European Policy for Intellectual Property
14th Annual Conference

11-13 September 2019
Zurich

To go directly to the conference schedule, click here.
The conference is proudly supported by:
Contents

Welcome to EPIP 2019! 2
Organizational Information 3
Conference Schedule: Overview 8
Plenary Sessions 11
Parallel Sessions 15
EPIP PhD Workshop 27
List of Participants 28
Conference Organization Team 32
Welcome to EPIP 2019!

Dear conference participants,

It is our great pleasure to welcome you to EPIP 2019 in Zurich! Each year, the EPIP conference brings together leading scholars and practitioners interested in the economic, legal, political and managerial aspects of intellectual property rights.

This year, we were able to assemble another exciting set of theoretical, empirical and policy-oriented presentations and discussions on the status and future of intellectual property protection. We hope that you will have productive discussions with old colleagues and new friends. Enjoy EPIP, and enjoy Zurich!

Stefan Bechtold
ETH Zurich

Gaétan de Rassenfosse
EPFL
Organizational Information

Zurich Map

ETH Zurich, main building “HG”, Rämistrasse 101, 8092 Zurich

EPIP 2019 will be held at the main building of ETH Zurich. Prominent signs will be placed around the university, and helpers with blue ETH shirts will be available to assist with direction and enquiries.
ETH Zurich Main Building

E Floor (ground floor)

Registration & Information Desk

F Floor

11-12 September: Plenary Room
11-12 September: Coffee Breaks, Lunch, Posters
13 September: Plenary Room
13 September: Coffee Breaks, Lunch, Posters
Parallel Session Rooms
Coat check
The EPIP 2019 Conference Dinner takes place at the "Zunfthaus zur Saffran" (Limmatquai 54, 8001 Zurich). It is available through pre-registration and pre-payment of the conference dinner fee only.

If you do not remember whether you have registered for the Conference Dinner and wish to attend, please contact us by email as soon as possible at info@epip2019.org.

From the main building of ETH Zurich, you can walk in approximately 10 minutes through the old town of Zurich to the EPIP Conference Dinner.

Alternatively, you can take the Polybahn from ETH Polyterrasse Central, transfer to tram no. 15 (towards Zürich Stadelhofen) or tram no. 4 (towards Zürich Tiefenbrunnen) and get off at Rathaus. The EPIP Conference Dinner is on the opposite side of the street.
Conference Program App

The conference program is available on an EventsAir App. To access the app, simply follow these steps:

1. Download the app via this URL:
   - Get it on iTunes: itunes.apple.com/us/app/the-event-app-by-eventsair/id1142851582?ls=1&mt=8
   - Get it on your browser: ethzurich.eventsair.com/attendeeapp/epip19/epip2019/

2. Enter EPIP2019 as your Event Code.

The program can also be found at epip2019.org/index.php/program.

Meeting Rooms

For urgent meetings, phone or Skype calls, there are some rooms available at ETH Zurich. The rooms are located at the Center for Law & Economics in the IFW building (approx. 5 min walk). Please contact local staff to receive further information.

PhD Workshop

The conference will start with a PhD workshop on Wednesday, 11 September. Registration for the workshop has now closed. Registered participants will meet at 9.00 in room HG F 26.3.

Registration

Registration will start at 8.30 on Wednesday, 11 September in the ETH Zurich main building. The registration and information desk will be available throughout the conference. If you enter the main building from the entrance at Rämistrasse (see map on p. 2), the registration and information desk will be right after you have entered the building on the same floor.

Social Media

Please use the hashtag #epip2019 in your social media posts, updates and tweets.

Speaking Time

In parallel sessions, each speaker has 20 minutes – including Q&A – to present and discuss the paper.

In the Young Scholars Sessions on Thursday morning, each speaker has 15 minutes – including Q&A – to present and discuss the paper.

Traveling around Zurich

The conference takes place in the heart of Zurich and is within walking distance to the recommended hotels and the conference dinner location.

Traveling from the Airport to Zurich

By tram: The tram stops are located outside Terminal B, behind the Airport Center. Take tram number 10 towards Bahnhofstrasse/HB to get into the city center of Zurich.

To reach the main building of ETH Zurich, please leave the tram at tram stop ETH/Universitätspital, right across the main building of ETH Zurich. The tram runs every 7 to 15 minutes, and the journey takes 30 minutes.

By train: Go to the train station below the Airport Center, terminal B. Trains (S-Bahn)
run about every 10 minutes to Zurich main station (Zürich HB/Hauptbahnhof), and the journey takes 10 minutes.

### Walking Tours

If you have registered for the ETH Zurich campus tour or the City of Zurich tour, you should make your way to the ETH Polyterrasse (terrace outside of the ETH main building, overlooking the city) in time for the departure on 11 September at 14:30. The walks will go ahead rain or shine, so please dress appropriately, including comfortable walking shoes. Both tours will run for approximately 1.5 to 2 hours and will end at the ETH main building. Approximate walking distance is 3 kilometers.

