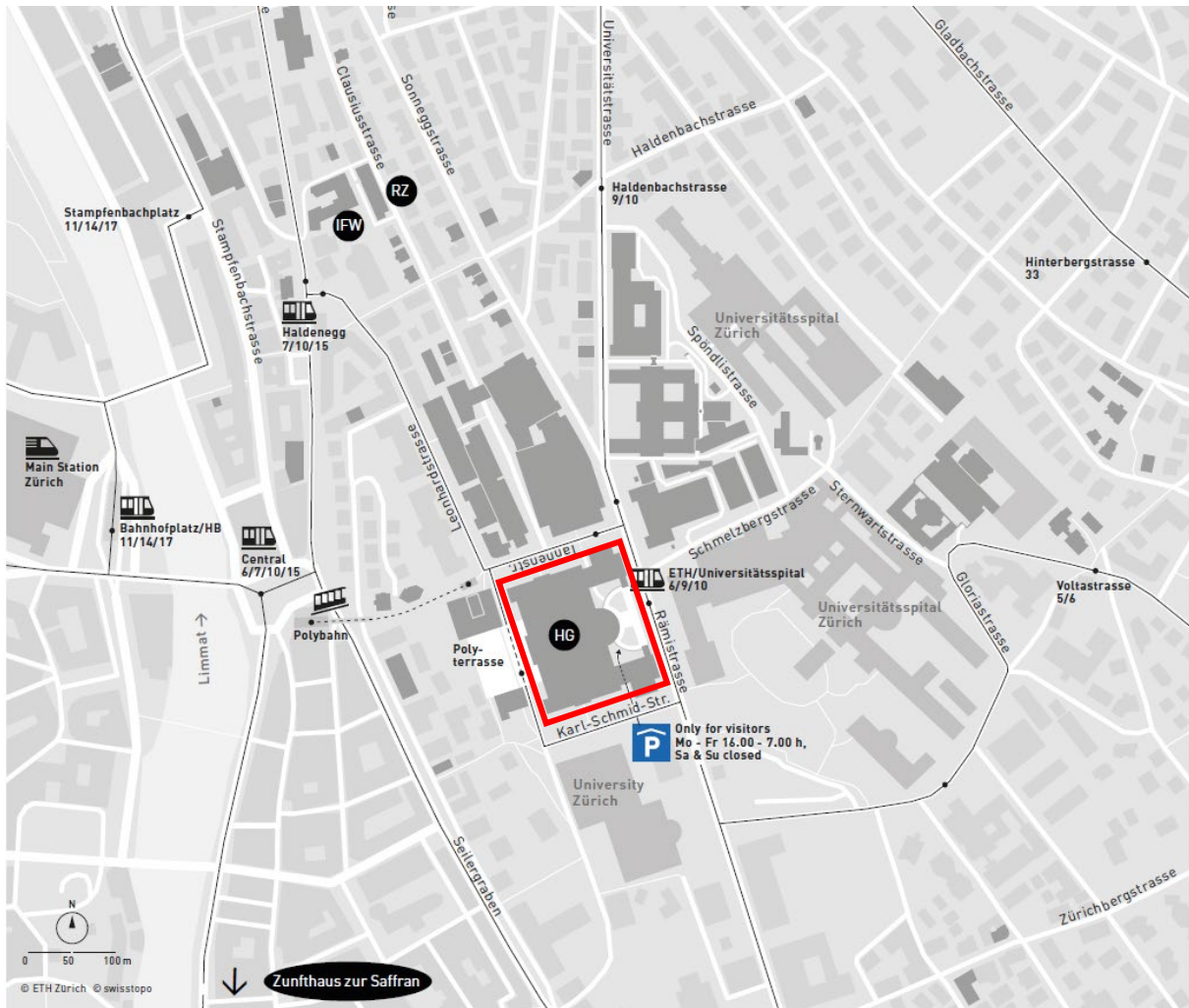
EPFL



Organizational Information

Zurich Map

ETH Zurich, main building "HG", Rämistrasse 101, 8092 Zurich

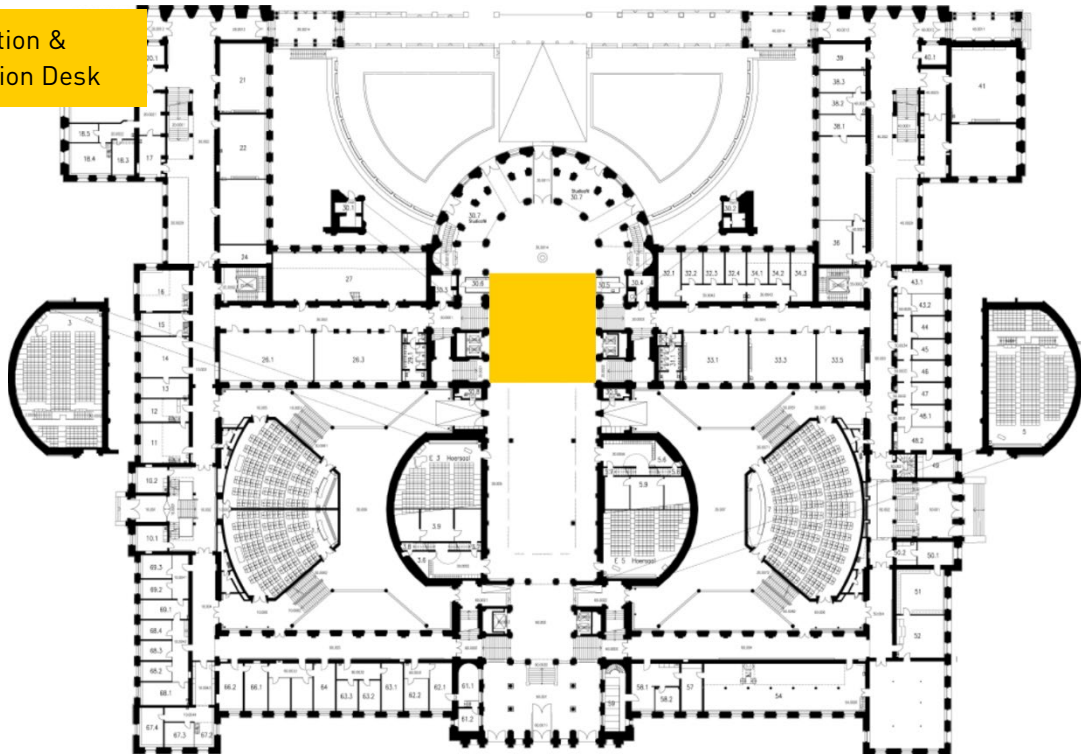


EPIP 2019 will be held at the main building of ETH Zurich. Prominent signs will be placed around the university, and