

EPIP 2022 | *Cambridge*

Opening IP for a better world?

14-16 September 2022, Cambridge UK

PROGRAMME AND INFORMATION

SUPPORTERS:



Intellectual Property Office is an operating name of the Patent Office



UNITED STATES
PATENT AND TRADEMARK OFFICE



Welcome from the EPIP President



Dear All,

It is a great pleasure for me to be in Cambridge and welcome you to the 17th EPIP annual conference.



Every year, since the first EPIP conference in Munich in 2003, economic, management, policy and legal scholars get together with policy makers, patent and trademark officials and IPR practitioners at our conferences and contribute to the analysis and discussion of issues related to IPR at national, European and international levels.

The EPIP association is an international, independent, interdisciplinary, non-profit association of researchers on economic, legal, managerial, social, political and historical aspects of intellectual property rights, and the EPIP annual conference is a reference to learn about the latest advances in policy relevant academic research on IPRs.

As president of the association during the academic year 2021-2022, I would like to thank all conference participants and EPIP members, particularly the EPIP board and executive committee, but above all the EPIP 2022 organizing team in Cambridge and Frank Tietze as conference chair for making this event possible.

I wish everyone very fruitful exchanges and great memories and research ideas from these three days in Cambridge!

Best wishes,

Catalina Martínez

President of the EPIP association 2021-2022

CSIC Institute of Public Goods and Policies, Madrid, Spain

Welcome from the academic committee

Dear EPIP participants

Welcome to the 17th EPIP conference. We are pleased to see so many participants here in Cambridge in-person. A very warm welcome also to everyone who can only join us online.

By far the largest share of participants have registered for in-person attendance (even though some had to change to online participation at the last minute). It seems that we all recognise the benefits of real, as opposed to virtual, interactions.

However, following the pioneering spirit of last year's organisers, this year's conference also runs in a hybrid format. This is very much in line with our aim to organise an inclusive conference that brings together senior and junior researchers from Europe and beyond, but also allows anyone, who cannot travel for whatever reason and particularly colleagues from low- and middle-income countries (LMIC) to participate. We are particularly grateful to the EPIP association for kindly supporting LMIC participants so we could offer discounts to help them attend the conference.

In line with the conception of EPIP as an interdisciplinary association, this year's conference is jointly organised by the Innovation and IP Management (IIPM) Laboratory based within the University's Engineering Department at the Institute for Manufacturing (Centre for Technology Management) and the Centre for Intellectual Property and Information Law (CIPIL) based in the Faculty of Law.

Organising the EPIP conference has been a huge privilege and we are grateful for the trust conferred on us by the EPIP board to put the organisation of the conference in our hands. We would like to thank particularly Catalina Martinez, EPIP's current president, for all her support in the past months. A big thank you also goes to the EPIP board members, who helped with reviewing the submissions, chairing sessions (a big thanks also to other conference participants for agreeing to take on that role) and supporting the PhD workshop.

The PhD workshop, which precedes the conference, has become an important element of the conference as a career-development session for PhD students. We would like to thank John Liddicoat, Gaétan de Rassenfosse and Susanne Beck for organising this year's PhD workshop.

We like to express our gratitude to Séverine Dusollier, Gregory Winter and Carlos Correa for kindly agreeing to provide inspiring and thought-provoking keynotes. We are also very grateful to Judges Peter Blok, Hubertus Schacht and Lord Justice Richard Arnold as well as the many other roundtable participants.

Special thanks go to this year's conference sponsors. Without their financial support, the conference would

not be possible. One of this year's sponsors is the IPACST project, a four-year, international and interdisciplinary research project that set out in 2018 to investigate the role of IP for sustainability transitions (www.ip4sustainability.org). This conference marks the final event for the IPACST project and you will hear more about IPACST during in the roundtable on Thursday afternoon.

We also like to express a massive THANKS to everyone from behind the scenes, particularly Louise Wood and Ella Whellams from the IfM Engage team, who worked tirelessly to make the conference possible as well as our volunteers, who will work to ensure the smooth running of the conference.

When the call for papers closed in May we had received 200+ papers and about 15 submissions for themed sessions. Following the review process, we had 150+ papers to fit into two conference days. Quite a good challenge to have. We hope you will forgive us that the programme might feel packed and runs quite late, particularly on Thursday.

