Workshop on Empirical Studies of Trade Mark Data
University of Oxford, December 7-8, 2012

Co-organized by ETH Zurich, INNOTEC, Engelberg Center for Innovation and Policy at New York University School of Law, Oxford Intellectual Property Research Centre, the US Patent & Trademark Office and the University of East Anglia

Friday 7 December: The Cube, Faculty of Law, St. Cross Building

9:00-9:15 *Welcome*
Graeme Dinwoodie (University of Oxford)

9:15-10:00 *Empirical Studies of Trademarks – The Existing Literature*
Philipp Schautschick (Max Planck Inst. for Intellectual Property & Competition Law)
Christine Greenhalgh (University of Oxford)

Discussion: Dirk Crass (ZEW Centre for European Economic Research, Mannheim)

10:00-10:45 *Trademarks, Triggers and Confusion in Online Search*
Stefan Bechtold (ETH Zurich)
Catherine Tucker (MIT Sloan School of Management)

Discussion: Lionel Bently (University of Cambridge)

10:45-11:15 Tea and Coffee

11:15-12:00 *An Empirical Analysis Of The Likelihood Of Confusion Factors Under The Relative Grounds of Refusal in the CTM Regulation*
Ilanah Simon Fhima (University College London)
Dev Gangjee (London School of Economics)

Discussion: Jim Conley (Kellogg School of Management, Northwestern University)

12:00-12:45 *The Google Shortcut to Trademark Law*
Lisa Larrimore Ouellette (Yale Law School)

Discussion: Andrew Griffiths (University of Manchester)

12:45-14:15 Lunch (St. Cross Building)

14:15-15:00 *Applications and Oppositions after Arsenal, Opel and L'Oreal*
Stefan Bechtold (ETH Zurich)
Georg von Graevenitz (University of East Anglia London)

Discussion: Annette Kur (Max Planck Inst. for Intellectual Prop. & Competition Law)

15:00-15:45 *An Experimental Inquiry into Trademark Dilution*
Chris Buccafusco (IIT Chicago-Kent College of Law)
Christopher Sprigman (University of Virginia School of Law)
Barton Beebe (NYU School of Law)

Discussion: Catherine Tucker (MIT Sloan School of Management)

15:45-16:15 Tea and Coffee

16:15-17:00 *Report on newly available US data*
Stuart Graham (U.S. Patent & Trademark Office)
Alan Marco (U.S. Patent & Trademark Office)

17:00-17:45 *Perspectives on the Use of Trademark Data as A Metric of Product Innovation*
Jim Conley (Kellogg School of Management, Northwestern University)
Alex Krasnikov (George Washington University)

Discussion: Valentine Millot (University of Strasbourg)

19:15 Cocktails (Balliol College, OCR)
20:00 Dinner (Balliol College, Hall)

<u>Saturday December 8</u>

9:00-9:45 *Presentation by The UK IPO*
Tony Clayton (Intellectual Property Office)
Peter Evans (Intellectual Property Office)

9:45-10:30 *Are Trademarks and Patents Complementary or Substitute Protections for Innovation?*
Valentine Millot (University of Strasbourg)
Patrick Llerena (University of Strasbourg)

Discussion: Alan Marco (U.S. Patent & Trademark Office)

10:30-11:15 *Functionality*
Mark McKenna (Notre Dame Law School)

Discussion: Barton Beebe (NYU School of Law)

11:15-11:45 Tea and Coffee

11:45-12:30 *Trade Marks and Business Models*
Andrew Griffiths (University of Manchester)

Discussion: Georg von Graevenitz (University of East Anglia London)

12:30-13:15 *Trademark Squatters: Evidence from Chile*
Christian Helmers (Universidad Carlos III de Madrid)
Carsten Fink (World Intellectual Property Organization)

13:15-14:00 *The Profitability of Trademark Portfolios: Microeconometric Evidence for Germany*
Dirk Crass (ZEW Centre for European Economic Research, Mannheim)

Discussion: Christine Greenhalgh (University of Oxford)

14:0-14:15 *Conclusion*
Stuart Graham (U.S. Patent & Trademark Office)
Barton Beebe (NYU School of Law)

14:15 Lunch (St. Cross Building)

Other Workshop Participants

Nathan Wajsman (Office for Harmonization in the Internal Market)
Emily Hudson (University of Oxford)
Megan Richardson (Melbourne Law School)
Patrick Goold (Berkeley Center for Law & Technology)
Nicola Searle (University of Abertay Dundee)
Jason Du Mont (International Max Planck Research School for Competition & Innovation, Munich)
John Noble (British Brands Group)
Daniela Simone (University of Oxford)