helpers with blue ETH shirts will be available to assist with direction and enquiries.

ETH Zurich Main Building

E Floor (ground floor)

Registration & Information Desk



F Floor

11-12 September:
Plenary Room

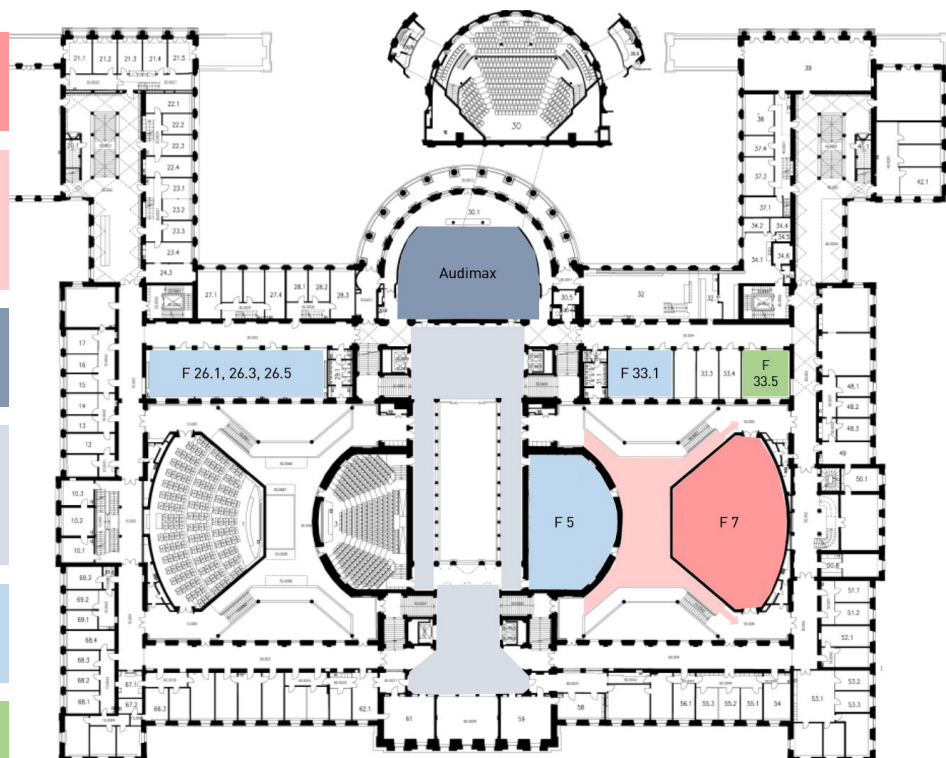
11-12 September:
Coffee Breaks,
Lunch, Posters