The programme is divided into 7 parallel sessions, including 9 themed sessions, amongst them two from EPIP's long supporters: WIPO and EPO. This year's programme also includes one session organised by the Licensing Executive Society (LES). Given the importance of the contractual agreements (e.g. licensing) for using IP with external partners/collaborations, such as when engaging in technology transfer to fight climate change, it seems worth exploring possible links with this global community of licensing practitioners. This could be a particularly good idea as we received very few papers that focus on licensing, which might be due to the difficulties of accessing licensing data; if so, perhaps LES colleagues might be able to help with this.

We received about 20% of all paper submissions that clearly relate to the conference theme "Opening IP for a better world?", and even more that are indirectly related to it. We would like to draw your attention, particularly to the question mark at the end of the theme title - a small detail that makes a big difference. The theme is not meant to define the broad and multi-faceted notion of openness or to suggest a specific form of openness as serving as a universal solution for IP usage. Rather, the theme has been chosen to facilitate more nuanced conversations about whether more open or closed approaches to regulating, utilising and enforcing IP might actually be suitable in a specific context, be it at micro, macro or international level.

Across the programme you see theme-related sessions, for instance, focussing on IP questions related to system-level changes for a better world, the circular economy, clean and renewable technologies, technology transfer,

data for sustainability, green trade marks, sustainable value, and green IP analytics, to name a few. Most of these papers (we could not fit all in) will be presented in the main lecture theatre.

We particularly hope that those sessions can inspire more research on IP and sustainability or rather on the role of IP for addressing global challenges, such as climate change and achieving the Sustainable Development Goals (SDG). Such research is urgently needed and we hope the community will take action and focus research on those grand challenges.

Besides theme-related papers, the programme includes a significant number of copyright-related papers, so many that we dedicated one room to it. The programme also includes sessions dedicated to other IP rights, such as trade marks, design rights, utility models, and geographical indications, but also informal (or soft) IP “assets”, such as trade secrets, traditional knowledge and data, with the latter becoming increasingly relevant.

Other sessions examine aspects, elements, processes and procedures of IPR systems, most prominently patent systems, and inventor characteristics (e.g. gender, diversity), while others focus on governance and policy implications. Another set of sessions focuses on questions related to IP approaches adopted by research institutions and universities, but also entrepreneurship and start-ups. Then we received a number of papers that adopt a more managerial perspective on IP (e.g. standard essential patents, global innovation, commercialization, infringement, IP strategies, strategic disclosure, productivity, value).

The programme includes also three sessions that focus on novel methods, techniques and approaches to research IP and analyse data, particularly artificial intelligence (AI) and machine learning.

Last but certainly not least (there are various other sessions), some papers focus health systems, pharma and biotechnology, with two sessions dedicated to Covid-19.

To navigate through the packed conference and plan your days, we hope this conference booklet, with the programme overview, together with the book of abstracts and detailed session plan will provide you with the necessary details. Session details are also available from the online platform.

Besides the paper presentations, keynotes and roundtables, which form the core of the conference, we put together a programme that should let you enjoy some of the best and most historical spots of the city. Following the opening ceremony, a drinks reception will take at Sidney Sussex College. Founded in 1596, it is among the smaller colleges, but ranks fourth highest among Cambridge colleges in Nobel Prizes won by alumni. On Thursday evening, the gala dinner will take place in the great hall of King’s College, well known for its iconic chapel. The Choir of King’s is one of the most accomplished and renowned in the world. Every year on Christmas Eve, a service is broadcast from the chapel worldwide. In 1999, TIME published a list of what it considered the most “influential and important” people of the twentieth century that includes two former King’s students and fellows (John Maynard Keynes and Alan Turing).

While the conference has a packed programme with many more papers than one could possibly attend, we like to draw your attention to the CeBIL Symposium 2022 on “Intellectual Property & Drug Repurposing: New Frontiers”, which is organised by colleagues from the Centre for Law, Medicine and Life Sciences on Friday afternoon. On top of this, we hope you find a little time to explore this beautiful city with the University and its Colleges, libraries, museums and botanical garden; maybe even the surrounding countryside, if you stay for the weekend.

We hope the conference offers everyone an opportunity to listen to the latest research, engage with colleagues and inspire more research that helps with addressing urgent global challenges. So, for everyone to have an exquisite time in Cambridge we only have to hope for sunny weather (the summer has been exceptionally hot and dry, but recently we had a bit of much-needed rain) and that the conference is Covid-19 free. What else is there to wish for?

