

INTELLECTUAL PROPERTY AND DIGITALIZATION

- *Challenges for Intellectual Property* -

A conference jointly organized by CEIPI / BETA / I3PM

Date and venue

- 4 May, MISHA, from 9 am to 5.30 pm

Concept

The digital transformation is giving place to revolutionary changes in the innovation system, affecting industries, universities and public institutions. Institutional responses and previous practices need to be redefined in view of the advent of Cyber Physical Systems and the Internet of Things. Likewise, business models need to be adapted or newly created in view of Big Data Analytics capabilities. Products become smart and merge more and more with digital services provided along with goods. Employees need to build new skills to master all those digital challenges. In light of this digital revolution, a subject that has become central is to what extent existing legal tools to foster innovation as well as economic rationales behind innovations need to be adapted. A number of connected questions rapidly arise, including those relating to the models for successful exploitation of digital intellectual property, the future of patent law *vis-à-vis* creative computers, or the regime of data ownership and privacy in the big data environment.

In order to address these questions, the CEIPI - BETA Project in Law and economics of Intellectual Property, in association with I3PM, organize a one-day conference with the title *Intellectual Property and Digitalization: Challenges for Intellectual Property Management*. The conference will be structured in three different panels

- Panel n° 1. The Digital Transformation – from freedom to operate to risk management
- Panel n° 2. Big Data - ownership and use in the digital age
- Panel n° 3. Patentability of technical software solutions and the exploitation model for digital innovation

Confirmed speakers

Keith Maskus, Chief Economist for United States State Department, Arts and Sciences Professor of Distinction and Professor of Economics at the University of Colorado, Boulder

Sean O'Connor, Boeing International Professor, Director, Center for Advanced Study & Research on Innovation Policy, University of Washington School of Law

Gaetan Rassenfosse, Assistant Professor, Holder of the Chair on Innovation and Intellectual Property Policy, Ecole polytechnique fédérale de Lausanne

Alissa Zeller, Vice President Global Intellectual Property at BASF

Tomoko Miyamoto, Head, Patent Law Division, World Intellectual Property Organisation

Francesco Lissoni, Professor of Economics at Groupe de Recherche en Économie Théorique et Appliquée (GREThA), University of Bordeaux

Cedric Manara, Senior Copyright Counsel at Google

Charlotta Ljungdahl, Group Intellectual Property Director at Air Liquide

Bowman Heiden, Deputy Director, Center for Intellectual Property, University of Gothenbourg

Yann Ménière, Professor of Economics MINES ParisTech, Chief Economist of the European Patent Office

Catalina Martínez, Research Fellow at the Spanish National Research Council

Ryan Abbott, Professor of Law and Health Sciences, Director of Research, University of Surrey

Stephanie van Wermeskerken, Head of Intellectual Property Counseling at Philips.

Claudia Jamin, Group Vice President, Head IP Operations Europe, ABB Asea Brown Boveri Ltd

Peter Bittner, Chairman of I3PM Advisory Board

Christophe Geiger, Professor, Director-General of CEIPI, University of Strasbourg.

Julien Penin, Professor, BETA, University of Strasbourg.

Xavier Seuba, Senior Lecturer, CEIPI, University of Strasbourg.

About the partners

CEIPI is the Center for International Intellectual Property Studies of the University of Strasbourg. Constituent part of the University of Strasbourg, CEIPI is devoted to

research and training in the domain of intellectual property law. CEIPI faculty is composed of almost 400 academics and practicing attorneys in 22 countries and 41 cities in Europe. For 50 years of its existence, the centre has trained nearly 42 000 professionals and students

BETA is the Bureau for Economic Theory and Applications, BETA, the Bureau for Economic Theory and Applications, is a French research laboratory with the status of a Joint Research Unit as it is recognised and backed by the University of Strasbourg, the University of Lorraine and the CNRS, the French National Centre for Scientific Research. Till today it is the only economics and management UMR in Eastern France.

I3PM is the International Institute for IP Management, an association of IP Managers dedicated to promoting the field of IP Management, and thereby to enhance the emergence of a dynamic IP-driven economy.

About the CEIPI/ BETA project

In January 2013, the Centre for International Intellectual Property Studies (CEIPI) and the Office of Theoretical and Applied Economics (BETA) launched a research initiative in law and economics of intellectual property. The project intends to mobilize research teams in both centers in order to develop joint research on *the strategic role of IP and the necessary (re)construction of intellectual property law in a new economic, technological and social environment*. The principle avenues of research are open innovation, licensing and monetization of IP; strategic use and articulation of intellectual property rights; IP enforcement. The broader scope of the project also includes author's rights and the economics of the Internet and determinants of optimal patenting strategies for businesses. The objectives of this initiative are threefold. Firstly, to develop research capacities and expertise in law and economics of IP at the University of Strasbourg. Secondly, to contribute to international interdisciplinary collaboration in this field. And finally, to provide a unique forum for a law and economics approach to intellectual property in France and Europe.

For further information please contact

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