### Wireless Internet

Eduroam can be accessed throughout the campus of ETH Zurich. In addition, you may access WiFi with the following information:

- **WiFi Network name**: public or public-5
- **Username**: EPIP
- **Password**: Zurich2019

### More Information

For information about the conference, please also check the conference website www.epip2019.org

### Questions

Any other questions about practical aspects of EPIP should be addressed to info@epip2019.org or at +41 44 632 4671 for urgent matters. This is the best way to get in touch with the local organizers.
### Conference Schedule: Overview

**Wednesday, 11 September, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30</td>
<td>Start of Conference Registration</td>
<td>ETH Zurich main building</td>
</tr>
<tr>
<td>09.00-14.00</td>
<td>EPIP PhD Workshop</td>
<td>F 26.3</td>
</tr>
<tr>
<td>14.00-16.30</td>
<td>EPIP Board Meeting</td>
<td>F 33.1</td>
</tr>
<tr>
<td>14.30-16.00</td>
<td>ETH Zurich Campus Tour</td>
<td>ETH Polyterrasse</td>
</tr>
<tr>
<td>14.30-16.30</td>
<td>City of Zurich Tour</td>
<td>ETH Polyterrasse</td>
</tr>
<tr>
<td>16.30-17.30</td>
<td><strong>Keynote Address 1</strong></td>
<td>F 7</td>
</tr>
<tr>
<td></td>
<td>Prof. Peter Menell: Digital IP Comes of Age</td>
<td></td>
</tr>
<tr>
<td>17.30-18.30</td>
<td><strong>Plenary Session 1</strong>: Exhaustion</td>
<td>F 7</td>
</tr>
<tr>
<td>18.30-20.00</td>
<td>Welcome Reception</td>
<td>Next to F 7</td>
</tr>
<tr>
<td>Time</td>
<td>Session Description</td>
<td>Location</td>
</tr>
<tr>
<td>-----------------</td>
<td>--------------------------------------------------------------------------------------</td>
<td>----------</td>
</tr>
<tr>
<td>09.00-10.00</td>
<td><strong>Parallel Sessions Young Scholars</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Young Scholars – Session 1</td>
<td>F 26.1</td>
</tr>
<tr>
<td></td>
<td>Young Scholars – Session 2</td>
<td>F 26.3</td>
</tr>
<tr>
<td></td>
<td>Young Scholars – Session 3</td>
<td>F 26.5</td>
</tr>
<tr>
<td>10.00-11.00</td>
<td><strong>Keynote Address 2</strong></td>
<td>F 7</td>
</tr>
<tr>
<td></td>
<td>Prof. Reinhilde Veugelers: IP in Competition Policy</td>
<td></td>
</tr>
<tr>
<td>11.00-11.30</td>
<td><strong>Coffee Break</strong></td>
<td>Next to F 7</td>
</tr>
<tr>
<td>11.30-13.00</td>
<td><strong>Parallel Sessions A</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>A1 – Future of IP</td>
<td>F 26.1</td>
</tr>
<tr>
<td></td>
<td>A2 – Copyright I</td>
<td>F 26.3</td>
</tr>
<tr>
<td></td>
<td>A3 – Science</td>
<td>F 26.5</td>
</tr>
<tr>
<td></td>
<td>A4 – Design I</td>
<td>F 33.1</td>
</tr>
<tr>
<td>13.00-14.00</td>
<td><strong>Lunch</strong></td>
<td>Next to F 7</td>
</tr>
<tr>
<td>14.00-15.00</td>
<td><strong>Plenary Session II: IP, Policy and Politics</strong></td>
<td>F 7</td>
</tr>
<tr>
<td>15.00-16.10</td>
<td><strong>Parallel Sessions B</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B1 – International Aspects</td>
<td>F 26.1</td>
</tr>
<tr>
<td></td>
<td>B2 – Firm Strategy</td>
<td>F 26.3</td>
</tr>
<tr>
<td></td>
<td>B3 – FRAND / Standard-essential Patents</td>
<td>F 26.5</td>
</tr>
<tr>
<td></td>
<td>B4 – Disclosure</td>
<td>F 33.1</td>
</tr>
<tr>
<td></td>
<td>B5 – Design II</td>
<td>F 5</td>
</tr>
<tr>
<td>16.10-16.40</td>
<td><strong>Coffee Break</strong></td>
<td>Next to F 7</td>
</tr>
<tr>
<td>16.40-17.00</td>
<td><strong>Assembly of the EPIP Association and Outlook to EPIP2020</strong></td>
<td>F 7</td>
</tr>
<tr>
<td>17.00-18.40</td>
<td><strong>Parallel Sessions C</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>C1 – Trade Secrets I</td>
<td>F 26.1</td>
</tr>
<tr>
<td></td>
<td>C2 – Copyright II</td>
<td>F 26.3</td>
</tr>
<tr>
<td></td>
<td>C3 – Patent Litigation/Quality</td>
<td>F 26.5</td>
</tr>
<tr>
<td>19.00-22.00</td>
<td><strong>Gala Dinner</strong></td>
<td>Zunfthaus zur Saffran</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
<td>Location</td>
</tr>
<tr>
<td>------------------</td>
<td>---------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>08.30-09.30</td>
<td>Plenary Session III</td>
<td>Audimax</td>
</tr>
<tr>
<td></td>
<td>Panel of Chief Economists: The International IP System</td>
<td></td>
</tr>
<tr>
<td>09.30-10.30</td>
<td>Plenary Session IV</td>
<td>Audimax</td>
</tr>
<tr>
<td></td>
<td>Judge Panel: When is Injunctive Relief an Appropriate Remedy for Patent Infringement?</td>
<td></td>
</tr>
<tr>
<td>10.30-10.45</td>
<td>Coffee Break</td>
<td>Next to Audimax</td>
</tr>
<tr>
<td>10.45-12.15</td>
<td>Parallel Sessions D</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D1 – Future of IP</td>
<td>F 26.1</td>
</tr>
<tr>
<td></td>
<td>D2 – Topics of IP Law</td>
<td>F 26.3</td>
</tr>
<tr>
<td></td>
<td>D3 – Copyright III</td>
<td>F 26.5</td>
</tr>
<tr>
<td></td>
<td>D4 – EPO Academic Research Program</td>
<td>F 33.1</td>
</tr>
<tr>
<td>12.15-13.15</td>
<td>Keynote Address 3</td>
<td>Audimax</td>
</tr>
<tr>
<td></td>
<td>Prof. Alberto Galasso: When Does Product Liability Risk Chill Innovation? Evidence from Medical Implants</td>
<td></td>
</tr>
<tr>
<td>13.15-14.00</td>
<td>Lunch</td>
<td>Next to Audimax</td>
</tr>
<tr>
<td>14.00-15.50</td>
<td>Parallel Sessions E</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E1 – Spillovers/Citations</td>
<td>F 26.1</td>
</tr>
<tr>
<td></td>
<td>E2 – Trademarks</td>
<td>F 26.3</td>
</tr>
<tr>
<td></td>
<td>E3 – Effect of IP</td>
<td>F 26.5</td>
</tr>
<tr>
<td></td>
<td>E4 – Pharma</td>
<td>F 33.1</td>
</tr>
<tr>
<td></td>
<td>E5 – Trade Secrets II</td>
<td>F 5</td>
</tr>
</tbody>
</table>
Plenary Sessions