Useful information

Main conference venue

The Faculty of Law, The David Williams Building, 10 West Road, Cambridge CB3 9DZ

Conference portal

Scan the QR code here to access the portal.

If you have any issues with access, please visit the registration desk or speak to a member of the technical team.



Registration

The registration desk is located in the foyer of the Faculty of Law, and will be open from 15:30 on Wednesday 14 September and 07:45 on Thursday 15 and Friday 16 September. Please come to the desk if you have any queries.

Refreshments & lunch

Refreshments and lunch will be served across several stations located on the ground floor and lower ground floor of the Law Faculty. Several points will be available to refill your water bottles.

Internet access

Eduroam is available throughout the venue. For those without access to Eduroam, you can access the 'Uni of Cam Guest' network by logging in with your social media credentials. Alternatively, wifi tickets are available from the registration desk.

Information for presenters

There will be a laptop and projector available in each room. Please have your presentation saved as a Powerpoint file on a USB stick. Please arrive to meet the session chair, and to upload your presentation 10 minutes before the session begins.

Accompanying persons

If you have any guests joining you in Cambridge for the duration of the conference, we are happy to help with directions and activity ideas. We have provided some details about Cambridge attractions later in this booklet. Or please visit the registration desk for further details.

CeBIL Symposium 2022

The CeBIL Symposium 2022 "Intellectual Property & Drug Repurposing: New Frontiers" will be taking place adjacent to EPIP at the Faculty of Law for those who would be interested in dropping in. Further details here:



Social events

Wednesday 14 September - Welcome reception at Sidney Sussex College

The welcome reception will be held at Sidney Sussex College from 18:00. Drinks and canapés will be served.

Founded in 1596 by Lady Frances Sidney, Countess of Sussex, Sidney is a very well-kept secret - whether it's their Nobel Prize-winners, Elizabethan brickwork, charming Cloister Court, the haunting Chapel, exquisite rococo Hall, medieval cellars, or beautiful ancient gardens - they all lie behind a self-effacing wall of Roman cement.

Address: Sidney St, Cambridge CB2 3HU



Thursday 15 July - Dinner at King's College

The main conference social event gives delegates the chance to dine in one of Cambridge's most iconic settings: the main dining hall at King's College. Pre-dinner drinks will be served from 20:00. The EPIP Young Scholar Awards winners will be announced during the dinner.

Founded by King Henry VI in 1441 King's is located in the heart of Cambridge - on the banks of the river Cam and facing out onto King's Parade. The College Chapel is probably the most recognisable building in the City. Notable alumni include; Rupert Brooke, Xu Zhimo and Alan Turing

Address: King's College, King's Parade, Cambridge, CB2 1ST



Agenda

WEDNESDAY 14 SEPTEMBER		VENUE
08:00	PhD workshop at Institute for Manufacturing	IfM
15:00	Conference registration opens at Law Faculty	Faculty of Law
16:00	Welcome speech	LG19, Faculty of Law
16:30	Tackling global challenges with IP research: Perspectives of IP Office Chief Economists - Roundtable	LG19, Faculty of Law
17:30	Close of welcoming sessions	Faculty of Law
18:00	Welcome drinks and canape reception	Sidney Sussex College

THURSDAY 15 SEPTEMBER		VENUE
08:00	Morning Coffee	Faculty of Law
08:30	Parallel Sessions - 1	Law / Alison Richard
10:00	Break	
10:15	Keynote: International intellectual property: a regime in permanent expansion? - Carlos Correa	LG19, Faculty of Law
11:00	Break	
11:15	Parallel Sessions - 2	Law / Alison Richard
12:45	Lunch	
13:45	Parallel Sessions - 3	Law / Alison Richard
15:15	Break	
15:30	Keynote: IP - an inventor's perspective - Gregory Winter	LG19, Faculty of Law
16:15	Break	
16:30	Intellectual property for a sustainable future - Roundtable	LG19, Faculty of Law
17:45	Break	
18:00	Parallel Sessions - 4	Faculty of Law
19:00	Close of day one	
20:00	Gala Dinner	King's College

FRIDAY 16 SEPTEMBER

VENUE

08:00	Morning Coffee	Faculty of Law
08:30	Parallel Sessions - 5	Law / Alison Richard
10:00	Break	
10:15	Keynote: Ecologies of IP Openness - Severine Dusollier	LG19, Faculty of Law
11:00	General Assembly	LG19, Faculty of Law
11:15	Break	
11:30	Parallel Sessions - 6	Law / Alison Richard
13:00	Lunch	
14:00	Openness in Court - Judges Roundtable	Faculty of Law
15:15	Break	
15:30	Parallel Sessions - 7	Law / Alison Richard
17:00	Conference close and farewell	LG19, Faculty of Law

PARALLEL SESSIONS

You can navigate through the parallel sessions on the conference portal where you will find the overview grid and the book of abstracts.

