



# IP Statistics for Decision Makers

14 - 15 NOVEMBER  
MEXICO CITY  
MEXICO

ORGANIZED BY



Innovation, Science and  
Economic Development Canada  
Canadian Intellectual Property Office

Innovation, Sciences et  
Développement économique Canada  
Office de la propriété intellectuelle du Canada



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## Program Overview

### Monday, 13 November 2017 – Pre event

09:30-18:00	Registration Open
10:00-13:00	<b>IP data workshop</b> <i>(Pre-registered only)</i>
13:00-14:00	Lunch
14:00-16:00	<b>Introduction to the PATSTAT product line</b> <i>hosted by the European Patent Office (EPO) (Pre-registered only)</i>
16:00-18:00	<b>PATSTAT user day</b> <i>hosted by the European Patent Office (Pre-registered only)</i>
18:00-19:00	<b>OECD STI Scoreboard Launch Event</b> <i>(Open to all)</i>

### Tuesday, 14 November 2017 – Conference Day 1

8:30-17:45	Registration Open
9:00-9:05	Welcome and Introduction of Keynote Speakers
9:05-9:45	<b>Day 1 Keynotes</b> <b>Ildefonso Guajardo Villareal</b> , Secretary of Economy in Mexico <b>OECD</b> <i>(to be announced)</i>
9:45-10:45	<b>Panel 1: IP Office Perspectives on the Digital Economy</b> Moderator: Dirk Pilat, <i>Deputy Director, OECD Science Technology and Innovation Directorate</i>
10:45-11:15	Morning coffee and tea break
11:15-13:00	<b>Session 1 – International Trade and IP Patterns</b> Chair: Keith Maskus, <i>University of Colorado</i>
13:00-14:00	Lunch Break
14:00-15:45	<b>Session 2 – Trade Secrets</b> Chair: Rahul Telang, <i>Carnegie Mellon University</i>
15:45-16:15	Afternoon coffee and tea break
16:15-18:00	<b>Session 3 – Trademarks and Market Value</b> Chair: Claudia Gonzalez Brambila, <i>Instituto Tecnológico Autónomo de México</i>
18:00	Close of Day 1 and invitation to drinks and dinner
18:30-21:30	<b>Conference dinner with Keynote Speaker</b>

## Wednesday, 15 November 2017 – Conference Day 2

9:00-9:30	<b>Day 2 Keynotes</b> <b>Roberta S. Jacobson</b> , US Ambassador to Mexico
9:30-10:30	<b>Panel 2: Technology Transfer and IP: Challenges and Opportunities</b> Moderator: Alejandro Ramirez Magaña, <i>President of the Business Mexican Council</i>
10:30-11:00	Morning coffee and tea break
11:00-12:45	<b>Session 4 – Innovation and Knowledge Integration</b> Chair: Alberto Galasso, <i>University of Toronto</i>
12:45-13:45	Lunch Break
13:45-15:30	<b>Session 5 – Firms and Markets</b> Chair: Mark Schankerman, <i>London School of Economics</i>
15:30-16:00	Afternoon coffee and tea break
16:00-17:45	<b>Session 6 – IP Office Efficiency</b> Chair: Iain Cockburn, <i>Boston University</i>
17:45-18:00	Closing Remarks

## Tuesday, 14 November 2017 – Conference Day 1

### 9:45-10:45 Panel 1: IP Office Perspectives on the Digital Economy

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**Moderator:** *Dirk Pilat*, Deputy Director, OECD Science Technology and Innovation Directorate

Panelist: **Misha Granados Fernández**, Legal Advisor of the President, Mexico

Panelist: **Johanne Bélisle**, Chief Executive Officer, CIPO

Panelist: **Miguel Margáin**, Director General, IMPI

Panelist: **Thomas A. Beach**, Chief Data Strategist, USPTO

### 11:15-13:00 Session 1: International Trade and IP Patterns

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**Chair:** *Keith Maskus*, University of Colorado

**“Outsourcing origin and firm innovation”**

*Antoine Dechezleprêtre*, London School of Economics

*Damien Dussaux*, London School of Economics

*David Hemous*, University of Zurich

*Mirabelle Mûuls*, London School of Economics

**“The impact of international patent systems:  
Evidence from accession to the European Patent Convention”**

*Bronwyn Hall*, University of California

*Christian Helmers*, Santa Clara University

**“A worldwide patent citation network”**

*Andrew Torrance*, University of Kansas

*Jevin D. West*, University of Washington

### 14:00-15:45 Session 2: Trade Secrets

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**Chair:** *Rahul Telang*, Carnegie Mellon University