13 September:
Plenary Room

13 September:
Coffee Breaks,
Lunch, Posters

Parallel Session
Rooms

Coat check

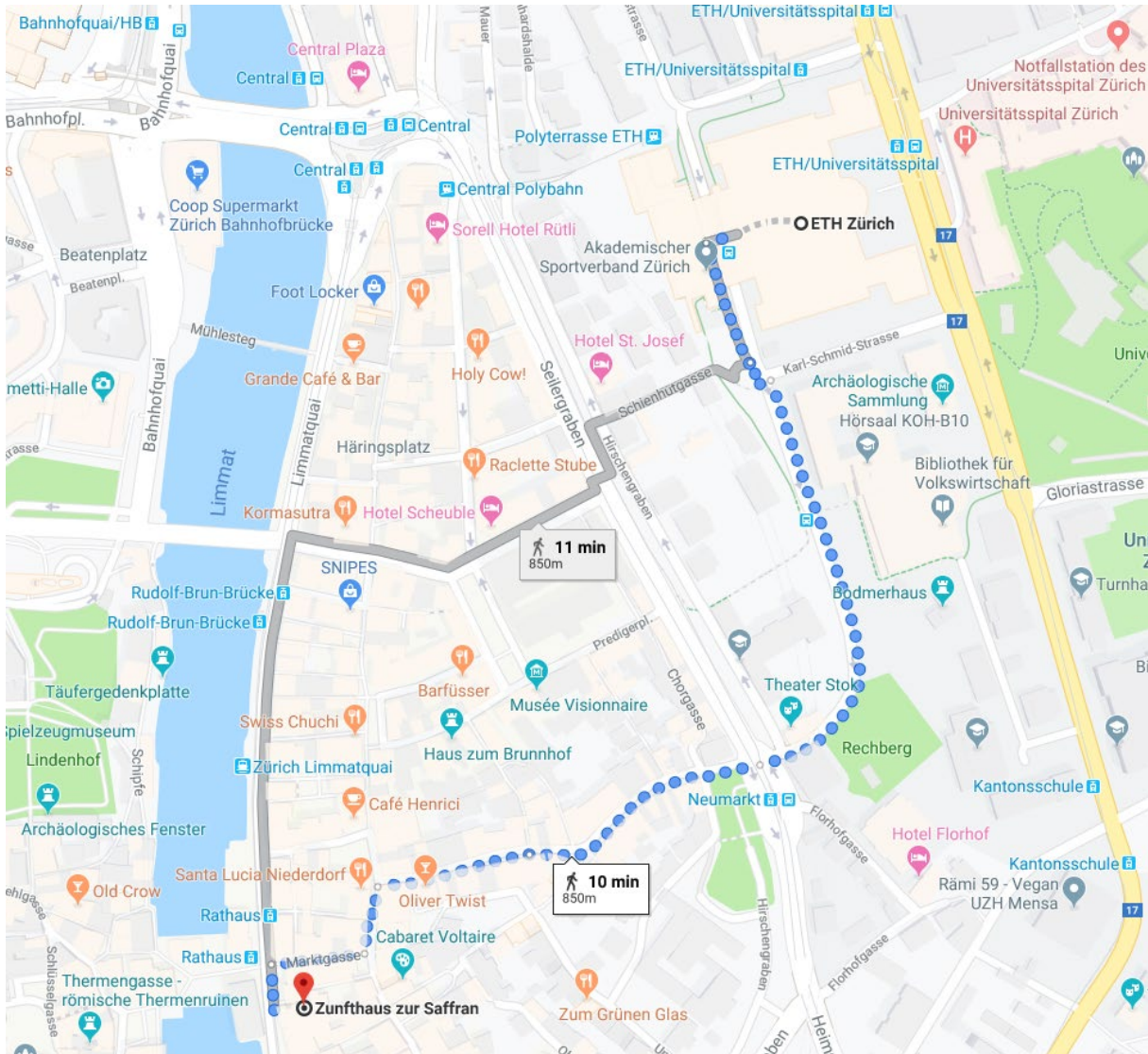


Conference Gala Dinner

The EPIP 2019 Conference Dinner takes place at the “Zunfthaus zur Saffran” (Limmatquai 54, 8001 Zurich). It is available through pre-registration and pre-payment of the conference dinner fee only.

If you do not remember whether you have registered for the Conference Dinner and wish to attend, please contact us by email as soon as possible at info@epip2019.org.

From the main building of ETH Zurich, you can walk in approximately 10 minutes through the old town of Zurich to the EPIP Conference Dinner.



Alternatively, you can take the *Polybahn* from ETH Polyterrasse *Central*, transfer to tram no. 15 (towards Zürich *Stadelhofen*) or tram no. 4 (towards Zürich *Tiefenbrunnen*) and get off at *Rathaus*. The EPIP Conference Dinner is on the opposite side of the street.

Conference Program App

The conference program is available on an EventsAir App. To access the app, simply follow these steps:

1. Download the app via this URL:
 - Get it on iTunes:
itunes.apple.com/us/app/the-event-app-by-eventsair/id1142851582?ls=1&mt=8
 - Get it in the Google Play Store:
play.google.com/store/apps/details?id=com.eventsair.attendeeapp
 - Get it on your browser:
ethzurich.eventsair.com/attendeeapp/epip19/epip2019/
2. Enter *EPIP2019* as your Event Code.

The program can also be found at epip2019.org/index.php/program.

Meeting Rooms

For urgent meetings, phone or Skype calls, there are some rooms available at ETH Zurich. The rooms are located at the Center for Law & Economics in the IFW building (approx. 5 min walk). Please contact local staff to receive further information.

PhD Workshop

The conference will start with a PhD workshop on Wednesday, 11 September. Registration for the workshop has now closed. Registered participants will meet at 9.00 in room HG F 26.3.

Registration

Registration will start at 8.30 on Wednesday, 11 September in the ETH Zurich main building. The registration and information desk will be available throughout the conference. If you enter the main

building from the entrance at Rämistrasse (see map on p.2), the registration and information desk will be right after you have entered the building on the same floor.

Social Media

Please use the hashtag #epip2019 in your social media posts, updates and tweets.

Speaking Time

In parallel sessions, each speaker has 20 minutes – including Q&A – to present and discuss the paper.

In the Young Scholars Sessions on Thursday morning, each speaker has 15 minutes – including Q&A – to present and discuss the paper.

Traveling around Zurich

The conference takes place in the heart of Zurich and is within walking distance to the recommended hotels and the conference dinner location.

Traveling from the Airport to Zurich

By tram: The tram stops are located outside Terminal B, behind the Airport Center. Take tram number 10 towards *Bahnhofstrasse/HB* to get into the city center of Zurich.

To reach the main building of ETH Zurich, please leave the tram at tram stop *ETH/Universitätsspital*, right across the main building of ETH Zurich. The tram runs every 7 to 15 minutes, and the journey takes 30 minutes.

