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London Conference: September 14-15 2006

Intellectual Property Rights for Business and Society

PROGRAMME

(Final version)

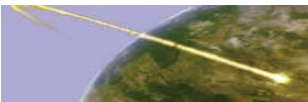


Global Network on IPR Research

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Global Network on IPR Research



Founded in 1823 and based in London's Bloomsbury, Birkbeck extends educational opportunities while achieving world class research results

September 14TH 2006

8:30 Registration opens

09:00 – 11:00: Session 1

Plenary (ROOM B01):

Conference opening

Organizers' welcome

- **Birgitte Andersen**

Expanding the IPR Domain in the New Economy

Chair: Daniele Archibugi (Birkbeck College, University of London, UK and Italian Research Councils (CNR), Italy)

The Political Economy of Patent Policy Reform in the United States	Scherer, FM	Harvard University (USA)
Information Society: Consequences of Expanding the Intellectual property domain	Steinmueller, Ed	Science and Technology Policy Research Unit - SPRU, University of Sussex (UK)
Using IPR to Expand the Research Common for Science.	David, Paul	Stanford University (USA) and the University of Oxford (UK)
Creative destruction in the Music Industry and the Copyright	Kozul-Wright, Zeljka	UNCTAD, United Nations, Geneva (Switzerland)

11:00 – 11:30 Coffee & tea break, with Danish pastries & Registration continues

11:30 – 13:30: Session 2

Plenary (ROOM B01):

IPRs and Corporate Dominance in an Era of Globalization

Chair: Ed Steinmueller (Science and Technology Policy Research Unit - SPRU, University of Sussex, UK)

The new role and status of IPRs in Contemporary Capitalism	Coriat, Benjamin and Orsi, Fabienne	University of Paris 13 CEPN-LIDE, CNRS (France)
Cultural Diversity in an Era of Corporate Dominance: A Clash of Rights	Macmillan, Fiona	Birkbeck College, University of London (UK)
Global Brands and Corporate Dominance in Consumer Goods	Lopes, Teresa da Silva	Queen Mary University of London (UK)
The new political economy of IPR regulation	Jessop, Bob	Lancaster University (UK)
In Search of a useful theory of IPRs	Andersen, Birgitte and Konzelmann, Sue	Birkbeck College, University of London (UK)

13:30 – 14:30: Rustic lunch Continental style

14:30 – 16:00: Session 3 [4 parallel sessions]

Parallel 3.1 (ROOM 204):

IPR Protection in High-Tech Industries Including Software, Business Methods and Information Products

Chair: Suma Athreya (Brunel University, UK)

Open Source Software: Lessons for Intellectual Property Rights Management in a knowledge-based economy	Jullien, Nicholas and Zimmermann Jean-Benoit	~ Ernst Bretagne (France) ~ CNRS-GREQAM et IDEP (France)
Consequences of software and business methods patents on the Internet and the standard-setting organisations	Liotard, Isabelle	University of Paris North (France)
Strategic Bundling: information products market power, and the future of globalization.	Guy, Fredrick	Birkbeck College, University of London (UK)
IPR Protection in the High-Tech Industries: A Model of Piracy	Rayna, Thierry	University of Bristol (UK) and University of Aix-Marseille III (France)

Parallel 3.2 (ROOM 103):

Coping with Public Demand for IP Access

Chair: Bekkers, Rudi (University of Utrecht (The Netherlands))

Looking at Vuitton: Negotiating value and price of counterfeit merchandise	Hansen, Gard Hopsdal and Moeller, Henrik Kloppenborg	~ Norwegian University of Science and Technology (NTNU) (Norway) ~ University of Copenhagen
The Impact of Internet on IPR – A case study of Music Industry in Croatia	Bozina, Marta; Dumancic, Kojenska; and Knezevic, Blazenka	University of Zagreb (Croatia)
Bridging the digital divide through the adoption of open source software and standards in developing nations: A study of the African context	Kim, Yikyung and Lee, Soo Hee	~ Central Saint Martins College of Art and Design University of the Arts London (UK) ~ Birkbeck College (UK)
The Role of Free Licences for Cooperation Development and Learning within the Commons-Based Peer Production. The Cases of CC and GNU GPL.	Feledziak, Barbara and Lyubareva, Inna	University Paris X (France)