**“Protecting innovation through trade secrets and patents:  
Determinants for European Union firms”**

*Nathan Wajzman*, EU IPO

*Francisco Garcia-Valero*, EU IPO

**“The Defend Trade Secrets Act at one:  
An empirical study of the first year of litigation under the DTSA”**

*David Levine*, Elon University School of Law

*Christopher Seaman*, Washington and Lee University

**“Keeping a secret:  
Evidence from process and product innovation”**

*Bernhard Ganglmair*, University of Texas at Dallas

*Imke Reimers*, Northeastern University

## 16:15-18:00 Session 3: Trademarks and Market Value

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Chair: **Claudia Gonzalez Brambila**, Instituto Tecnológico Autónomo de México

### **“Are we running out of trademarks?**

#### **An empirical study of trademark depletion and congestion”**

Barton Beebe, *New York University*

Jeanne C. Fromer, *New York University*

### **“Submarine trademarks”**

Carsten Fink, *WIPO*

Andrea Fosfuri, *Bocconi University*

Christian Helmers, *Santa Clara University*

Amanda Myers, *U. S. Patent and Trademark Office*

### **“Market value before and after the global financial crisis”**

Georg von Graevenitz, *Queen Mary University*

Antanina Garanasvili, *Padua University*

## Wednesday, 15 November 2017 – Conference Day 2

### 9:30-10:30 Panel 2: Technology Transfer and IP: Challenges and Opportunities

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Moderator: **Alejandro Ramirez Magaña**, President of the Business Mexican Council

Panelist: **Enrique Graue Wiechers**, Dean of the National Autonomous University of Mexico

Panelist: **Ken Porter**, Vice President of Intellectual Property Management at Innovate Calgary

Panelist: **Silvia Patricia Mora Castro**, MSC, Tecnológico de Monterrey

### 11:00-12:45 Session 4: Innovation and Knowledge Integration

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Chair: **Alberto Galasso**, University of Toronto

### **“Transition towards a green economy in Europe:**

#### **Innovation and knowledge integration in the renewable energy sector”**

Chiara Conti, *Sapienza University of Rome*

Maria Luisa Mancusi, *Catholic University Milan*

Francesca Sanna-Randaccio, *Sapienza University of Rome*

Roberta Sestini, *Sapienza University of Rome*

Elena Verdolini, *Fondazione CMCC and Fondazione Eni Enrico Mattei, Milan*

### **“Innovation, appropriation and new firm formation in related industries in European regions”**

Michał Kazimierczak, *EU IPO*

René Belderbos, *KU Leuven*

Micheline Goedhuys, *UNU-MERIT*

### **“International competition and invention quality: evidence from Swiss firms”**

Mark Thompson, *Austrian Patent Office*

Martin Wörter, *ETH Zürich*

## 13:45-15:30 Session 5: Firms and Markets

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Chair: *Mark Schankerman*, London School of Economics

**"Does winning a patent race lead to more follow-on innovation?"**

Neil Thompson, MIT

Jeffrey Kuhn, UC Berkeley

**"The market for standard-essential patents"**

Justus Baron, Northwestern University

Laurie Ciaramella, Mines ParisTech

**"Transfer of patent ownership in Japan: First look at its incidence and economic roles"**

Sadao Nagaoka, Tokyo Keizai University

Yoichiro Nishimura, Kanagawa University

**"Firm matching in the market for technology"**

Pere Arqu -Castells, Northwestern University

Daniel Spulber, Northwestern University

## 16:00-17:45 Session 6: IP Office Efficiency

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Chair: *Iain Cockburn*, Boston University

**"Knowledge spillovers and learning in the workplace:  
Evidence from the U.S. Patent Office"**

Michael Frakes, Duke Law faculty

Melissa Wasserman, University of Texas at Austin

**"Fasten your seatbelts!**

**Can the patent prosecution take your application down the fast lane?"**

Vanessa Behrens, Centre for European Economic Research

Dirk Czarnitzki, Centre for European Economic Research

Andrew Toole, U.S. Patent and Trademark Office

**"Discrimination against foreigners in the patent system:  
Evidence from standard-essential patents"**

Ga tan de Rassenfosse,  cole Polytechnique F d rale de Lausanne

Emilio Raiteri,  cole Polytechnique F d rale de Lausanne

Rudi Bekkers, Eindhoven University of Technology

## Posters

- 1 "Branding unfair competition: what foreign-language marks mean for international businesses"  
Ung Shen Goh (*Osgoode Hall Law School*)
- 2 "Valuation of European Union Trade Marks (EUTM)"  
Carolina Arias Burgos (*EU IPO*)
- 3 "Determinants of Locational Patenting Behavior of Canadian Firms"  
Andrew Eckert, Corinne Langinier & Long Zhao (*University of Alberta*)
- 4 "The Conceptual Novelty of Patents"  
Jonathan Ashtor (*Paul, Weiss, Rifkind, Wharton & Garrison LLP*)
- 5 "Intellectual property rights protection and the international transfer of low-carbon technologies"  
Damien Dussaux (*London School of Economics*), Antoine Dechezleprêtre & Matthieu Glachant
- 6 "Measures of Innovation: Patent Statistics and Intangible Investments"  
Danny Leung (*Statistics Canada*)