By train: Go to the train station below the Airport Center, terminal B. Trains (*S-Bahn*)

run about every 10 minutes to Zurich main station (Zürich HB/Hauptbahnhof), and the journey takes 10 minutes.

Walking Tours

If you have registered for the ETH Zurich campus tour or the City of Zurich tour, you should make your way to the ETH Polyterrasse (terrace outside of the ETH main building, overlooking the city) in time for the departure on 11 September at 14.30. The walks will go ahead rain or shine, so please dress appropriately, including comfortable walking shoes. Both tours will run for approximately 1.5 to 2 hours and will end at the ETH main building. Approximate walking distance is 3 kilometers.

Wireless Internet

Eduroam can be accessed throughout the campus of ETH Zurich. In addition, you may access WiFi with the following information:

WiFi Network name: public or public-5

Username: EPIP

Password: Zurich2019

More Information

For information about the conference, please also check the conference website www.epip2019.org

Questions

Any other questions about practical aspects of EPIP should be addressed to info@epip2019.org or at +41 44 632 4671 for urgent matters. This is the best way to get in touch with the local organizers.

Conference Schedule: Overview

| Wednesday, 11 September, 2019 | | |
|-------------------------------|--|--------------------------|
| 08.30 | Start of Conference Registration | ETH Zurich main building |
| 09.00-14.00 | EPIP PhD Workshop | F 26.3 |
| 14.00-16.30 | EPIP Board Meeting <i>Reserved for EPIP board members</i> | F 33.1 |
| 14.30-16.00 | ETH Zurich Campus Tour | ETH Polyterrasse |
| 14.30-16.30 | City of Zurich Tour | |
| 16.30-17.30 | Keynote Address 1 Prof. Peter Menell: Digital IP Comes of Age | F 7 |
| 17.30-18.30 | Plenary Session I : Exhaustion | F 7 |
| 18.30-20.00 | Welcome Reception | Next to F 7 |

| Thursday, 12 September, 2019 | | |
|------------------------------|--|-----------------------|
| 09.00-10.00 | Parallel Sessions Young Scholars | |
| | Young Scholars – Session 1 | F 26.1 |
| | Young Scholars – Session 2 | F 26.3 |
| | Young Scholars – Session 3 | F 26.5 |
| 10.00-11.00 | Keynote Address 2 Prof. Reinhilde Veugelers: IP in Competition Policy | F 7 |
| 11.00-11.30 | Coffee Break | Next to F 7 |
| 11.30-13.00 | Parallel Sessions A | |
| | A1 – Future of IP | F 26.1 |
| | A2 – Copyright I | F 26.3 |
| | A3 – Science | F 26.5 |
| | A4 – Design I | F 33.1 |
| 13.00-14.00 | Lunch | Next to F 7 |
| 14.00-15.00 | Plenary Session II: IP, Policy and Politics | F 7 |
| 15.00-16.10 | Parallel Sessions B | |
| | B1 – International Aspects | F 26.1 |
| | B2 – Firm Strategy | F 26.3 |
| | B3 – FRAND / Standard-essential Patents | F 26.5 |
| | B4 – Disclosure | F 33.1 |
| | B5 – Design II | F 5 |
| 16.10-16.40 | Coffee Break | Next to F 7 |
| 16.40-17.00 | Assembly of the EPIP Association and Outlook to EPIP2020 | F 7 |
| 17.00-18.40 | Parallel Sessions C | |
| | C1 – Trade Secrets I | F 26.1 |
| | C2 – Copyright II | F 26.3 |
| | C3 – Patent Litigation/Quality | F 26.5 |
| 19.00-22.00 | Gala Dinner | Zunfthaus zur Saffran |

| Friday, 13 September, 2019 | | |
|----------------------------|---|-----------------|
| 08.30-09.30 | Plenary Session III Panel of Chief Economists: The International IP System | Audimax |
| 09.30-10.30 | Plenary Session IV Judge Panel: When is Injunctive Relief an Appropriate Remedy for Patent Infringement? | Audimax |
| 10.30-10.45 | Coffee Break | Next to Audimax |
| 10.45-12.15 | Parallel Sessions D | |
| | D1 – Future of IP | F 26.1 |
| | D2 – Topics of IP Law | F 26.3 |
| | D3 – Copyright III | F 26.5 |
| | D4 – EPO Academic Research Program | F 33.1 |
| 12.15-13.15 | Keynote Address 3 Prof. Alberto Galasso: When Does Product Liability Risk Chill Innovation? Evidence from Medical Implants | Audimax |
| 13.15-14.00 | Lunch | Next to Audimax |
| 14.00-15.50 | Parallel Sessions E | |
| | E1 – Spillovers/Citations | F 26.1 |
| | E2 – Trademarks | F 26.3 |
| | E3 – Effect of IP | F 26.5 |
| | E4 – Pharma | F 33.1 |
| | E5 – Trade Secrets II | F 5 |

Plenary Sessions

Wednesday, 11 September, 2019

16.30-17.30

Keynote Address
Prof. Peter Menell: Digital IP Comes of Age

F 7

Although the digital revolution began more than half a century ago, its impacts on the intellectual property system were initially modest and gradual. The emergence of the Internet, however, sent shock waves through the patent, copyright, and trademark regimes. The post-Internet digital IP system struggled through its infancy and rebellious teenage years, but has now settling into a more balanced and sustainable early adulthood. This keynote address will trace the arc of the digital IP system and explore the prospects for middle age.

