

1st BETA Workshop
"Beyond patents....:
towards new data for innovation research in economics"

Organisers :

Carolina Castaldi (Eindhoven Univ. of Tech.), Patrick Llerena (BETA), Valentine Millot (OECD), Julien Pénin (BETA).

With the support of BETA/CEIPI Chair in Law, Economics and Management of Intellectual Property Rights

For your information : Thursday 18th evening

19h00 – Diner (invitation)

*Maison Kammerzell, 16, place de la Cathédrale,
6700 STRASBOURG*

Friday 19th October, 2018

08h45 – 09h00 : Welcome

09h00 – 09h40 : A. Myers, (USPTO, USA) :

Quantifying the Economic Effects of a Cluttered Trademark Register (with Stuart Graham, G. Von Graevenitz)

09h40 – 10h20 : C. Castaldi (Eindhoven Univ. of Technology, NL)

At your service? Using trademarks to capture innovation capabilities of top R&D spenders.

10h20 – 10h40 Pause

10h40 – 11h20 M.J. Flikkema (Vrije Univ. Amsterdam, NL)

The propensity to trademark innovation, with Pablo Morales & C. Castaldi

11h20 – 12h00 : J. Block (Univ. Trier, D)

Trademarks as an indicator of regional economic development: Evidence from Japanese regions, with C. Fisch, K. Ikeuchi, and M. Kato

12h00 – 12h40 : M. Kato (Kwansei Gakuin University, J)

The effects of trademarks and patents on employment growth in early-stage start-ups, with J. Block, C. Fisch, K. Ikeuchi and H. Okamuro

12h40 – 13h40 déjeuner

13h40 – 14h20 : V. Millot (OECD, F)

Two better than one?: Modelling the complementary or substitute relationship between patents and trademarks (with P. Llerena)

14h20 – 15h00 : G. Von Graevenitz (Queen Mary, Univ of London, UK) :

Valuing Intangibles: Measuring Brand Value with Google Trends (with Christian Helmers and Valentine Millot)

15h00 – 15h40 : J. Kinne (ZEW, D) « Web Mining for innovation indicators »

15h40 – 16h00 Pause

16h00 – 16h30 : C. Geiger (CEIPI, Univ. of Strasbourg) :

Rethinking exclusivity as a driver for innovation and creativity : The example of creative reuses of copyright protected works

16h30 – 17h00 : J. Pénin (BETA, Univ. of Strasbourg) : Intellectual production without intellectual property: insights from a selection of sectors

17h00 conclusion and coffee

Localisation :

Salle du Conseil, 1^{er} étage
Faculté des Sciences Economiques et de Gestion
61, avenue de la Forêt Noire
67 085 STRASBOURG France

How to reach BETA/salle du Conseil:

Access from Main Train Station to PEGE building
Take tram C (Direction Neuhof Rodolphe Reuss) and stop at Observatoire.
Walk into bld La Marne (left from the Observatoire station) straight for 5 minutes.