



# 2018 Annual Conference of EPIP

## September 5-7, 2018



08:30	PhD WORKSHOP PALACE VIEW Registration	09:00	Plenary Session II - KEYNOTE AND PANEL: IP in data-driven economies TOWER VIEW					Plenary Session IV - KEYNOTE AND PANEL: IP and international trade TOWER VIEW					09:00
09:00	Introduction	-	Elkin-Koren / Haucap / Leiponen / A. Metzger / Zech (keynote)					P. Hall / Kyle / Maskus (keynote) / Mitra-Kahn / Watal					-
09:15	Session I	11:00	Coffee Break					Coffee Break					11:00
10:00	Session II	11:30	PARALLEL SESSIONS I*					PARALLEL SESSIONS IV*					11:30
10:45	Break		TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	
11:30	Session III		Weizenbaum I: Towards a market model for big data	Patent based indicators	PANEL: Standard-essential patents: Governance and anti-trust policy in Europe, Japan, and the US	Does society need more trademarks? Social returns of trademarks under scrutiny	Labor markets for inventors	PANEL: The legal politics of news: An ancillary right for press publishers - Is evidence-based policy possible?	Current challenges in IP policy	Comparative studies of online piracy	IP and entrepreneurship	Weizenbaum IV: Competition on data and information markets	
12:15	Session IV		Karga Giritli Graef Schneider	Grimpe (chair) Ashtor Harhoff Oh Wada	Graham (chair) Bekkers Kappos Rademacher	Calboli (chair) Brancusi; Castaldi Lunney Mendonça Senftleben	Martinez (chair) Lissoni Ray Seaux Ziedonis	Kretschmer (chair) Bently Kuri	De Rassenfosse (chair) Neuhausler Schartinger Seliger Torrisi	Poort (chair) Stürz Quintais	Sauermann (chair) Kazimierczak Levine Svensson Toole	Margoni Montagnani Mischau	
13:00	Lunch	12:50	Lunch					Lunch					12:50
14:00	Phd workshop: Tour ESMT building	13:50	PARALLEL SESSIONS II*					PARALLEL SESSIONS V*					13:50
			TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	TOWER VIEW	AUDIT I	AUDIT IV	Audit II		
			Weizenbaum II: Economics of data: A case for IP rights	IP and knowledge diffusion	Standard-essential patents: Empirical studies I	Trade secrets—Crime and policy in contemporary society	Empirical evaluation of IP & IP strategies	Copyrights	IP litigation	Trademarks	IP in a digital World		
			Kerber Koutras van den Boom	Gaessler (chair) Bergé Boulanger Ciaramella Verhoeven	Baron (chair) Agnoli Léonard Harhoff von Laer	Searle / Bratu (chair) Behrend Lie Nashkova Schultz	Ziedonis (chair) Caviggioli Erickson La von Graevenitz	Kretschmer (chair) Burk; Heald Jütte Katz Towse	Wada (chair) Ducimetière Oswald Sterzi Wechs Hatanaka	von Graevenitz (chair) Martinelli; Mendonça Myers Nasirov Thomson	Ciaramella (chair) Geiger Perot Sganga		
		15:20	Coffee Break					Coffee Break					15:20
		15:40	PARALLEL SESSIONS III*					Plenary Session V - KEYNOTE: Innovation and development: The role of patents TOWER VIEW					15:40
			TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	Mairesse (chair)					
			Weizenbaum III: Contracts on personal and big data: Conditions and limits of a market model	IP and knowledge production	Standard-essential patents: Empirical studies II	Economic models of IPRs	Patent strategies	B. Hall (keynote)					
			Elkin-Koren J. Metzger Schrader	B. Hall (chair) Cheng; Grimpe Li Pöge	Agnoli (chair) Baron Blind Wang	Verhoeven (chair) Ivus; Khairullina Lampert Verba	Thomson (chair) de Rassenfosse; Helmers Sojli von Graevenitz						
		17:00	Break										17:00
		17:20	General assembly of the EPIP Association TOWER VIEW										
		17:40	Plenary Session III - KEYNOTE: Industrial espionage and productivity Glitz										
		18:20											
		20:00	Conference dinner @ Sofitel Gendarmenmarkt										
16:00	Tour ESMT building												
16:45	Plenary Session I: WELCOME and PANEL: Perspectives on IP Strategy in a Dynamic World TOWER VIEW Rocholl / Lissoni / Wagner Graham (chair) Bechtold; Beige Harhoff; Kappos												
19:00	Tour ESMT												
20:00	Welcome cocktail / Tour ESMT building												

\* only the presenters of the papers are listed here; full details on: <https://lineupr.com/esmtberlin/epip-2018-conference>.