Parallel 3.3 (ROOM G02):

The Evolution of Patenting Activities and Service Marks

Chair: Bart Verspagen (Eindhoven Centre for Innovation Studies (ECIS), Eindhoven University of Technology & TIK, The Netherlands)

An Economic Analysis of the Rise of Service Marks	Mangani, Andrea	University of Pisa (Italy)
Service Marks as Indicators for Knowledge Based Services	Gauch, Stephan and Schmoch, Ulrich	Fraunhofer Institute for Systems and Innovation Research (Germany)
Patenting Propensity across sectors : Analysis of its variance in the advanced economies	Godinho, Manuel Mira and Rebelo, Guilherme	Technical University of Lisbon (Portugal)
Determinants of Technological Change: A Patent Data Analysis'	Kosmopoulou, Elena	University of Reading (UK)

Parallel 3.4 (ROOM 101):

Corporate Dominance, strategy and IPR appropriation

Chair: Lee Davis (Copenhagen Business School, Denmark)

Author's earnings and copyright contracts: An empirical study	Kretschmer, Martin	Bournemouth university (UK)
Trade Mark Dilution and the Public Interest	Simon, Ilanah	Queen Mary Intellectual Property Research Institute, Queen Mary University of London (UK)
The role of IPR in the venture capital process.	Christensen, Jesper Lindgaard	Aalborg University (Denmark)
Signalling Value of IPR Announcements	Dempster, Anna	Birkbeck College, University of London (UK)

16:00-16:15 Coffee & tea break, with traditional biscuits (Hurry up – this is a very short break!.)

16:15 – 18:15: Session 4

Plenary (ROOM B01):

Suitable Criteria for IPR Protection in New Economy Sectors

Chair: Nick von Tunzelmann (SPRU, University of Sussex, UK)

Patenting Race in a Genomic Age	Kahn, Jonathan D.	Hamline University (USA)
Proper property properties of knowledge	Granstrand, Ove	Chalmers University (Sweden)
Creators in biotechnology and culture: Geniuses, or industrial stakeholders?	Dutfield, Graham and Suthersanen, Uma	Queen Mary, University of London (UK)
Intellectual Property in Software Development: Trends, Strategies and Problems	Blind, Knut	University of Berlin and Fraunhofer Institute for Systems and Innovation Research (Germany)
The Discovery of Invention: Gene Patents and the Question of Patentability	Gibson, Johanna	Queen Mary Intellectual Property Research Institute, Queen Mary, University of London (UK)

19:30 – Evening buffet at Courthouse Kempinski:

Courtroom no 1 where the great (Napoleon III, Oscar Wilde) and famous (John Lennon, Mick Jagger) and not so good pleaded their case

September 15TH 2006

9:00 – 11:00 Session 5

Plenary (ROOM B01):

The Trade Related Aspects of IPR Regulation in Sectoral, National and Global Contexts

Chair: Annalisa Primi (ECLAC-United Nations Division of Production, Productivity and Management, Chile & Comision Economica Para America Latina)

Trade Marks and Performance in UK Firms: Evidence of Schumpeterian Competition through Innovation	Greenhalgh, Christine and Rogers, Mark	Oxford Intellectual Property Research Centre, University of Oxford (UK)
How do trademarks affect firm's incentives to innovate	Davis, Lee	Copenhagen Business School (Denmark)
University IPRs and Knowledge transfer. Is the IPR ownership model more efficient?	Crespi, Gustavo; Geuna, Aldo and Verspagen, Bart	~ Science and Technology Policy Research Unit - SPRU, University of Sussex (UK) and the University of Chile (Chile) ~ SPRU, University of Sussex (UK) ~ Eindhoven Centre for Innovation Studies (ECIS), Eindhoven University of Technology & TIK (The Netherlands)
The International Enclosure Movement	Yu, Peter	Michigan State University College of Law (USA)
Parallel trade, price discrimination, investment and price caps	Szymanski, Stefan and Valletti, Tommaso	Imperial College London (UK)