Both documents are also available on the EPIP website - please scan below for quick access:



Venues, locations & transport

Conference venue

The Faculty of Law

The David Williams Building
10 West Road
Cambridge CB3 9DZ

Selected parallel sessions will be held in the **Alison Richard Building** which is adjacent to the Law Faculty - please follow signposts or ask one of the volunteer team.



Social Events venues

On Wednesday 14 September, the welcome reception will be held at **Sidney Sussex College** from 18:00. Please enter via the main entrance on Sidney Street (opposite Sainsbury's supermarket)

On Thursday 15 September, the gala dinner will be held at **King's College** from 20:00. Entrance to the College is either via the main door on King's Parade or via the back gate on Queen's Road (a short walk from the Law Faculty). Volunteers will be present at each entrance.

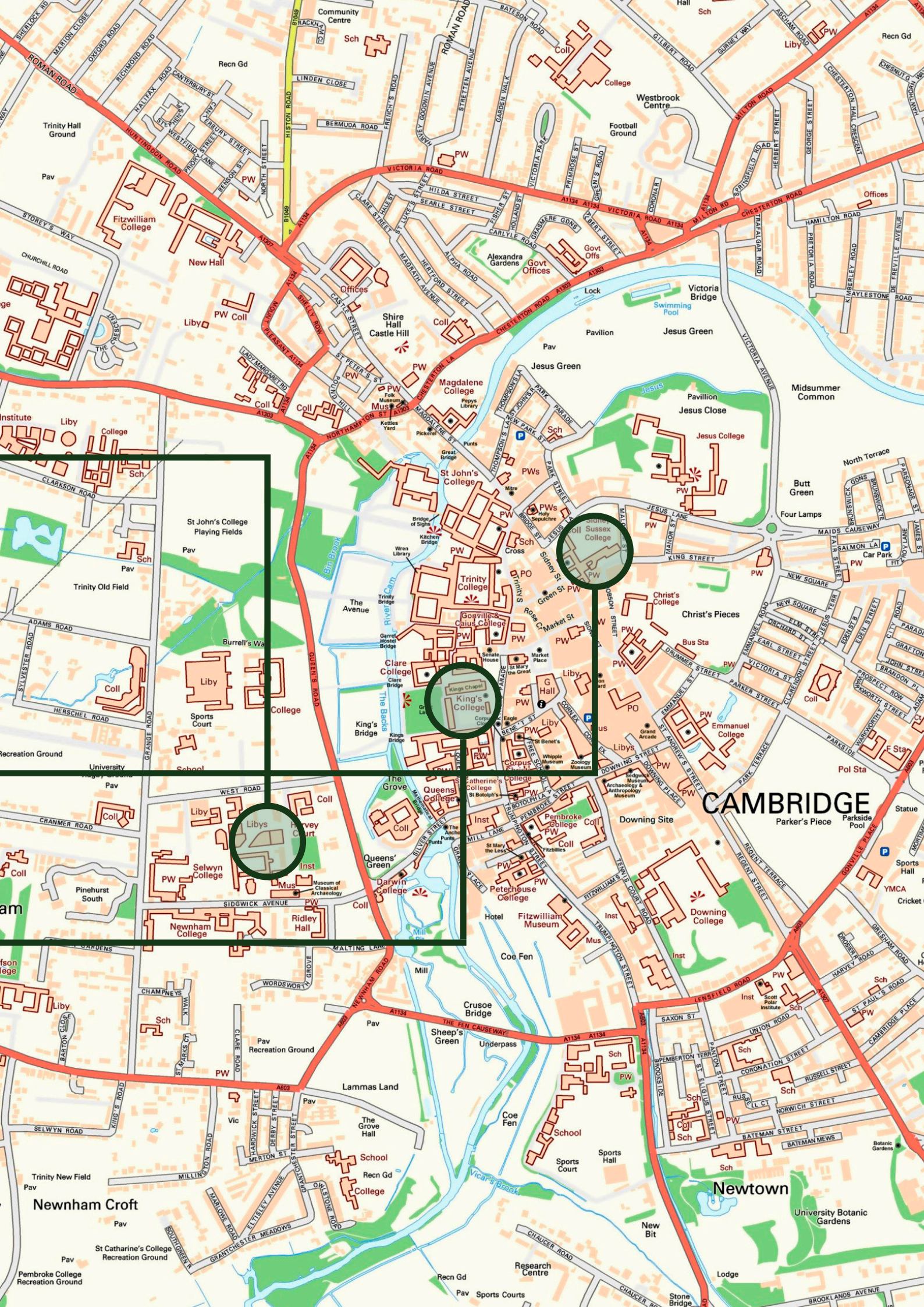
The dress code throughout the conference is smart casual. If you wish, please feel free to bring a more formal dress for the dinner but this is by no means essential.