Wednesday, September 5, 2018

PHD WORKSHOP PALACE VIEW		
08:30	Registration	08:30
09:00	Introduction	09:00
09:15	Session I	09:15
10:00	Session II	10:00
10:45	Break	10:45
11:30	Session III	11:30
12:15	Session IV	12:15
Lunch		
13:00		13:00
14:00	Phd workshop: Tour ESMT building	14:00
WALKING TOUR 10:00 - 12:00 (meet in front of ESMT Berlin)		
14:30		14:30
	Registration and coffee	
-		-
16:00	Tour ESMT	16:00
		16:45
16:45	Plenary Session I: WELCOME and PANEL: Perspectives on IP Strategy in a Dynamic World	16:45
	TOWER VIEW	
-	Rocholl / Lissoni / Wagner	-
	Graham (chair) Bechtold; Beige Harhoff; Kappos	19:00
19:00	Tour ESMT	19:00
-		-
20:00	Welcome cocktail / Tour ESMT building	20:00

Thursday, September 6, 2018

09:00	<b>Plenary Session II - KEYNOTE AND PANEL: IP in data-driven economies</b>					09:00
-	TOWER VIEW					-
11:00	Elkin-Koren / Haucap / Leiponen / Metzger / Zech (keynote)					11:00
	Coffee Break					
11:30	<b>PARALLEL SESSIONS I*</b>					11:30
-	TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	-
	Weizenbaum I: Towards a market model for big data	Patent based indicators	PANEL: Standard-essential patents: Governance and anti-trust policy in Europe, Japan, and the US	Does society need more trademarks? Social returns of trademarks under scrutiny	Labor markets for inventors	
12:50	Graef Karga Giritli Schneider	Grimpe (chair) Ashtor Harhoff Oh Wada	Graham (chair) Bekkers Kappos Rademacher	Calboli (chair) Brancusi; Castaldi Lunney Mendonça Senftleben	Martinez (chair) Lissoni Ray Seaux Ziedonis	12:50
	Lunch					
13:50	<b>PARALLEL SESSIONS II*</b>					13:50
-	TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	-
	Weizenbaum II: Economics of data: A case for IP rights	IP and knowledge diffusion	Standard-essential patents: Empirical studies I	Trade secrets—Crime and policy in contemporary society	Empirical evaluation of IP & IP strategies	
15:20	Kerber Koutras van den Boom	Gaessler (chair) Bergé Boulangier Ciaramella Verhoeven	Baron (chair) Agnoli Léonard Harhoff von Laer	Searle / Bratu (chair) Behrend Lie Nashkova Schultz	Ziedonis (chair) Caviggioli Erickson La von Graevenitz	15:20
	Coffee Break					
15:40	<b>PARALLEL SESSIONS III*</b>					15:40
-	TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	-
	Weizenbaum III: Contracts on personal and big data: Conditions and limits of a market model	IP and knowledge production	Standard-essential patents: Empirical studies II	Economic models of IPRs	Patent strategies	
17:00	Elkin-Koren Metzger Schrader	B. Hall (chair) Cheng; Grimpe Li Pöge	Agnoli (chair) Baron Blind Wang	Verhoeven (chair) Ivus; Khairullina Lampert Verba	Thomson (chair) de Rassenfosse; Helmers Sojli von Graevenitz	17:00
	Break					
17:20	<b>General assembly of the EPIP Association</b>					17:20
-	TOWER VIEW					-
17:40	<b>Plenary Session III - KEYNOTE: Industrial espionage and productivity</b>					17:40
18:20	Glitz					18:20
20:00	Conference dinner @ Sofitel Gendarmenmarkt					20:00
23:00						23:00

Friday, September 7, 2018

09:00	<b>Plenary Session IV - KEYNOTE AND PANEL: IP and international trade</b>					09:00
	TOWER VIEW					
-	P. Hall / Kyle / Maskus (keynote) / Mitra-Kahn / Watal					-
11:00						11:00

Coffee Break

11:30	<b>PARALLEL SESSIONS IV*</b>					11:30
	TOWER VIEW	AUDIT I	AUDIT IV	Audit II	Palace View	
-	PANEL: The legal politics of news: An ancillary right for press publishers - Is evidence-based policy possible?	Current challenges in IP policy	Comparative studies of online piracy	IP and entrepreneurship	Weizenbaum IV: Competition on data and information markets	-
	Kretschmer (chair) Bently Kuri	De Rassenfosse (chair) Neuhäusler Seliger Schartinger Torrise	Poort (chair) Stürz Quintais	Sauermann (chair) Kazimierczak Levine Svensson Toole	Margoni Montagnani Mischau	
12:50						12:50