Wednesday, 11 September, 2019

16.30-17.30  Keynote Address
Prof. Peter Menell: Digital IP Comes of Age  F7

Although the digital revolution began more than half a century ago, its impacts on the intellectual property system were initially modest and gradual. The emergence of the Internet, however, sent shock waves through the patent, copyright, and trademark regimes. The post-Internet digital IP system struggled through its infancy and rebellious teenage years, but has now settling into a more balanced and sustainable early adulthood. This keynote address will trace the arc of the digital IP system and explore the prospects for middle age.

Peter S. Menell is the Koret Professor of Law at UC Berkeley School of Law and a Director of the Berkeley Center for Law & Technology. Professor Menell earned his S.B. from MIT, his Ph.D. (economics) from Stanford University, and J.D. from Harvard Law School, where he served as a member of the Harvard Law Review. After graduating from law school, he clerked for the Honorable Jon O. Newman of the U.S. Court of Appeals for the Second Circuit. Professor Menell joined the law faculty at the University of California at Berkeley in 1990, where his research and teaching have focused on the fields of intellectual property and the digital technology and entertainment industries, as well as environmental law and policy, property law, and law and economics. Professor Menell has authored more than 100 articles and 15 books, including leading casebooks and intellectual property treatises.

17.30-18.30  Plenary Session I
Exhaustion  F7

This panel will focus on the problem of exhaustion in pharmaceuticals and in copyrighted works, an issue that still commands considerable economic research.

Chair: Keith Maskus, University of Colorado, Boulder
Irene Calboli, Texas A&M University (Parallel Trade in Pharmaceutical Products)
Patricia M. Danzon, University of Pennsylvania (Exhaustion in Medicines)
Reto M. Hilty, Max Planck Institute for Innovation and Competition (Policy Debates in the Area of Exhaustion)
Kamal Saggi, Vanderbilt University (Tradeoffs Involved in Exhaustion and Parallel Trade)
Thursday, 12 September, 2019

10.00-11.00  Keynote Address 2  
Prof. Reinhilde Veugelers: IP in Competition Policy  

Innovation issues are at the heart of prominent competition policy cases. But it is only recently that competition authorities have started to consider IP data as evidence in such cases. This talk will discuss how data on IP are being used in competition policy cases and how they could be used.

Prof Dr. Reinhilde Veugelers is a full professor at KULeuven and a Senior Fellow at Bruegel. She is also a CEPR Research Fellow, a member of the Royal Flemish Academy of Belgium for Sciences and of the Academia Europeana. From 2004 to 2008, she was on academic leave, as advisor at the European Commission (BEPA Bureau of European Policy Analysis). She served on the ERC Scientific Council from 2012 to 2018 and on the RISE Expert Group advising the commissioner for Research. She is a member of VARIO, the expert group advising the Flemish minister for Innovation. She is currently a member of the Board of Reviewing Editors of the journal Science. With her research concentrated in the fields of industrial organisation, international economics and strategy, innovation and science, she has authored numerous well cited publications in leading international journals on science, technology and innovation studies.

14.00-15.00  Plenary Session II  
IP, Policy and Politics  

What use are the best scientific findings if they do not find their way to political decision-makers? This session, which is organized by the Swiss Federal Institute of Intellectual Property, will focus on the path of scientific findings from the academics who produce it to the political decision-makers so that the information becomes politically relevant.