11:00 – 11:30 Coffee & tea break with Danish pastries

11:30 – 13:00: Session 6 [3 parallel sessions]

Parallel 6.1 (ROOM 204):

IPR, Health Policies and Moral Rights

Chair: Kahn D. Jonathan (Hamline University, USA)

Human Gene Patents and the Question of Morality	Papaioannou, Theo	Open University (UK)
Trips-Post 2005 in Southern Countries : The Sustainability of Public Health Policies at Stake	Orsi, Fabienne; d'Almeida , C.; Hasenclever, L and Coriat, Benjamin	University of Paris (France) and Federal University of Rio de Janeiro (Brazil)
Patents as structuring elements of modular inventions: The Case of DNA vaccines	Bureth, Antoine, and Penin, Julien	BETA - Université Louis Pasteur Strasbourg (France)
The management of patents in Dutch biopharmaceutical SME: a framework for assessing patent management maturity	Kern, Sander and van Reekum, Rik	~ Dialogic Innovatie & Interactie, Utrecht (the Netherlands) ~ Leiden University (the Netherlands)

Parallel 6.2 (ROOM 103):

IPRs and Inventors' Choices

Chair: Adam Cross (University of Leeds, UK)

Labour Mobility of Academic Inventors. Career decision and knowledge transfer	Crespi, Gustavo Geuna, Aldo; and Nesta, Lionel J.J.	~ Science and Technology Policy Research Unit - SPRU – University of Sussex & University of Chile (Chile) ~ SPRU – University of Sussex (UK) ~ Observatoire Français des Conjonctures Economiques (OFCE) (France)
“Stacking” or “Picking” patents? The Inventors Choice between Quantity and Quality	Mariani, Myriam and Romanelli, Marzia	~ Bocconi University (Italy) ~ University of Pisa (Italy)
Do firms patent to protect or transfer knowledge in support of their innovations? An analysis of the forth UK Community Innovation Survey	Janne Odile and Frenz Marion	Birkbeck College, University of London (UK)
Imitation, Patent Protection and Entry Mode	Zuniga, Pluvia and Bascavusoglu, Elif	Open University (UK)

Parallel 6.3 (ROOM G01):

Internationalisation of Intellectual Property Rights, TRIPS and Public Policy

Chair: Roberto Simonetti (Open University, UK)

One size fits all, but which one ? From TRIPS to ' TRIPS PLUS' agreements. IPR regime and access to medicines in developing countries.	Guennif, Samira	University of Paris (France)
Biopiracy: Is the patent system a solution?	Rocha-Lackiz, Alma	Science and Technology Policy Research Unit - SPRU, University of Sussex (UK)
Internationalisation of Intellectual Property Rights: Implications for the Developing Countries.	Saxena, K.K and Sharma, Ruchi	Indian Institute of Technology, Kanpur (India)
A Long Long way to Win-win? IPRs Issues in the International Technology Transfer from US to P.R. China	Zhang, Nan	Queen Mary Intellectual Property Research Institute, Queen Mary University of London (UK)

13:00 – 14:00: Rustic lunch English style

14:00 – 15:30 Session 7 [4 parallel sessions]

Parallel 7.1 (ROOM 204):

Dealing with Public versus Private Interests in the Administration of IPRs

Chair: Benjamin Coriat (University of Paris, France)

Public and Private Institutions in the Administration of IPRs in Kenya	Ouma, Marisella	IPR Institute of Kenya (Kenya) and Queen Mary Intellectual Property Research Institute, Queen Mary University of London (UK)
Private rights and Public goods: conflicts in agriculture R&D	Muraguri, Lois	Queen Mary Intellectual Property Research Institute, Queen Mary University of London (UK)
Collective Management of Intellectual Property Rights: Not only a solution to the tragedy of anti- commons	Dequiedt, Vianney; Meniere, Yann; and Trommetter, Michel	~ University Pierre Mendes (France) ~ CERNA, Ecole des Mines, Paris (France) CECO, ~ National Institute for Agricultural Research, Grenoble & Laboratoire d'économétrie de l'Ecole (France)
The dynamics of university-Industry enterprising as an enabler or deterrent to technological innovation dissemination in biotechnology industry	Malik, Tarik	Birkbeck College, University of London (UK)