Peter S. Menell is the Koret Professor of Law at UC Berkeley School of Law and a Director of the Berkeley Center for Law & Technology.

Professor Menell earned his S.B. from MIT, his Ph.D. (economics) from Stanford University, and J.D. from Harvard Law School, where he served as a member of the Harvard Law Review. After graduating from law school, he clerked for the Honorable Jon O. Newman of the U.S. Court of Appeals for the Second Circuit. Professor Menell joined the law faculty at the University of California at Berkeley in 1990, where his research and teaching have focused on the fields of intellectual property and the digital technology and entertainment industries, as well as environmental law and policy, property law, and law and economics. Professor Menell has authored more than 100 articles and 15 books, including leading casebooks and intellectual property treatises.



17.30-18.30

Plenary Session I
Exhaustion

F 7

This panel will focus on the problem of exhaustion in pharmaceuticals and in copyrighted works, an issue that still commands considerable economic research.

Chair: Keith Maskus, University of Colorado, Boulder

Irene Calboli, Texas A&M University (Parallel Trade in Pharmaceutical Products)

Patricia M. Danzon, University of Pennsylvania (Exhaustion in Medicines)

Reto M. Hilty, Max Planck Institute for Innovation and Competition (Policy Debates in the Area of Exhaustion)

Kamal Saggi, Vanderbilt University (Tradeoffs Involved in Exhaustion and Parallel Trade)

Thursday, 12 September, 2019

10.00-11.00

Keynote Address 2
Prof. Reinhilde Veugelers: IP in Competition Policy

F 7

Innovation issues are at the heart of prominent competition policy cases. But it is only recently that competition authorities have started to consider IP data as evidence in such cases. This talk will discuss how data on IP are being used in competition policy cases and how they could be used.

Prof Dr. Reinhilde Veugelers is a full professor at KULeuven and a Senior Fellow at Bruegel. She is also a CEPR Research Fellow, a member of the Royal Flemish Academy of Belgium for Sciences and of the Academia Europaea. From 2004 to 2008, she was on academic leave, as advisor at the European Commission (BEPA Bureau of European Policy Analysis). She served on the ERC Scientific Council from 2012 to 2018 and on the RISE Expert Group advising the commissioner for Research. She is a member of VARIO, the expert group advising the Flemish minister for Innovation. She is currently a member of the Board of Reviewing Editors of the journal Science. With her research concentrated in the fields of industrial organisation, international economics and strategy, innovation and science, she has authored numerous well cited publications in leading international journals on science, technology and innovation studies.



14.00-15.00

Plenary Session II
IP, Policy and Politics

F 7

What use are the best scientific findings if they do not find their way to political decision-makers? This session, which is organized by the Swiss Federal Institute of Intellectual Property, will focus on the path of scientific findings from the academics who produce it to the political decision-makers so that the information becomes politically relevant.



Chair: Felix Addor, Swiss Federal Institute of Intellectual Property
Thomas Cueni, International Federation of Pharmaceutical Manufacturers & Associations
Reto Hilty, Max Planck Institute for Competition and Innovation
Clare Moody, Former Member of the European Parliament
Christian Wichard, German Federal Ministry of Justice and Consumer Protection

Friday, 13 September, 2019

08.30-09.30

Plenary Session III
Panel of Chief Economists: The International IP System

Audimax

IP office chief economists will discuss pressing IP system policy issues and outline their views regarding possible solutions as well as what academic research is needed to help address them.

Chair: Beth Webster, Swinburne University of Technology
Carsten Fink, World Intellectual Property Organization
Yann Ménière, European Patent Office
Hansueli Stamm, Swiss Federal Institute of Intellectual Property
Andrew Toole, U.S. Patents & Trademarks Office

09.30-10.30

Plenary Session IV
Judge Panel: When is Injunctive Relief an Appropriate
Remedy for Patent Infringement?

Audimax

This panel features leading European judges to discuss one of the hottest current topics in patent law.

Chair: Stefan Bechtold
Sir Richard Arnold, British High Court of Justice
Klaus Grabinski, German Federal Court of Justice
Peter Menell, University of California at Berkeley
Mark Schweizer, President, Swiss Federal Patent Court

| | | |
|-------------|---|---------|
| 12.15-13.15 | Keynote Address 3 Prof. Alberto Galasso: When Does Product Liability Risk Chill Innovation? Evidence from Medical Implants | Audimax |
|-------------|---|---------|

Liability laws designed to compensate for harms caused by defective products may also affect innovation. We examine this issue by exploiting a major quasi-exogenous increase in liability risk faced by US suppliers of polymers used to manufacture medical implants. Difference-in-differences analyses show that this surge in suppliers' liability risk had a large and negative impact on downstream innovation in medical implants, but it had no significant effect on upstream polymer patenting. Our findings suggest that liability risk can percolate throughout a vertical chain and may have a significant chilling effect on downstream innovation.

Alberto Galasso is Professor of Strategic Management at the University of Toronto, where he holds the Rotman Chair in Life Sciences Commercialization. He is Research Associate at the National Bureau of Economic Research (NBER) and Research Affiliate at the Centre for Economic Policy Research (CEPR). He serves as co-editor for the Journal of Economics and Management Strategy, as associate editor for the Journal of Industrial Economics and as member of the editorial board for the Strategic Management Journal. His research agenda focuses on the determinants of innovative activity, the management of innovation and the functioning of markets for technology.