Chair: Felix Addor, Swiss Federal Institute of Intellectual Property  
Thomas Cueni, International Federation of Pharmaceutical Manufacturers & Associations  
Reto Hilty, Max Planck Institute for Competition and Innovation  
Clare Moody, Former Member of the European Parliament  
Christian Wichard, German Federal Ministry of Justice and Consumer Protection
### Friday, 13 September, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
</table>
| 08.30-09.30 | **Plenary Session III**  
Panel of Chief Economists: The International IP System |
| 09.30-10.30 | **Plenary Session IV**  
Judge Panel: When is Injunctive Relief an Appropriate Remedy for Patent Infringement? |

**IP Office chief economists will discuss pressing IP system policy issues and outline their views regarding possible solutions as well as what academic research is needed to help address them.**

Chair: Beth Webster, Swinburne University of Technology  
Carsten Fink, World Intellectual Property Organization  
Yann Ménière, European Patent Office  
Hansueli Stamm, Swiss Federal Institute of Intellectual Property  
Andrew Toole, U.S. Patents & Trademarks Office

**This panel features leading European judges to discuss one of the hottest current topics in patent law.**

Chair: Stefan Bechtold  
Sir Richard Arnold, British High Court of Justice  
Klaus Grabinski, German Federal Court of Justice  
Peter Menell, University of California at Berkeley  
Mark Schweizer, President, Swiss Federal Patent Court
Liability laws designed to compensate for harms caused by defective products may also affect innovation. We examine this issue by exploiting a major quasi-exogenous increase in liability risk faced by US suppliers of polymers used to manufacture medical implants. Difference-in-differences analyses show that this surge in suppliers’ liability risk had a large and negative impact on downstream innovation in medical implants, but it had no significant effect on upstream polymer patenting. Our findings suggest that liability risk can percolate throughout a vertical chain and may have a significant chilling effect on downstream innovation.

Alberto Galasso is Professor of Strategic Management at the University of Toronto, where he holds the Rotman Chair in Life Sciences Commercialization. He is Research Associate at the National Bureau of Economic Research (NBER) and Research Affiliate at the Centre for Economic Policy Research (CEPR). He serves as co-editor for the Journal of Economics and Management Strategy, as associate editor for the Journal of Industrial Economics and as member of the editorial board for the Strategic Management Journal. His research agenda focuses on the determinants of innovative activity, the management of innovation and the functioning of markets for technology.
Parallel Sessions

Thursday, 12 September, 2019

09.00-10.00  Young Scholars – Session 1  F 26.1

Chair: Suma Athreye

Can Science Popularity be a Predictor for the Impact of Inventions?  
*Hanh La* & *Rudi Bekkers*

Product Patents and Access to Innovative Drugs in a Post-TRIPS Era  
*Rong Dai* & *Jayashree Watal*

Regional Innovation and Patent System Effectiveness: Evidence from Greece  
*Ioannis Kaplanis* & *Theano Maria Tagaraki*

Work-Sharing and Collaboration Between Patent Offices  
*Diane Asobo*

09.00-10.00  Young Scholars – Session 2  F 26.3

Chair: Yogesh Pai

On the Rationality of Bundled Rebate Program in Modern Chip Industry: An Analysis from Legal and Economic Perspectives  
*Thomas Lu*

How the Functions of the Patent System are Accomplished without Prospect Patents – Evidence from the Internet of Vehicles and Standardization  
*Tien-Hsin Wang*

Moving Forward on Mandatory SEP/FRAND Arbitration  
*Amiee Yu Liu*

International Copyright Norms for the Data-Driven Economy: How to Enable Data Access Through the International Trade Regime  
*Maria Vasquez Callo-Muller*
09.00-10.00 | Young Scholars – Session 3  
Chair: Stefan Wagner  
- Allow or Block: Optimal Strategies against Ad-blockers in Competitive Markets  
  Gokhan Gecer, Florian Kraus & Pinar Yildirim  
- The Patent Management Process: An Exploratory Factor Analysis  
  Lara Agostini, Marcus Holgersson, Anna Nosella & Mehari Teshome  
- Early Stage Identification of Valuable Technologies: A Deep Learning Approach  
  Leonidas Aristodemou & Frank Tietze  
- “Value-Gap” - Theoretical Evaluation and Market Practice with regards to Audio-Visual Works  
  Dominika Galajdová & Terezie Vojtíšková

11.30-13.00 | A1 – Future of IP  
Chair: Naomi Hawkins  
- Everything is Obvious  
  Ryan Abbott  
- Fitting Machine-generated Data into Trade Regulatory Holes  
  Peter Yu  
- The Death of the AI Author  
  Carys Craig  
- Unregistered Patents & Gender Equality  
  Emily Morris Dickinson
11.30-13.00  A2 – Copyright I  F 26.3

Chair: Paul Heald

The Role of Territorial Licenses and of Public Support Schemes in Financing European Films
*Joost Poort* & *Gijs van Til*

Is Writing Becoming a Luxury Profession? A Survey of 50,000 UK Authors
*Martin Kretschmer*