Transport

Information about travelling to the Law Faculty: www.law.cam.ac.uk/about-faculty/how-find-us

Local bus timetables: www.cambridgeshirebus.info

Local electric taxis and airport transfers: E-wave - <https://e-wave.co.uk>

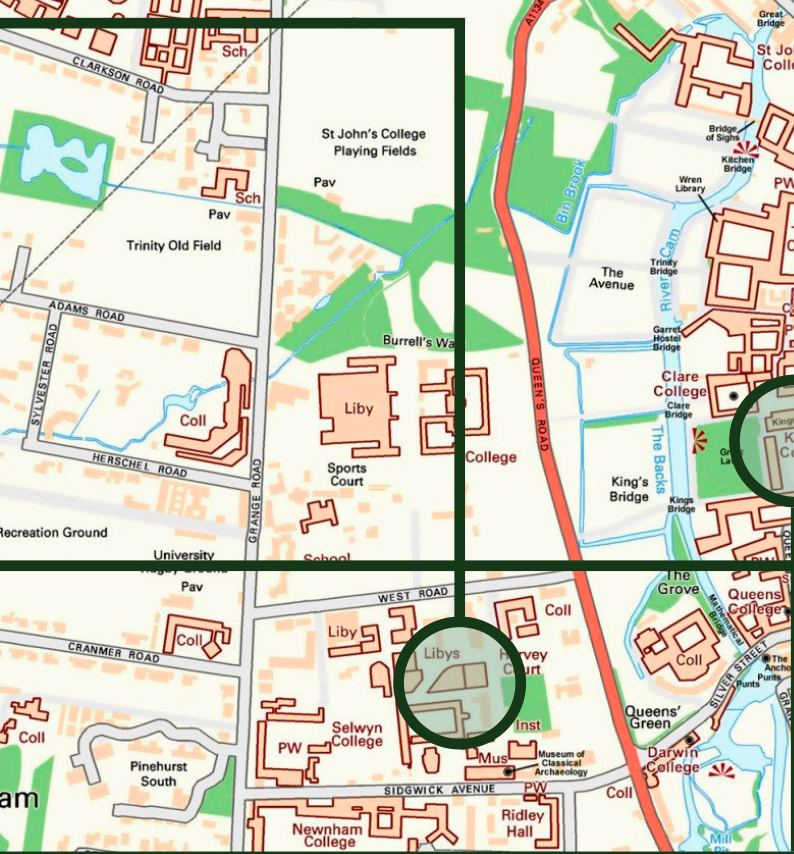
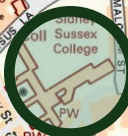


CAMBRIDGE

Parker's Piece Parkside Pool

Newtown

University Botanic Gardens



Map labels include: Trinity Hall Ground, Fitzwilliam College, New Hall, Shire Hall Castle Hill, Magdalene College, Trinity College, King's College, Clare College, St John's College, Jesus College, Christ's College, Emmanuel College, Downing College, Peterhouse College, Fitzwilliam Museum, Darwin College, Queens' College, Selwyn College, Newnham College, Trinity New Field, St Catharine's College, Pembroke College, and many others. Major roads like Victoria Road, Chesterton Road, and Milton Road are also labeled.

