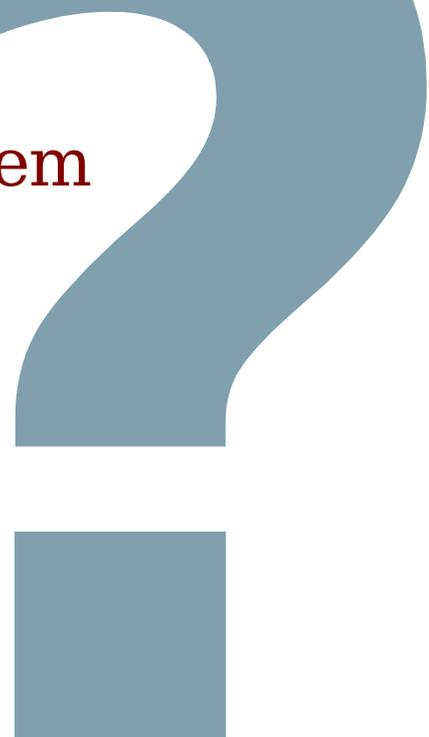


What future for the European patent system?

How can the
European patent system
overcome its legacy
of fragmentation
while optimizing
innovation for
all industries,
sizes of firm, and
business models?



EUPACO

Towards a new European Patent System

Two days, four panels, thirty world experts

Brussels, 15 & 16 May 2007

Quality, diversity, politics, institutions, benefits & costs...

While the recent Communication from the Commission, “*Enhancing the patent system in Europe*”, focuses on the problems of the Community patent and the European Patent Litigation Agreement, it acknowledges the need for a holistic approach to patent policy.

Issues of quality, accountability for results, diversity in innovation, and the political framework for patent policy remain unresolved. How can the system be optimized, not only to reduce filing and litigation costs, but to best promote innovation?

An outpouring of research provides new insights on the benefits and costs of patents, patent portfolio, and the patent system as a whole. Patents are increasingly used as assets that can be traded and licensed in a variety of ways. Patents can also create liabilities that are difficult to manage, and debates over language highlight the fact that patents are not just assets, but laws regulating intellectual and economic behaviour. Outcomes may vary across industries, business models, and different-sized firms.

Much of the new research and insight on patents comes from the U.S. While the U.S. patent system was once touted as a model of an advanced integrated system that Europe should emulate, today the U.S. system is seen as burdened by questionable patents and threats of costly litigation – problems that scholars attribute to decisions made about patent institutions in the 1980s.¹ Today, the schism over patent reform in the U.S. reveals fundamental differences in industry and professional perspectives.

For Europe, the challenge is to learn from experience wherever it may be found and to craft solutions that respond to European needs and circumstances, while enabling European leadership – intellectual, political, and economic – for patent policy at the international level.

[1] Adam B. Jaffe & Josh Lerner, *Innovation and its Discontents: How Our Broken Patent System is Endangering Innovation and Progress, and What to Do About It* (Princeton University Press 2004).

Keynote speakers

William Kovacic, Commissioner, Federal Trade Commission (U.S.). Mr. Kovacic previously served as General Counsel for the FTC at the time of its landmark study, *To Promote Innovation, The Proper Balance of Competition and Patent Law and Policy*.

Ron Marchant, former Chief Executive of the UK Patent Office. During his tenure, the UK Patent Office became widely recognized as a leader among national offices for its innovative approach to operations and policy development.

Mark Shuttleworth, Founder and CEO of Canonical Ltd and President of the Ubuntu Foundation, Mr. Shuttleworth is widely recognized as an Internet pioneer, and successful entrepreneur.

Speakers from

OECD, Boston University, Sant'Anna School of Advanced Studies, M-Cam, European Patent Office, Public Patent Foundation, CGGVeritas, IBM Europe, New York Law School, Canonical Ltd, Max Planck Institute, University of Munich, Katholieke Universiteit Leuven, University of Bologna, University of Utah, Sun Microsystems, George Washington University, European Commission, Roskilde University, U.S. Federal Trade Commission, University of Michigan, Oxfam, CCIA, FFII, and CJA Associates.

EUPACO

Register at www.eupaco.org

EUPACO-2 Programme

Tuesday, 15th May 2007

9.30: Keynote speech

Ron Marchant, former Chief Executive, UK Patent Office

10.00: Research on benefits and costs

As economists have focused on the growing role of the patent system, there has been an outpouring of new research. What does the evidence reveal about patents as assets – and about the costs and risks associated with patents? What are the implications for patent policy?

- Dominique Guellec, OECD
- Jim Bessen, Boston University
- Dr Paola Giuri, Sant'Anna School of Advanced Studies
- David Martin, M-Cam
- Bruno Van Pottelsberghe, EPO
- David Ellard, EU Commission

14.00 - The Communication from the Commission: questions and answers

Dr Jens Gaster of the European Commission discusses "Enhancing the patent system in Europe" and answers questions from the audience.

14.30: Quality

There is growing concern that low-quality patents can burden the system and ultimately impose a tax on real innovation. But quality has several dimensions and is difficult to measure directly. How can quality be monitored and managed? Most importantly, what can be done to improve it – and reduce conflict over patents?

- Daniel Ravicher, Public Patent Foundation.
- Francis Hagel, CGGVeritas
- Prof. Dietmar Harhoff, University of Munich
- Dr Roger Burt, IBM Europe
- Prof. Beth Noveck, New York Law School

17.30: Reception in Hotel Metropole

Wednesday, 16th May 2007

9.00: Diversity in Innovation

Evidence that patents are used and viewed differently in different technology and business contexts has been affirmed by industry differences on patent reform in the U.S. and patentable subject matter in Europe. The complexity of information technology and software in particular lead to practices that are unfamiliar in traditional areas. If innovation is to be optimized in all fields, how should intellectual property systems adapt?

- Prof. Reto M. Hilty, Max Planck Institute
- Prof. Geertrui Van Overwalle, Centre for IPR, University Leuven
- Prof. Salvatore Torrisi, University of Bologna
- Prof. Lee Hollaar, University of Utah
- Corinna Heineke, Oxfam
- Catherine McCarthy, Sun Microsystems

12.00 Keynote speech

Mark Shuttleworth, President of the Ubuntu Foundation

13.30: Institutions and Innovation

Political demand for an integrated system and cheaper patents has led to proposals for a community patent and specialized patent courts. But these debates point to a larger question: How do national systems and the EPO fit within a framework of European innovation policy?

- Reinhilde Veugelers, EU Commission
- Prof. John Duffy, George Washington University
- Benoit Battistelli, INPI
- Jean-Luc Gal, EPO
- Erika Mann, MEP

16:30: Keynote speech

William Kovacic, Commissioner, U.S. Federal Trade Commission

Programme may change without notice. See www.eupaco.org/eupaco2 for most recent version.

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Register at www.eupaco.org

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Thirty world experts offer new insights and perspectives

EUPACO

Participation fees

- 250.00€ ex.VAT (302.50€ incl.), up to 30/4/2007
- 350.00€ ex.VAT (423.50€ incl.), from 1/5/2007

Includes

- Participation in both days of EUPACO-2 conference.
- Buffet lunch on 15 and 16 May.
- Refreshments before and during conference.
- Reception in Metropole Hotel on evening of 15th May.

**The Metropole
Hotel is a 19th
century jewel
set in the heart
of Brussels.**

EUPACO is organised by Esoma asbl. Esoma reserves the right to modify the programme without notice.



15 & 16 May 2007

Hotel Metropole, Brussels, Belgium

Information and registration at www.eupaco.org

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