The Future of Copyright in the Digital Environment: Towards a Limitation-based Remuneration System for Creative Uses
*Christophe Geiger*

Comparative Analyses of the DSP Liability Regimes and Safe Harbor Policies Between the US and EU
*Lucius Klobucnik* & *Thomas Lu*

11.30-13.00  A3 – Science  F 26.5

Chair: Bruno van Pottelsbergh

How Fast is This Novel Technology Going to Be a Hit?
*Michele Pezzoni, Reinhilde Veugelers* & *Fabiana Visentin*

Standing on the Shoulders of Science
*Monika Schnitzer* & *Martin Watzinger*

Government-funded Research Increasingly Fuels Innovation
*Lee Fleming, Hillary Greene, Guan-Cheng Li, Matt Marx* & *Dennis Yao*

The Innovation Effect of the Introduction of Universities of Applied Sciences in Germany: Interdependencies Between Different Types of Research Institutions
*Uschi Backes-Gellner, Dietmar Harhoff, Patrick Lehnert* & *Curdin Pfister*
11.30-13.00  A4 – Design I  

This session, which is sponsored by the World Intellectual Property Organization, brings together empirical research on how industrial design protection contributes to design innovation, business growth and economic development.

Chair: Carsten Fink

Registered Design Rights as Innovation Indicator  
James Moultries, Tim Schweisfurth, Frank Tietze & Pia Wolf

Design Innovation, Design Rights and the Allocation of Design Labour  
Michael Falk, Kwanghui Lim & Megan Richardson

An Empirical Analysis of the Design Case Law of the EU Member States  
Estelle Derclaye

What Explains the Economic Value of the Industrial Designs?  
Carsten Fink, Intan Hamdan-Livramento & Maryam Zehtabchi

15.00-16.10  B1 – International Aspects  

Chair: Catalina Martinez

Is the Dragon Going Green? Insights into the Leadership of China in Law-Carbon Patents  
Marc Baudry & Béatrice Dumont

Towards a Global Patent System?  
Elise Petit & Bruno van Pottelsberghe

Women & Intellectual Property, Southeast Asia, Case of Lao PDR and Cambodia  
Sanaz Javadi Farahzadi
15.00-16.10  B2 – Firm Strategy  F 26.3

Chair: Frank Tietze

A Taxonomy of Firm-level IPR Application Practices to Inform Policy Debates
Carolina Castaldi, Ard-Pieter de Man, Meindert Flikkema & Marcel Seip

The Double-edged Sword of Knowledge Inheritance; Knowledge Relatedness and Spin-outs’ Performance
Aliasghar Bahoo Torodi & Salvatore Torrisi

How Important is International Knowledge Sourcing for Domestic Innovation and Productivity? An Analysis Based on Swiss Firm Data
Spyros Arvanitis, Florian Seliger & Martin Woerter

15.00-16.10  B3 – FRAND / Standard-essential Patents  F 26.5

Chair: Alan Marco

FRAND Litigation in India: An Empirical Study
Yogesh Pai

Empirical Analysis of License Policy for Declared Standard Essential Patents in Technology Standard Setting
Jianwei Dang, Dong Huo & Kazuyuki Motohashi

Standard-Essential Publications
Knut Blind

15.00-16.10  B4 – Disclosure  F 33.1

Chair: Christian Helmers

Giving up the Grand Bargain: Open Disclosure of Innovations and Reabsorption of Follow-on Innovations
Ajay Bhaskarabhatla, Yiting Deng & Yongdong Liu

Assessing the Economic Effects of Early Patent Disclosure: Evidence from the Introduction of Pre-grant Publication System in Japan
Sadao Nagaoka

Early Disclosure Law Increases Efficiency of the US and European Patent Systems: Evidence of Reduced Duplication
Benjamin Balsmeier, Lee Fleming, Sonja Lück & Florian Seliger
15.00-16.10 | B5 – Design II

Chair: Estelle Derclaye

Laws of Design: How the Law (Dis)Incentivizes Innovation for Disabled Access
Christopher Buccafusco

Design Rights and 3D Printing in the UK Balancing Innovation and Creativity in a (Dis)harmonised Legal Framework
Thomas Margoni

Routing Design Invalidity
Natalia Kapyrina

17.00-18.40 | C1 – Trade Secrets I

Chair: Katharina Behrend

A Comparative Analysis of Standards for and Trends in Trade Secret Protection Using the Trade Secret Protection Index
Mark Schultz

Trade Secret Management in SMEs
Tor Hansen, Haakon Lie & Marte Tobro

The Ill-Defined Role of “Commercial Morality” in Trade Secret Doctrine
Lynda Oswald

Trade Secret Misappropriation by Employees: Motivation, Intentionality and Techniques in the Service Sector
Muthu De Silva & Nicola Searle

Influences of Trade Secrets on Patent Law
Katharina Behrend
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.00-18.40</td>
<td>C2 – Copyright II</td>
<td>F 26.3</td>
</tr>
</tbody>
</table>

Chair: Joost Poort

- Behavioral Creators Need Lower Incentives - Exponential Decay Bias and IP Policy
  Daniela Sele

- The Effect of Copyright Term Length on South African and UK Book Markets
  Paul Heald