Cambridge attractions

Getting around

Why not explore Cambridge in the traditional way – by **bike**! There are lots of cycle hire shops in town (City Cycle Hire is conveniently located close to the conference venue at 61 Newnham Rd, Cambridge CB3 9EY), there are plenty of cycle paths to explore throughout the city, and you can also head along the riverside path to the quintessentially English village of Grantchester – enjoy exploring the water meadows and perhaps relax in the famous Orchard Tea Garden. You can even learn about war poet Rupert Brooke who was a frequent visitor here. For those who prefer to walk, Grantchester can be reached via the same route and takes around 1 hour at a leisurely pace.

For those who prefer to travel by **scooter** you will see these dotted around the city – just download the Voi (www.voiscooters.com) app and hop on!

Of course, another traditional mode of transport in Cambridge is on a **punt**. Head toward the river at Magdalene Bridge or Mill Lane where you can choose to try your hand at punting on a self-hire, or decide to opt for a chauffeured punt for a truly relaxing experience!

For more tips and suggestions about things to do in Cambridge, just ask any member of the conference committee and Events staff. We are happy to help with directions, transport and anything else you might need to help you to make the most of your time spent here.



Museums and culture

Take some time out to visit one of Cambridge's world-class museums: here's a taster of some of the city's best:

The **Museum of Zoology** showcases the diversity of animal life – from moths to monkeys, mammoths and manatees – bringing to life stories of extinction, survival and exploration. On arrival, you will be greeted by an impressive 21m fin whale called Bobby, while other collection highlights include a giant ground sloth, a dodo skeleton and Captain Cook's conch.

From antiquity to the present day, the **Fitzwilliam Museum** houses a world-renowned collection of over half a million beautiful works of art, masterpiece paintings and historical artefacts. The Fitzwilliam is located in one of Cambridge's most iconic buildings.

With a lens on human history over hundreds of thousands of years, the terrific **Museum of Archaeology and Anthropology** is the place to go for broadening your understanding of our planet's diverse, fascinating cultures through the centuries.

The University of Cambridge's modern and contemporary art gallery, **Kettle's Yard** is a beautiful house with a remarkable collection of modern art and a gallery that hosts modern and contemporary art exhibitions.

Take a trip to the Antarctic at Cambridge's very own **Polar Museum** – finding out about science, discovery and endurance at the most extreme ends of the earth. Covering everything from penguins to sleeping bags, Inuit art and explorer diaries, you'll gain unique insight into British Antarctic Expeditions and life in the polar regions.

Educate yourself about the scientific instruments that made groundbreaking discoveries possible, dating from the Middle Ages to the present. From a papier mâché anatomical model of a human created around 1890, to the grand orrery (an ornate mechanised model of the solar system), and Charles Darwin's very own microscope, the **Whipple Museum** is an extraordinary cabinet of curiosities, detailing the development of mankind's knowledge.

The perfect place for a stroll in the sun, the **Cambridge University Botanic Garden** is a treasure trove overflowing with lush wildlife and floral scents. Home to over 8,000 plant species and its very own arboretum, the gardens have much to offer for budding horticulturalists.

For more information and inspiration scan below or visit: www.visitcambridge.org



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CONFERENCE ORGANISERS



The **Innovation and Intellectual Property (IIPM) Laboratory** is part of the University's Engineering Department, Division E (Institute for Manufacturing), particularly the IfM's Centre for Technology Management (CTM).

The IIPM lab takes an engineering management (firm level) and relational perspective on IP within distributed and collaborative (open) innovation processes and systems for emerging (manufacturing) technologies. Employing predominately problem-driven research approaches, our research focuses on the role of IP and its management for developing and deploying sustainable innovation (e.g. climate change mitigation and adaptation technologies), addressing global challenges, such as climate change, achieving sustainable development goals (SDG), and accelerating sustainability transitions.

www.iipm.eng.cam.ac.uk



The **Centre for Intellectual Property and Information Law** was founded in 2004. Through its activities, CIPIL aims to promote the investigation, understanding and critical appraisal of these important fields of law.

The Centre, which replaced the IP Unit, brings together a group of legal academics already recognised for their historical and inter-disciplinary, as well as doctrinal, research. Drawing on the resources of Cambridge University, CIPIL is ideally positioned to carry out and promote well-informed interdisciplinary work. These aims are furthered through a variety of means: through rigorous academic research, the presence of high quality visiting researchers, PhD studentships, research fellowships, visitors and conferences.

www.cipil.law.cam.ac.uk