Parallel Sessions

Thursday, 12 September, 2019

09.00-10.00

Young Scholars – Session 1

F 26.1

Chair: Suma Athreye

Can Science Popularity be a Predictor for the Impact of Inventions?

Hanh La & Rudi Bekkers

Product Patents and Access to Innovative Drugs in a Post-TRIPS Era

Rong Dai & Jayashree Watal

Regional Innovation and Patent System Effectiveness: Evidence from Greece

Ioannis Kaplanis & Theano Maria Tagaraki

Work-Sharing and Collaboration Between Patent Offices

Diane Asobo

09.00-10.00

Young Scholars – Session 2

F 26.3

Chair: Yogesh Pai

On the Rationality of Bundled Rebate Program in Modem Chip Industry: An Analysis from Legal and Economic Perspectives

Thomas Lu

How the Functions of the Patent System are Accomplished without Prospect Patents

– Evidence from the Internet of Vehicles and Standardization

Tien-Hsin Wang

Moving Forward on Mandatory SEP/FRAND Arbitration

Amiee Yu Liu

International Copyright Norms for the Data-Driven Economy: How to Enable Data Access Through the International Trade Regime

Maria Vasquez Callo-Muller

09.00-10.00

Young Scholars – Session 3

F 26.5

Chair: Stefan Wagner

Allow or Block: Optimal Strategies against Ad-blockers in Competitive Markets

Gokhan Gecer, Florian Kraus & Pinar Yildirim

The Patent Management Process: An Exploratory Factor Analysis

Lara Agostini, Marcus Holgersson, Anna Nosella & Mehari Teshome

Early Stage Identification of Valuable Technologies: A Deep Learning Approach

Leonidas Aristodemou & Frank Tietze

“Value-Gap” - Theoretical Evaluation and Market Practice with regards to Audio-Visual Works

Dominika Galajdová & Terezie Vojtíšková

11.30-13.00

A1 – Future of IP

F 26.1

Chair: Naomi Hawkins

Everything is Obvious

Ryan Abbott

Fitting Machine-generated Data into Trade Regulatory Holes

Peter Yu

The Death of the AI Author

Carys Craig

Unregistered Patents & Gender Equality

Emily Morris Dickinson

11.30-13.00

A2 – Copyright I

F 26.3

Chair: Paul Heald

The Role of Territorial Licenses and of Public Support Schemes in Financing European Films
Joost Poort & Gijs van Til

Is Writing Becoming a Luxury Profession? A Survey of 50,000 UK Authors
Martin Kretschmer

The Future of Copyright in the Digital Environment: Towards a Limitation-based
Remuneration System for Creative Uses
Christophe Geiger

Comparative Analyses of the DSP Liability Regimes and Safe Harbor Policies Between the US
and EU
Lucius Klobucnik & *Thomas Lu*

11.30-13.00

A3 – Science

F 26.5

Chair: Bruno van Pottelsberghe

How Fast is This Novel Technology Going to Be a Hit?
Michele Pezzoni, *Reinhilde Veugelers* & Fabiana Visentin

Standing on the Shoulders of Science
Monika Schnitzer & *Martin Watzinger*

Government-funded Research Increasingly Fuels Innovation
Lee Fleming, Hillary Greene, Guan-Cheng Li, *Matt Marx* & Dennis Yao

The Innovation Effect of the Introduction of Universities of Applied Sciences in Germany:
Interdependencies Between Different Types of Research Institutions
Uschi Backes-Gellner, Dietmar Harhoff, *Patrick Lehnert* & Curdin Pfister

11.30-13.00

A4 – Design I

F 33.1

This session, which is sponsored by the World Intellectual Property Organization, brings together empirical research on how industrial design protection contributes to design innovation, business growth and economic development.



Chair: Carsten Fink

Registered Design Rights as Innovation Indicator
James Moultries, Tim Schweisfurth, *Frank Tietze* & Pia Wolf

Design Innovation, Design Rights and the Allocation of Design Labour
Michael Falk, Kwanghui Lim & Megan Richardson

An Empirical Analysis of the Design Case Law of the EU Member States
Estelle Derclaye

What Explains the Economic Value of the Industrial Designs?
Carsten Fink, Intan Hamdan-Livramento & *Maryam Zehtabchi*

15.00-16.10

B1 – International Aspects

F 26.1

Chair: Catalina Martinez

Is the Dragon Going Green? Insights into the Leadership of China in Law-Carbon Patents
Marc Baudry & Béatrice Dumont

Towards a Global Patent System?
Elise Petit & Bruno van Pottelsberghe

Women & Intellectual Property, Southeast Asia, Case of Lao PDR and Cambodia
Sanaz Javadi Farahzadi

15.00-16.10

B2 – Firm Strategy

F 26.3

Chair: Frank Tietze

A Taxonomy of Firm-level IPR Application Practices to Inform Policy Debates
Carolina Castaldi, Ard-Pieter de Man, Meindert Flikkema & *Marcel Seip*

The Double-edged Sword of Knowledge Inheritance; Knowledge Relatedness and Spin-outs' Performance
Aliasghar Bahoo Torodi & *Salvatore Torrisci*

How Important is International Knowledge Sourcing for Domestic Innovation and Productivity? An Analysis Based on Swiss Firm Data
Spyros Arvanitis, Florian Seliger & *Martin Woerter*