- What We’ve Learned from 20 Years of Notice-and-takedown: Balancing Costs and Responsibilities for Online Content Regulation
  Kristofer Erickson & Martin Kretschmer

- The Copyright Ecosystem of Online Fiction: An Empirical Study in China
  Lingling Zhou

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.00-18.40</td>
<td>C3 – Patent Litigation/Quality</td>
<td>F 26.5</td>
</tr>
</tbody>
</table>

Chair: Georg von Graevenitz

- Patents, Litigation Strategy and Antitrust In Innovative Industries
  Steffen Juranek, Thomas Quan & John Turner

- Patent Scope, Patent Validity, and Litigation: Insights from Chemicals
  Christian Sternitzke & Sascha Walter

- Proprietary Rights and Market Entry: Evidence from Invalidated Gene Patents
  Sina Khoshsokhan

- The Effect of Bifurcation on Patent Litigation: Evidence from U.S. Inter Partes Review
  Christian Helmers, Yassine Lefouilli & Brian Love

- Leveraging Data, Analytics, and Machine Learning in Patents
  Jay Yonamine
### Friday, 13 September, 2019

**D1 – Future of IP**

10.45-12.15

**F 26.1**

**Chair:** Ryan Abbott

1. **Intellectual Property in Space: A New Frontier?**
   - Naomi Hawkins

2. **From Creativity Requirements Towards Creativity Tests**
   - Eva Stankova

3. **Linking the Debates on Big Data in EU Competition Law and IP Law**
   - Maria Jose Schmidt-Kessen

4. **Decentralising the Patent System**
   - Kyle Higham & Gaétan de Rassenfosse

**D2 – Topics of IP Law**

10.45-12.15

**F 26.3**

**Chair:** Michael Frakes

   - John Howells

2. **Anatomy of Traditional Specialities Guaranteed: Why They Do Not Work, Why They Do Matter**
   - Andrea Zappalaglio

3. **Abuse of Rights in European Patent Law**
   - Amandine Leonard

4. **Intrinsic Adherence to Law: Physical versus Intellectual Property**
   - Stefan Bechtold, Gabriel Gertsch & Martin Schonger
10.45-12.15 | D3 – Copyright III | F 26.5

Chair: Irene Calboli

The Evolution of Online Piracy, Enforcement and the Link to Legal Sales
Joost Poort

Copyright Notice-and-take-down Regimes and Online Content Moderation: What (Dis-)harmony?
Jacques de Werra

Bermuda Triangle – Licensing, Filtering and Privileging User-Generated Content Under the New Directive on Copyright in the Digital Single Market
Martin Senftleben

Measuring the Copyright Tax
Glynn Lunney

10.45-12.15 | D4 – EPO Academic Research Program | F 33.1

Chair: Yann Ménière

The Impact of Financial Resources on Corporate Inventions
David Heller

Measure How International Technology Diffusion Encourages Local Exports
Igor Bagayev

IP Linked Open Data: Building Bridges
Dolores Modic

Use of Patents by SMEs and Universities in Europe
Federico Caviggioli
14.00-15.50 E1 – Spillovers/Citations  F 26.1

Chair: Gabriele Pellegrino

Knowledge Spillovers and Learning in the Workplace: Evidence from the U.S. Patent Office
*Michael Frakes & Melissa Wasserman*

Patent Transfers and Patent Citations
*Laurie Ciaramella, Fabian Gaessler, Bronwyn Hall & Dietmar Harhoff*

Strategic Citation: A Reassessment
Alan Marco

Reinforcement of Non-final Rejections by International Patent Examination Spillovers
Tetsuo Wada

The Impact of Patent Citations on Patent Renewal
Per Botolf Maurseth

14.00-15.50 E2 – Trademarks  F 26.3

Chair: Florian Seliger

The Impact of Trademarks on Competition: Evidence from Product-level Data
*Christian Helmers & Xavier Jaravel*

A Systematic Review of Foreign Language Trade Marks in Europe and the United States
*Mitchell Adams & Amanda Scardamaglia*

Distance (Still) Hampers Diffusion of Innovations
Stuart Graham, Amanda Myers, *Georg von Graevenitz*

Analyzing Topics in Trademark Filings
Peter Neuhäusler

TM-Link: A Global Trademark Database with Internationally Linked Trademarks Identified Using a Neural Network Linking Algorithm
Stephen Petrie
14.00-15.50 | E3 – Effect of IP | F 26.5

Chair: Martin Watzinger

The Effect of Standardization on Innovation - A Machine Learning Approach
* Maddalena Agnoli & Petyo Bonev

Superstar Innovators and the Effect of Intellectual Property Rights on Innovation
* Christian Kiedaisch

Digitization and the Demand for Physical Works: Evidence from the Google Books Project
* Abhishek Nagaraj & Imke Reimers

Do Patents Affect Prices?
* Ling Zhou & Gaétan de Rassenfosse

PAEs, I Patent Monetization and Subsequent Innovation: Evidence from U.S. Small-mid Companies
* Gianluca Orsatti & Valerio Sterzi

14.00-15.50 | E4 – Pharma | F 33.1

Chair: Marc Baudry

Patent Terms and Cumulative Innovation: Evidence from the Pharmaceutical Industry
* Dennis Byrski

