

16th EIPIN Congress 2014/2015

www.eipin.org

29–31 January, 2015 | Maastricht

The Innovation Society and Intellectual Property

Europe is still lagging behind in terms of innovation. Research centres are coming up with breakthrough technologies, but the commercial follow-up is still not where it should be. As part of the EU's "2020 strategy", the European Commission has articulated the desire to bring European research closer to business and underlined the extreme importance of industries based on immaterial assets and new technologies for the economy. The advent of the Innovation Society, at the nexus between the information age and the learning economy, will be decisive in defining competitive economies in a global marketplace for the foreseeable future. In this context, intellectual property (IP) is a tool that can be used to valorize intellectual and industrial creativity, disseminate knowledge, transfer technology through assignment and licensing, generate income through royalties, and acquire funding posing as collateral.

From the point of commercial strategy, immense amount of planning is required to obtain IP rights and utilize them in a strategic fashion in the time period prior to going to market and after. Start-ups and SMEs, however, lack the means and capacity to do this properly. When it comes to actual enforcement of IP rights in the marketplace, the picture is even bleaker. Enforcement through the courts is often incredibly expensive. This significantly limits litigation as an option for many undertakings. At the same time, the increase of protection of IP by decision makers and an abuse of their rights in the market by certain entrepreneurs can affect society and harm the vision that society has of IP.

Inefficient and lacking specialized knowledge adjudication of innovation-related disputes may undermine incentives to innovate. Unfair lucrative practices among entrepreneurs of technology-intensive industries (counterfeiting, commercial espionage, abusive licensing conditions, etc.) and the highly technical nature of disputes pertaining to the forefront of human knowledge pose serious additional obstacles to the innovation, when results of labour-intensive research and development are always uncertain. An effective and credible system for delivery of justice in complex technological matters is a necessary condition for sustainability and attractiveness of the innovation for inventors, entrepreneurs and investors.

Laws aimed at fostering innovation do not function in isolation and their implementation has a capacity to limit the exercise of some human rights and/or to go against fundamental ethical norms. Such conflicts of norms, although not inherent, become increasingly frequent with often negative consequences for individuals' rights and liberties as well as for the adoption of new technologies by the society at large.

The 16th EIPIN Congress aims at discussing how to improve the normative environment for incentivizing ingenious efforts, securing economic benefits of its fruits and upholding justice in the innovation society. This first meeting of the 16th EIPIN Congress will explore how to meet the challenges the EU faces in an increasingly globalizing innovation environment, especially in public-private partnerships.

Speakers

Keynote speakers:

- Prof. Madeleine de Cock Buning (Chair of the Dutch Media Authority / Utrecht University Centre for Intellectual Property Law)
- Mr. Samuel Laurinkari (Manager Government Relations EU at eBay Inc., Brussels)

Commentators:

- Prof. Anselm Kamperman Sanders (IPKM, Maastricht)
- Prof. Guido Westkamp (Queen Mary IPRI, University of London)

Panel I: Standards

- Chair: Prof. Josef Drexl (Max Planck Institute for Intellectual Property and Competition Law, Munich)
- Academic: Math Heckman (Maastricht University / Zuyd University of Applied Sciences)
- Private sector: Christian Loyau (Director Legal Affairs, ETSI)

Panel II: Seeds

- Chair: Prof. Manuel Desantes Real (Magister Lvcentivus, University of Alicante)
- Academic: Peter Feindt (Wageningen University Research)
- Private sector: Dr. Niels Louwaars (MD Plantum NL / ESA)

Panel III: Geographical Indications

- Chair: Prof. Christophe Geiger (CEIPI, University of Strasbourg)
- Academic: Dr. Anke Moerland (IPKM, Maastricht University)
- Private sector: Giorgio Bocedi (DOP Parmeggiano-Reggiano)

Panel IV: Patenting in Pharma

- Chair: Prof. Meir Pugatch (IPKM, Maastricht University)
- Academic: Dr. Harry Thangaraj (Honorary Research Fellow, Institute for Infection and Immunology, St. George's University London)
- Private/Public sector: Dr. Richard Torbett (Chief Economist, EFPIA)

Panel V: Enforcement and Compliance

- Chair: Dr. Aurelio Lopez-Tarruella Martinez (Magister Lvcentivus, University of Alicante)
- Academic: Dr. Xavier Seuba (CEIPI, Strasbourg)
- Private sector: Huib Berendschot (Partner IT and Technology, AKD Lawyers and Notaries, Breda)

Programme

Thursday 29 January 2015

13:30 – 14:15 Registration

14:15 – 14:30 Welcome: Prof. Anselm Kamperman Sanders

14.30 – 16:00 Panel I Standards (Chair: Prof. Josef Drexl)

14:30-15:00 hrs Mr. Mat Heckman

15:00-15:30 hrs Mr. Christian Loyau

15:30-15:40 hrs Prof. Josef Drexl (comments)

15:40-16:00 hrs Q&A Team 1 & 2

16:00 – 16:30 pm: break

16:30 – 18:00 Panel II Seeds (Chair: Prof. Manuel Desantes Real)

16:30-17:00 hrs Peter Feindt

17:00-17:30 hrs Dr. Niels Louwaars

17:30-17:40 hrs Prof. Manuel Desantes Real (comments)

15:40-18:00 hrs Q&A Team 3 & 4

19:00 Dinner – Sashimi (Helmstraat 8A, 6211 TA Maastricht)

Friday 30 January 2015

09:15 – 10:00 Keynote address I (Chair: Prof. Anselm Kamperman Sanders)

09:15-09:40 Mr. Samuel Laurinkari

09:40-10:00 Comments and Q&A

10:00-10:30 break

10:30 – 12:00 Panel III Geographical Indications (Chair: Prof. Christophe Geiger)

10:30-11:00 hrs Dr. Anke Moerland

11:00-11:30 hrs Giorgio Bocedi

11:30-11:40 hrs Prof. Prof. Christophe Geiger (comments)

11:40-12:00 hrs Q&A Team 5 & 6

12:00 – 14:00 Lunch – Lenculenhaf

14:00 – 15:30 Panel IV Patenting in Pharma (Chair: Prof. Meir Pugatch)

14:00-14:30 hrs Dr. Harry Thangaraj

14:30-15:00 hrs Dr. Richard Torbett

15:00-15:10 hrs Prof. Meir Pugatch (comments)

15:10-15:30 hrs Q&A Team 7 & 8

15:30 – 16:00 break

16:00 – 16:40 Keynote address II (Chair: Prof. Anselm Kamperman Sanders)

16:00-16:25 Prof. Madeleine de Cock Buning

16:25-16:40 Comments and Q&A

16:40 – 18:10 Panel V Enforcement and Compliance (Dr. Aurelio Lopez-Tarruella Martinez)

16:40-17:10 hrs Dr. Xavier Seuba

17:10-17:40 hrs Mr. Huib Berendschot

17:40-17:50 hrs Dr. Aurelio Lopez-Tarruella Martinez (comments)

17:50-18:10 hrs Q&A Team 9 & 10

18:10 – 18:30 Closing EIPIN partners

19:30 Dinner & party at D'n Hiemel (Sint Bernardusstraat 24-A, 6211 HL Maastricht)

Saturday 31 January 2015

(EIPIN Board) at Petit Bonheur (Achter de Molens 2, Maastricht)

09:00-12:00 EIPIN Board Meeting

12:00 Lunch

(Students)

09:00-11:30 Group meetings (at the Townhouse Hotel)

12:00 Lunch Petit Bonheur (Achter de Molens 2, Maastricht)