15.00-16.10

B3 – FRAND / Standard-essential Patents

F 26.5

Chair: Alan Marco

FRAND Litigation in India: An Empirical Study
Yogesh Pai

~~Empirical Analysis of License Policy for Declared Standard-Essential Patents in Technology Standard Setting~~
~~Jianwei Dang, *Dong Huo* & Kazuyuki Motohashi~~

Standard-Essential Publications
Knut Blind

15.00-16.10

B4 – Disclosure

F 33.1

Chair: Christian Helmers

Giving up the Grand Bargain: Open Disclosure of Innovations and Reabsorption of Follow-on Innovations
Ajay Bhaskarabhatla, Yiting Deng & *Yongdong Liu*

Assessing the Economic Effects of Early Patent Disclosure: Evidence from the Introduction of Pre-grant Publication System in Japan
Sadao Nagaoka

Early Disclosure Law Increases Efficiency of the US and European Patent Systems: Evidence of Reduced Duplication
Benjamin Balsmeier, Lee Fleming, Sonja Lück & *Florian Seliger*

15.00-16.10

B5 – Design II

F 5

Chair: Estelle Derclaye

Laws of Design: How the Law (Dis)Incentivizes Innovation for Disabled Access

Christopher Buccafusco

Design Rights and 3D Printing in the UK Balancing Innovation and Creativity in a (Dis)harmonised Legal Framework

Thomas Margoni

Routing Design Invalidity

Natalia Kapryrina

17.00-18.40

C1 – Trade Secrets I

F 26.1

Chair: Katharina Behrend

~~A Comparative Analysis of Standards for and Trends in Trade Secret Protection Using the Trade Secret Protection Index~~

~~Mark Schultz~~

Trade Secret Management in SMEs

Tor Hansen, *Haakon Lie* & Marte Tobro

The Ill-Defined Role of "Commercial Morality" in Trade Secret Doctrine

Lynda Oswald

Trade Secret Misappropriation by Employees: Motivation, Intentionality and Techniques in the Service Sector

Muthu De Silva & *Nicola Searle*

Influences of Trade Secrets on Patent Law

Katharina Behrend

17.00-18.40

C2 – Copyright II

F 26.3

Chair: Joost Poort

Behavioral Creators Need Lower Incentives - Exponential Decay Bias and IP Policy
Daniela Sele

The Effect of Copyright Term Length on South African and UK Book Markets
Paul Heald

What We've Learned from 20 Years of Notice-and-takedown: Balancing Costs and Responsibilities for Online Content Regulation
Kristofer Erickson & *Martin Kretschmer*

The Copyright Ecosystem of Online Fiction: An Empirical Study in China
Lingling Zhou

17.00-18.40

C3 – Patent Litigation/Quality

F 26.5

Chair: Georg von Graevenitz

Patents, Litigation Strategy and Antitrust In Innovative Industries
Steffen Juraneck, Thomas Quan & *John Turner*

Patent Scope, Patent Validity, and Litigation: Insights from Chemicals
Christian Sternitzke & Sascha Walter

~~Proprietary Rights and Market Entry: Evidence from Invalidated Gene Patents~~
Sina Khoshsokhan

The Effect of Bifurcation on Patent Litigation: Evidence from U.S. Inter Partes Review
Christian Helmers, Yassine Lefouilli & Brian Love

Leveraging Data, Analytics, and Machine Learning in Patents
Jay Yonamine

Friday, 13 September, 2019

10.45-12.15

D1 – Future of IP

F 26.1

Chair: Ryan Abbott

Intellectual Property in Space: A New Frontier?

Naomi Hawkins

From Creativity Requirements Towards Creativity Tests

Eva Stankova

Linking the Debates on Big Data in EU Competition Law and IP Law

Maria Jose Schmidt-Kessen

Decentralising the Patent System

Kyle Higham & *Gaétan de Rassenfosse*

10.45-12.15

D2 – Topics of IP Law

F 26.3

Chair: Michael Frakes

Do “Overly-broad” Patents of “Dubious Validity” Retard Innovation? The Selden Patent and US Automobile Development

John Howells

Anatomy of Traditional Specialities Guaranteed: Why They Do Not Work, Why They Do Matter

Andrea Zappalaglio

Abuse of Rights in European Patent Law

Amandine Leonard

Intrinsic Adherence to Law: Physical versus Intellectual Property

Stefan Bechtold, *Gabriel Gertsch* & Martin Schonger

10.45-12.15

D3 – Copyright III

F 26.5

Chair: Irene Calboli

The Evolution of Online Piracy, Enforcement and the Link to Legal Sales

Joost Poort

Copyright Notice-and-take-down Regimes and Online Content Moderation: What (Dis-)harmony?