Global Drug Diffusion and Innovation with a Patent Pool: The Case of HIV Drug Cocktails
* Lucy Xiaolu Wang

Excessive Pharmaceutical Prices as an Anticompetitive Practice – Legal Economics Considerations in EU and US
* Behrang Kianzad

Optimal Patent Policy for the Pharmaceutical Industry
* Olena Izhak, Tanja Saxell & Tuomas Takalo

TRIPS, Patents, and Drug Prices in India
* Margaret Kyle, Bhaven Sampat & Kenneth Shadlen
Chair: Nari Lee

Trade Secrets vs. Freedom of Expression and Whistleblowing
Ulla-Maija Mylly

Through the Looking Glass: Trade Secret Harmonization as a Reflection of US Law
Sharon K. Sandeen

Trade Secrets in Trading of Infringing Goods – Lesson from Japanese Unfair Competitive Prevention Act
Masabumi Suzuki

Trade Secret Exceptions & Limitations
Tanya Aplin

The Place of Knowledge in Trade Secret Liability under the EU Trade Secret Directive
Nari Lee
EPIP PhD Workshop

Overview

The EPIP PhD Workshop 2019 is organized by Prof. Christian Helmers (Santa Clara University) and is sponsored by the U.S. Patents & Trademark Office. The workshop introduces students to the legal and economic analysis of patent litigation. The workshop offers an overview of the patent litigation process and the legal institutions that govern the process. It discusses the design of patent litigation systems in general and offers an overview of some of the most important patent litigation systems in the world including the U.S. and various European jurisdictions. It then introduces students to the economic modeling of the litigation process. The workshop also discusses access to data on patent litigation in different jurisdictions around the world and explains how to construct data for quantitative, empirical analysis. The final part of the course discusses the main empirical challenges in the analysis of patent litigation and reviews the relevant existing literature. The workshop also briefly discusses the relevance of patent litigation from a policy perspective and covers related topics such as non-practicing entities (NPEs) and standard essential patents (SEPs). Attending the EPIP PhD workshop is free of charge to PhD students. However, advance registration is required.

Instructors

The EPIP PhD workshop is taught by Bernhard Ganglmair (ZEW Mannheim), Christian Helmers (Santa Clara University) and Brian Love (Santa Clara University).

Schedule on Wednesday, 11 September, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30</td>
<td>Workshop Registration &amp; Coffee</td>
<td>ETH Zurich main building</td>
</tr>
<tr>
<td>09.00-10.00</td>
<td>Patent Litigation: Institutions, Processes, and Procedures  (Brian Love, via video conference)</td>
<td>F 26.3</td>
</tr>
<tr>
<td>10.00-10.15</td>
<td>Coffee Break</td>
<td>F 26.1</td>
</tr>
<tr>
<td>10.15-11.15</td>
<td>Economic Analysis of Patent Litigation (Bernhard Ganglmair)</td>
<td>F 26.3</td>
</tr>
<tr>
<td>11.15-11.30</td>
<td>Coffee Break</td>
<td>F 26.1</td>
</tr>
<tr>
<td>13.00-14.00</td>
<td>Lunch</td>
<td>F 26.1</td>
</tr>
</tbody>
</table>
List of Participants

