Workshop on Empirical Studies of Trademark Data

Thursday, September 26, 2013

8:00 AM—9:00 AM  Registration

9:00 AM—9:15 AM  Welcome Address: Deborah Cohn, Commissioner of Trademarks

9:15 AM—10:00 AM  Nikolas Zolas, *Linking Trademarks to Trade and Industry*  
Discussant

10:00 AM—10:45 AM  Gaetan de Rassenfosse, *Measurement of Intangible Capital*  
Discussant

10:45 PM—11:00 AM  Break

11:00 AM—11:45 AM  Valentine Millot, *Are Trademarks and Patents Complementary or Substitute Protections for Innovation?*  
Discussant

11:45 AM—12:30 PM  Meindert Flikkema, *Are Trademarks a Valid Indicator of Innovation?*  
Discussant

12:30 PM—2:00 PM  Lunch

2:00 PM—2:45 PM  Dirk Crass, *Which Firms Use Trademarks, and Why?*  
Discussant

2:45 PM—3:30 PM  Alexander Krasnikov, *Impact of Influential Trademark Cases on Trademark Application Activity*  
Discussant

3:30 PM—3:45 PM  Break

3:45 PM—4:30 PM  Daniel Johnson, *Logos and Lawsuits*  
Discussant

4:30 PM—5:15 PM  Deborah Gerhardt, *Do Trademark Lawyers Matter?*  
Discussant

6:30 PM—9:00 PM  Speakers Dinner

Co-organized by the USPTO and NYU School of Law, in co-operation with the ETH Zurich Center for Law & Economics, the Oxford Intellectual Property Research Centre, and the University of East Anglia
Friday, September 27, 2013

9:15 AM—10:00 AM  Stefan Bechtold, *Trademarks, Triggers, and Online Search*
Discussant

10:00 AM—10:45 AM  David Franklyn, *Trademarks as Keywords*
Discussant

10:45 PM—11:00 AM  Break

11:00 AM—11:45 AM  Paul Duguid, *Dated Data*
Discussant

11:45 AM—12:30 PM  Teresa da Silva Lopes, *Trademarks and British Dominance in Consumer Goods*
Discussant

12:30 PM—2:00 PM  Lunch

2:00 PM—2:45 PM  Special Session

2:45 PM—3:00 PM  Closing Remarks