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)

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

9:00-9:30
Room – Petra Kelly, A1G-3
Chair: Georg von GRAEVENITZ

Petra Kelly Session I: Growth, IP and Intangible Assets
Speaker: Susanne PRANTL, University of Cologne

Competition, Patents and Innovation

Panel Members:
Jonathan HASKEL, Imperial College London
Alison BRIMELOW, President of the EPO 2007-2010

9:30-11:00
Room – Petra Kelly, A1G-3
Chair: Kerstin JORNA

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
Chair: Kamil KILJANSKI

Petra Kelly Session II:
Speakers
Mark LEMLEY, Stanford University, USA
IP in a World Without Scarcity

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

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

Chair: Dietmar HARHOFF

Speaker: Joe FARRELL, University of California, Berkeley

Panel Members:
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
Thursday, 4th September 2014

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

Invited Session I - Copyright Enforcement

Room: Petra Kelly, A1G-3

Chair: Martin KRETCHMER

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)

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).

Contributed Session I.A: Patents and Measurement

Room: A, A7F387

Chair: Alan MARCO

11:30 Measuring Patent Thickets
Dietmar Harhoff (Max Planck Institute for Innovation and Competition), Stefan Wagner, Matthias Pützl, 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

Contributed Session I.B: IP Systems, Legal Aspects

Room: B, A8F388

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

Contributed Session I.C: Innovation & Competition

Room: C, P1C047B

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**

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**

16:00  The use of Intellectual Property Right Bundles by Firms in Copyright Intensive Industries  Michal Kazimierczak, 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**

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 Soňka, 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**

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

**Invited Session III – 3D Printing and IP**

**Chair:** Geertrui van OVERWALLE

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

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  
Dimusha Mendis (Law Department Bournemouth University)

10:20  General Discussion

**Contributed Session III.A: Knowledge Spillovers**

**Chair:** Francesco LISSONI

**Room:** A, A7F387

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)

**Contributed Session III.B: Finance and IP**

**Chair:** Knut BLIND

**Room:** B, A8F388

09:00  Corporate Governance and Innovation: Evidence from Italian Manufacturing Sectors  
Filippo Bellloc (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 Reappropriation  
Antonio Della Malva (KU Leuven, Dept. of Managerial Economics, Strategy and Innovation, Leuven), Maikel Pellens

**Contributed Session III.C: Patents and Economic Theory**

**Chair:** Georg von GRAEVENITZ

**Room:** D, A1E-1

09:00  Do More Patents Mean Less Entry?  
Henri de Belsunce

09:30  Screening for Good Patent Pools Through Price Caps on Individual Licenses  
Aleksandra Boutin

10:00  A Dynamic Bottleneck Model of Patent Congestion  
Alexandra Zaby (University of Tuebingen, School of Business and Economics, Germany), Gaetan de Rassenfosse

**Contributed Session III.D: Copyright II**

**Chair:** Patrick WAELBROECK

**Room:** E, A1E-3

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

<table>
<thead>
<tr>
<th>Room: Petra Kelly, A1G-3</th>
<th><strong>Contributed Session IV.A: IP Offices</strong></th>
</tr>
</thead>
</table>
| **Chair:** Theon van DijK | **11:00 PublicPAIR 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 |

<table>
<thead>
<tr>
<th>Room: A, A7F387</th>
<th><strong>Contributed Session IV.B: Open Innovation</strong></th>
</tr>
</thead>
</table>
| **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 |

<table>
<thead>
<tr>
<th>Room: B, A8F388</th>
<th><strong>Contributed Session IV.C: Patent Law</strong></th>
</tr>
</thead>
</table>
| **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 |

<table>
<thead>
<tr>
<th>Room: D, A1E-1</th>
<th><strong>Contributed Session IV.D: Technology Transfer</strong></th>
</tr>
</thead>
</table>
| **Chair:** | **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 Wimmink, Robert Tijssen |

<table>
<thead>
<tr>
<th>Room: E, A1E-3</th>
<th><strong>Contributed Session IV.E: Development and IP</strong></th>
</tr>
</thead>
</table>
| **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) |
Margo Bagley (University of Virginia School of Law) |
Friday, 5th September 2014

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

**Contributed Session V.A: Patent Litigation**

**Room: A, A1E-1**

**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

**Contributed Session V.B: Pharmaceutical Innovation & Patents**

**Room: B, A7F387**

**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**
Yosuiyuki Osabe (The Organisation for Economic Co-operation and Development (OECD), Japan Patent Office), Mari Jibu

**Contributed Session V.C: Productivity and IP**

**Room: C, A8F388**

**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, JacquesMairese

**Contributed Session V.D: Trade Marks**

**Room: D, A1E-3**

**Chair:** Sebastian STOLL

14:00  **The Strategic Value of Trade Marks**
Alan Marco (United States Patent and Trademark Office)

14:30  **Early and Late Application of Trademarks for Innovation: Who and Why?**
Marcel Seip (VU Amsterdam)

15:00  **Monetizing Marks: Insights from the USPTO Trademark Assignment Dataset**
Stuart Graham, Alan Marco, Amanda Myers (United States Patent and Trademark Office)
Main map of EIP 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