Lunch

13:50	<b>PARALLEL SESSIONS V*</b>				13:50
	TOWER VIEW	AUDIT I	AUDIT IV	Audit II	
-	Copyrights	IP litigation	Trademarks	IP in a digital World	-
	Kretschmer (chair) Burk; Heald Jütte Katz Towse	Wada (chair) Ducimetière Oswald Sterzi Wechs Hatanaka	von Graevenitz (chair) Martinelli; Mendonça Myers Nasirov Thomson	Ciaramella (chair) Geiger Lee Perot Sganga	
15:20					15:20

Coffee Break

15:40	<b>Plenary Session V - KEYNOTE: Innovation and development: The role of patents</b>					15:40
	TOWER VIEW					
-	Mairesse (chair)					-
	B. Hall (keynote)					
17:00						17:00

## ESMT Berlin: International business school with strong corporate support



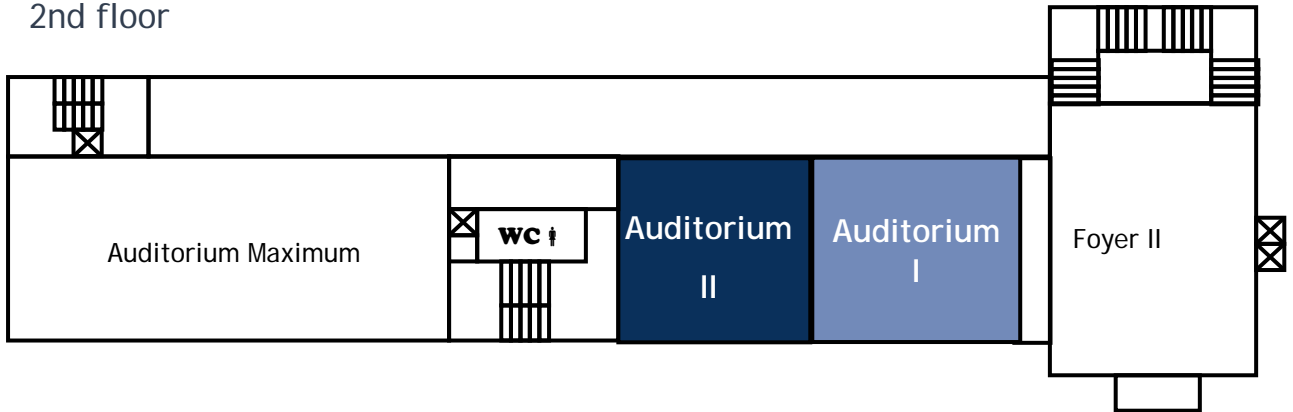
ESMT Berlin was founded by 25 leading global companies and institutions. The international business school offers a full-time MBA, an executive MBA, a master's in management as well as open enrollment and customized executive education programs. ESMT focuses on three main topics:

- Leadership
- Innovation
- Analytics

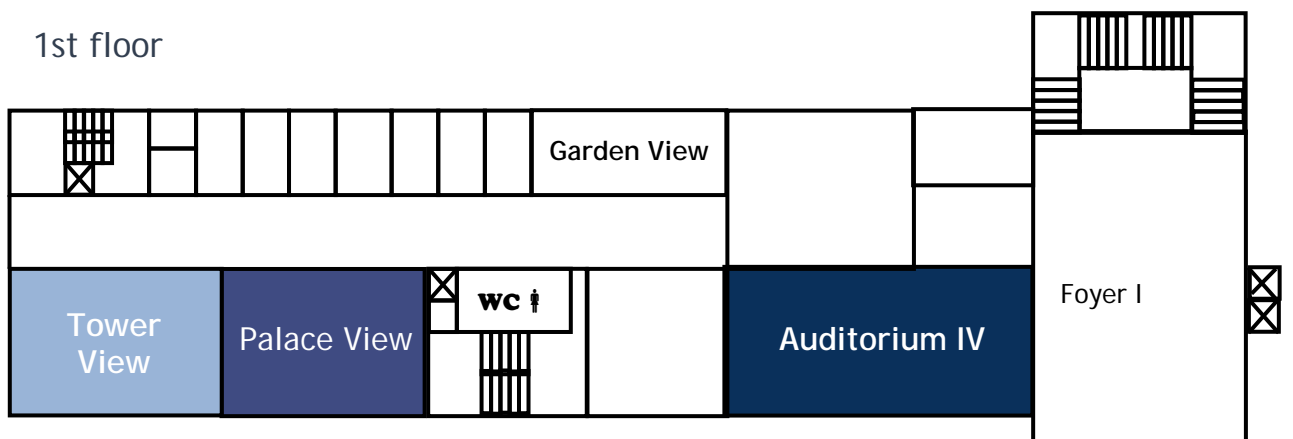
Additionally, the business school provides an interdisciplinary platform for discourse between politics, business, and academia. The business school is based in Berlin, Germany, and has a branch office in Shanghai, China. ESMT is a private business school with the right to grant PhDs, accredited by the German state, AACSB, AMBA, EQUIS, and FIBAA.