Abbott, Ryan, University of Surrey
Abi Younes, Georges, EPFL
Adams, Mitchell, Swinburne University of Technology
Addor, Felix, Swiss Federal Institute of Intellectual Property
Agnoli, Maddalena, Mines ParisTech
Agostini, Lara, University of Padova
Aplin, Tanya, King’s College London
Aristodemou, Leonidas, University of Cambridge
Asobo, Diane, Philipps-Universität Marburg
Athreye, Suma, Essex Business School
Bagayev, Igor, University College Dublin
Bahoo Torodi, Aliasghar, University of Bologna
Bakardjieva Engelbrekt, Antonina, Stockholm University
Baudry, Marc, Université Paris Nanterre
Bechtold, Stefan, ETH Zurich
Behrend, Katharina, University of Oxford
Blind, Knut, TU Berlin
Braun, Axel, F. Hoffmann-La Roche AG
Buccafusco, Christopher, Cardozo School of Law
Byrski, Dennis, Max Planck Institute for Innovation & Competition
Calboli, Irene, Texas A&M University
Caviggioli, Federico, Politecnico di Torino
Chua, Shawn, Intellectual Property Office of Singapore
Ciaramella, Laurie, Telecom ParisTech
Corken, Rich, Intellectual Property Office
Craig, Carys, York University
Cueni, Thomas, International Federation of Pharmaceutical Manufacturers & Associations
Dai, Rong, Graduate Institute of International and Development Studies
Danzon, Patricia, University of Pennsylvania
De Marco, Antonio, Politecnico di Torino
de Rassenfosse, Gaëtan, EPFL
de Werra, Jacques, University of Geneva
Derclaye, Estelle, University of Nottingham
Erickson, Kristofer, University of Leeds
Falk, Michael, IP Australia
Fernandes, Márcia Santana, Universidade Feevale
Fink, Alexander, ETH Zürich
Fink, Carsten, World Intellectual Property Organization
Fontana, Francesco, Politecnico di Torino
Frakes, Michael, Duke University
Galajdová, Dominika, Masaryk University
Galasso, Alberto, University of Toronto
Ganglmair, Bernhard, ZEW Mannheim
Gasser, Christoph, INGRES Institut für gewerblichen Rechtsschutz
Mikheeva, Evgeniia, St. Petersburg International Legal Forum
Modic, Dolores, Nord University
Monsch, Martin, ETH Zurich
Moody, Clare, Former Member of the European Parliament
Morris, Emily Michiko, Pennsylvania State University
Müller, Thomas, Otto-von-Guericke University Magdeburg
Mylly, Ulla-Maija, University of Turku
Nagaoka, Sadao, Tokyo Keizai University
Nagaraj, Abhishek, UC Berkeley
Nashkova, Suzana, University of Tasmania
Neubauer, Christoph, ETH Zurich
Neuhäusler, Peter, Fraunhofer Institute for Systems and Innovation Research
Orsatti, Gianluca, University of Bordeaux
Oswald, Lynda, University of Michigan
Pai, Yogesh, National Law University, Delhi
Pairolero, Nicholas, U.S. Patents & Trademark Office
Panelli, Andrea, Politecnico di Torino
Parkin, Jane, University of Oxford
Pellegrino, Gabriele, EPFL
Petit, Elise, Université libre de Bruxelles
Petrie, Steve, Swinburne University of Technology
Peukert, Alexander, Goethe University Frankfurt am Main
Peukert, Christian, ETH Zurich
Poort, Joost, University of Amsterdam
Porter, Keith, IP Australia
Ragot, Sébastien, E. Blum & Co
Ritscher, Michael, Meyerlustenberger Lachenal
Saggi, Kamal, Vanderbilt University
Sandeen, Sharon, Mitchell Hamline School of Law
Sato, Yutaka, Yamagata University
Saxell, Tanja, VATT Institute for Economic Research
Scardamaglia, Amanda, Swinburne University of Technology
Scellato, Giuseppe, Politecnico di Torino
Schmidt-Kessen, Maria Jose, Copenhagen Business School
Schonger, Martin, ETH Zurich
Schweizer, Mark, Swiss Federal Patent Court
Searle, Nicola, Goldsmiths, University of London
Seip, Marcel, Vrije Universiteit Amsterdam
Sele, Daniela, ETH Zurich
Seliger, Florian, ETH Zurich
Senftleben, Martin, Vrije Universiteit Amsterdam
Shadlen, Ken, London School of Economics and Political Science
Simon, Jürg, University of St. Gallen
Sir Arnold, Richard, British High Court of Justice
Stamm, Hansueli, Swiss Federal Institute of Intellectual Property
Stankova, Eva, University of Oxford
Sternitzke, Christian, Sternitzke Ventures
Sterzi, Valerio, University of Bordeaux
Stgier, Nadia, INGRES Institut für gewerblichen Rechtsschutz
Suzuki, Masabumi, Nagoya University
Tagaraki, Theano Maria, Athens University of Economics and Business
Tay, Manda, Intellectual Property Office of Singapore
Thorne, Clive, McCarthy Denning
Tietze, Frank, University of Cambridge
Toole, Andrew, U.S. Patents & Trademark Office
Torrisi, Salvatore, University of Milano-Bicocca
Turner, John, University of Georgia
Uhrich, Ralf, Google Germany GmbH
Van Pottelsberghe, Bruno, Université Libre de Bruxelles
Vasquez Callo-Müller, Maria, University of Bern
Veugelers, Reinhilde, KU Leuven
Vojtiskova, Terezie, Masaryk University
Von Graevenitz, Georg, Queen Mary University of London
Wada, Tetsuo, Gakushuin University
Wagner, Stefan, ESMT Berlin
Wang, Lucy Xiaolu, Cornell University
Wang, Tien-Hsin, Max Planck Institute for Innovation & Competition
Wang, Xiaojun, University of Sussex
Wasserman, Melissa, University of Texas
Watzinger, Martin, University of Munich
Webster, Elizabeth, Swinburne University of Technology
Wetherbee, Ian, Google
Wichard, Johannes Christian, German Federal Ministry of Justice & Consumer Protection
Woerter, Martin, ETH Zurich
Yamauchi, Isamu, Meiji University
Yin, Deyun, World Intellectual Property Organization
Yonamine, Jay, Google
Yu, Peter, Texas A&M University
Zappalaglio, Andrea, Max Planck Institute for Innovation & Competition
Zehtabchi, Maryam, World Intellectual Property Organization
Zhou, Ling, EPFL
Zhou, Lingling, University of International Business and Economics
Zingg, Raphael, Waseda University
Conference Organization Team

Marion Widmer
Head of Organization Team at ETH Zurich

Sybille Gmür
Responsible for guest management, registration, hotels and communication

Viktoria Guido
Responsible for technical support and websites

Selina Lorusso
Responsible for conference location, rooms, onsite support and walking tours

Evelyne Feller
Responsible for conference booklet, batches and other printed matters

Sebastian Suter
Responsible for catering and gala dinner

Christine Bircher
Organization Team Alumna
Thank you
for attending the 2019 EPIP Conference!

See you next year at EPIP 2020 in Madrid
from 9 to 11 September, 2020!