Jacques de Werra

Bermuda Triangle – Licensing, Filtering and Privileging User-Generated Content Under the New Directive on Copyright in the Digital Single Market

Martin Senftleben

Measuring the Copyright Tax

Glynn Lunney

10.45-12.15

D4 – EPO Academic Research Program

F 33.1

Chair: Yann Ménière

The Impact of Financial Resources on Corporate Inventions

David Heller

Measure How International Technology Diffusion Encourages Local Exports

Igor Bagayev

IP Linked Open Data: Building Bridges

Dolores Modic

Use of Patents by SMEs and Universities in Europe

Federico Caviggioli

14.00-15.50

E1 – Spillovers/Citations

F 26.1

Chair: Gabriele Pellegrino

Knowledge Spillovers and Learning in the Workplace: Evidence from the U.S. Patent Office
Michael Frakes & Melissa Wasserman

Patent Transfers and Patent Citations
Laurie Ciaramella, Fabian Gaessler, Bronwyn Hall & Dietmar Harhoff

Strategic Citation: A Reassessment
Alan Marco

Reinforcement of Non-final Rejections by International Patent Examination Spillovers
Tetsuo Wada

The Impact of Patent Citations on Patent Renewal
Per Botolf Maurseth

14.00-15.50

E2 – Trademarks

F 26.3

Chair: Florian Seliger

The Impact of Trademarks on Competition: Evidence from Product-level Data
Christian Helmers & Xavier Jaravel

A Systematic Review of Foreign Language Trade Marks in Europe and the United States
Mitchell Adams & Amanda Scardamaglia

Distance (Still) Hampers Diffusion of Innovations
Stuart Graham, Amanda Myers, *Georg von Graevenitz*

Analyzing Topics in Trademark Filings
Peter Neuhäusler

TM-Link: A Global Trademark Database with Internationally Linked Trademarks Identified
Using a Neural Network Linking Algorithm
Stephen Petrie

14.00-15.50

E3 – Effect of IP

F 26.5

Chair: Martin Watzinger

The Effect of Standardization on Innovation - A Machine Learning Approach

Maddalena Agnoli & Petyo Bonev

Superstar Innovators and the Effect of Intellectual Property Rights on Innovation

Christian Kiedaisch

Digitization and the Demand for Physical Works: Evidence from the Google Books Project

Abhishek Nagaraj & Imke Reimers

Do Patents Affect Prices?

Ling Zhou & Gaétan de Rassenfosse

PAEs, I Patent Monetization and Subsequent Innovation: Evidence from U.S. Small-mid Companies

Gianluca Orsatti & Valerio Sterzi

14.00-15.50

E4 – Pharma

F 33.1

Chair: Marc Baudry

Patent Terms and Cumulative Innovation: Evidence from the Pharmaceutical Industry

Dennis Byrski

Global Drug Diffusion and Innovation with a Patent Pool: The Case of HIV Drug Cocktails

Lucy Xiaolu Wang

Excessive Pharmaceutical Prices as an Anticompetitive Practice – Legal Economics

Considerations in EU and US

Behrang Kianzad

Optimal Patent Policy for the Pharmaceutical Industry

Olena Izhak, *Tanja Saxell* & Tuomas Takalo

TRIPS, Patents, and Drug Prices in India

Margaret Kyle, Bhaven Sampat & *Kenneth Shadlen*

14.00-15.50

E5 – Trade Secrets II

F 5

Chair: Nari Lee

Trade Secrets vs. Freedom of Expression and Whistleblowing

Ulla-Maija Mylly

Through the Looking Glass: Trade Secret Harmonization as a Reflection of US Law

Sharon K. Sandeen

Trade Secrets in Trading of Infringing Goods – Lesson from Japanese Unfair Competitive

Prevention Act

Masabumi Suzuki

Trade Secret Exceptions & Limitations

Tanya Aplin

The Place of Knowledge in Trade Secret Liability under the EU Trade Secret Directive

Nari Lee

EPIP PhD Workshop



Overview

The EPIP PhD Workshop 2019 is organized by Prof. Christian Helmers (Santa Clara University) and is sponsored by the U.S. Patents & Trademark Office. The workshop introduces students to the legal and economic analysis of patent litigation. The workshop offers an overview of the patent litigation process and the legal institutions that govern the process. It discusses the design of patent litigation systems in general and offers an overview of some of the most important patent litigation systems in the world including the U.S. and various European jurisdictions. It then introduces students to the economic modeling of the litigation process. The workshop also discusses access to data on patent litigation in different jurisdictions around the world and explains how to construct data for quantitative, empirical analysis. The final part of the course discusses the main empirical challenges in the analysis of patent litigation and reviews the relevant existing literature. The workshop also briefly discusses the relevance of patent litigation from a policy perspective and covers related topics such as non-practicing entities (NPEs) and standard essential patents (SEPs). Attending the EPIP PhD workshop is free of charge to PhD students. However, advance registration is required.

Instructors

The EPIP PhD workshop is taught by Bernhard Ganglmair (ZEW Mannheim), Christian Helmers (Santa Clara University) and Brian Love (Santa Clara University).

Schedule on Wednesday, 11 September, 2019

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|-------------|---|--------------------------|
| 08.30 | Workshop Registration & Coffee | ETH Zurich main building |
| 09.00-10.00 | Patent Litigation: Institutions, Processes, and Procedures (Brian Love, via video conference) | F 26.3 |
| 10.00-10.15 | Coffee Break | F 26.1 |
| 10.15-11.15 | Economic Analysis of Patent Litigation (Bernhard Ganglmair) | F 26.3 |
| 11.15-11.30 | Coffee Break | F 26.1 |
| 11.30-12.15 | Patent Litigation Data: Access and Data Construction (Brian Love & Christian Helmers) | F 26.3 |
| 12.15-13.00 | Empirical Analysis of Patent Litigation (Christian Helmers) | F 26.3 |
| 13.00-14.00 | Lunch | F 26.1 |

List of Participants

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Sebastian Suter
Responsible for
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Christine Bircher
Organization Team
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Thank you
for attending the 2019 EPIP Conference!



See you next year at EPIP 2020 in Madrid
from 9 to 11 September, 2020!