Parallel 7.2 (ROOM 103):

The Role of IPRs in Industrial and Economic Development Processes of Nations

Chair: Helen Lawton Smith (Birkbeck College, University of London, UK)

Recent Asian growth dynamics and the role of IPRs	von Tunzelmann, Nick and Long, Vicky	Science and Technology Policy Research Unit - SPRU, University of Sussex (UK)
Different Economics, Different Politics: The Political Economy of Intellectual Property in Late Development	Shadlen, Ken	London School of Economics (UK)
The Role of IPRs in Technological Development, Some Suggestions and Policy Implications from Iran's experience for other Developing Countries	Salami, Reza	University of Allameh (Iran)
Inventive Activities, Patents and Early Industrialization. A synthesis of Research Issues	Christine MacLeod and Nuvolari, Alessandro	~ University of Bristol ~ Eindhoven Centre for Innovation Studies (ECIS), Eindhoven University of Technology (The Netherlands)

Parallel 7.3 (ROOM G01):

IPRs and Incentives to Invent, Innovate and Entrepreneurship

Chair: Aldo Geuna (SPRU, University of Sussex, UK)

Nigeria's Research System and the Culture of Patenting	Oyewale, Ayobami Adesina	Obafemi Awolowo University (Nigeria)
The IPR Strategies of the Italian Research Council and its researchers' motivations to file patents: an empirical study	Angelini, Barbara and Donadio Saverio, Francesco	Italian National Research Council (CNR) (Italy)
Patent pools and the Dynamic Incentive to R&D	Dequiedt, Vianney and Versaevel, Bruno	~ INRA GAEL (France) ~ EM Lyon and GATE (France)
Political Heterarchy and Dispersed Entrepreneurship in the MNC (to be confirmed)	Williams, Christopher and Lee, Soo Hee	Birkbeck College, University of London

Parallel 7.4 (ROOM 101):

Value Creation from IPRs as a 'Social' Process

Chair: Penin Julien (BETA – ULP Strasbourg, France)

Emerging coordination mechanisms for multi-party IPR holders: linking research with standardization	Bekkers, Rudi; Iversen, Eric; and Blind, Knut	~ University of Utrecht (The Netherlands) ~ Nifu STEP (Norway) ~ Fraunhofer Institute for Systems and Innovation Research (Germany)
Knowledge Interactions in patent development: the role of geographical vs. organizational proximity	Giuri, Paola and Mariani, Myriam	~ Sant'Anna School of Advanced Studies (Italy) ~ Università Commerciale Luigi Bocconi (Italy)
A Socialized Model of IP Strategy	McDonald, Elaine	Birkbeck College, University of London (UK)
Value Creation from Patents: the role of social capital	Striukova, Ludmilla	Roehampton University (UK)

15:30-16:00 Break: "Traditional English cream tea and coffee, with scones, clotted cream, jam and strawberries" and fruit tarts

16:00 – 17:30: Session 8

Plenary (ROOM B01):

Chair: Daniele Archibugi (Birkbeck College, University of London, UK and Italian Research Councils (CNR), Italy)

Forgetting History is Not an Option! Intellectual Property, Public Policy and Economic Development in Context	May, Christopher and Sell, Susan	~ Lancaster University (UK) ~ George Washington University (USA)
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Round table:

Panellists :

- Birgitte Andersen (Birkbeck College, University of London)
- Benjamin Coriat (University of Paris, France)
- Ove Granstrand (Chalmers University, Sweden)
- Fiona Macmillan (Birkbeck College, University of London, UK)
- Chris May (Lancaster University, UK)
- Zeljka Kozul-Wright (UNCTAD, United Nations, Switzerland)
- FM Scherer (Harvard University, USA)

19:00 – Conference dinner on the Naticia: Luxury Dinner Cruise on the Thames with views of London and live jazz entertainment.

Conference closes