

***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<sup>er</sup> 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.