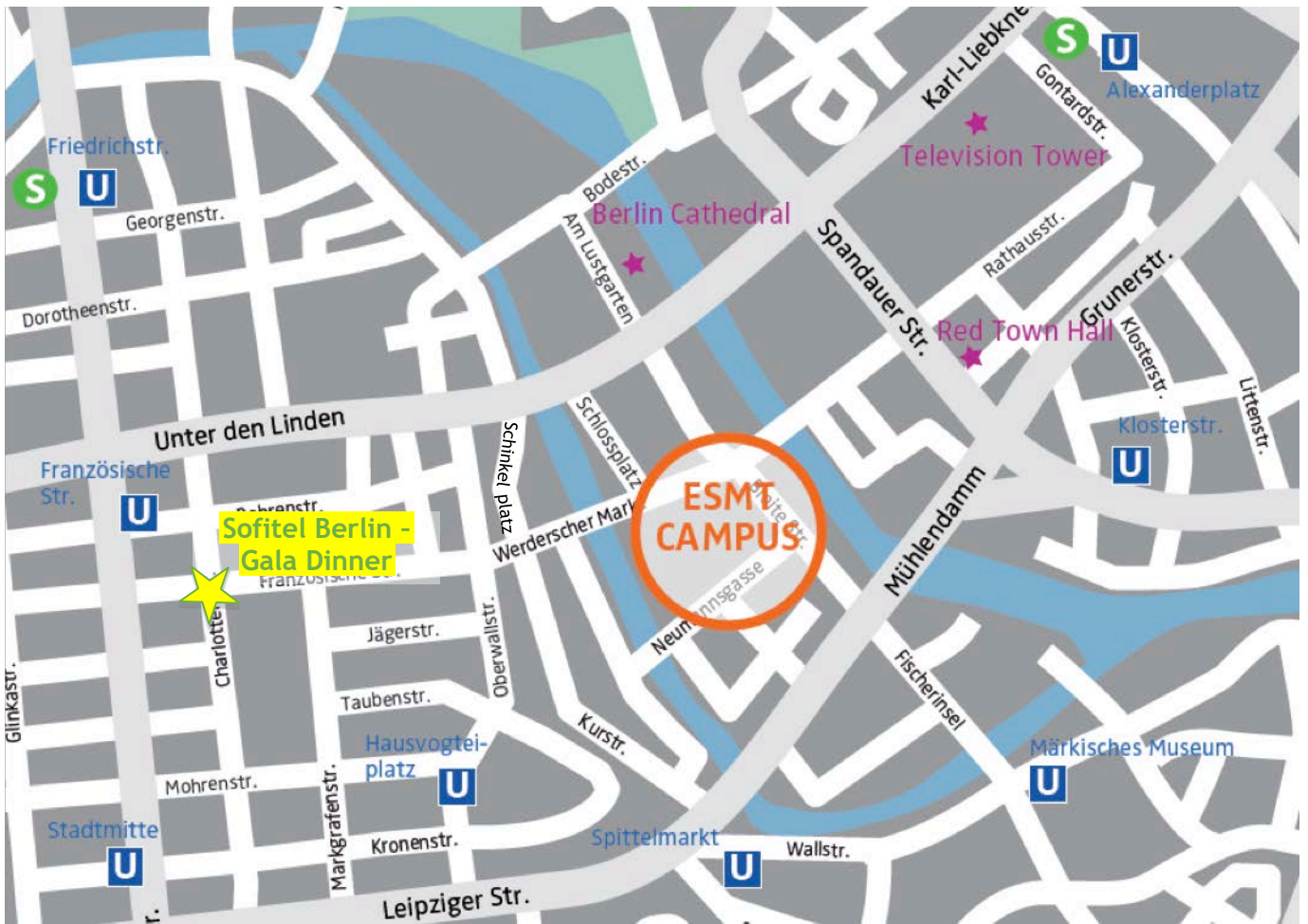
# ESMT FLOOR PLAN

2nd floor



1st floor





## Directions to:

Sofitel Berlin Gendarmenmarkt  
Charlottenstraße 50-52  
10117 Berlin

Leaving ESMT, turn left and walk along Schloßplatz, past the German Foreign Office and the river. Then turn left into Charlottenstraße. On your right-hand side you will see the Sofitel Berlin Gendarmenmarkt and the main entrance. Walking distance between hotel and ESMT Campus is approx. 10 minutes.