



Workshop on „Trade Marks and Trade Mark Data”

16th and 17th of July 2009 at OECD in Paris

Wednesday, July 15th

19:30 Informal meal Restaurant “[Les Editeurs](#)” near
Saint Michel

Thursday, July 16th

Economics I

09:30-10:00	1 D. Guellec	Welcome	Discussant
10:00-10:45	2 M. Flikkema	Towards the proper use of trademark data in innovation statistics	<i>A. Griffiths</i>
10:50-11:40	3 S. Graham	High technology Entrepreneurs and IP: Results of the 2008 Kauffman-Berkeley Patent Survey	<i>D. Burk</i>

11:40-12:05 **Break**

Law I

12:05-12:55	1 S. Dogan	Trademark Law's Identity Crisis	
12:55-14:25	Lunch		
14:25-15:15	2 D. Burk	Trademarks and the Boundaries of the Firm	<i>M. Peitz</i>
15:15-15:40	Break		
15:40-16:30	3 K. Port	The Mitchell Study on Trademark Litigation	<i>S. Graham</i>
16:30-17:15	4 A. Griffiths	The Organisational Role of Trade Marks	<i>G.v. Graevenitz</i>

Thursday, July 16th

20:30 **Dinner** Restaurant “[Le Bouillon Racine](#)”

Friday, July 17th

Economics II

09:30-10:20	1 L. Dominguez	Intellectual Property and Productivity: Evidence for Mexican industry	<i>M. Lerach</i>
10:20-11:10	2 V. Millot	Patterns of use of trademarks by French firms and the link with innovative activity	<i>K. Port</i>
11:10-11:35	Break		
11:35-12:25	3 D.Harhoff	The Impact of Recessions on the Utilization of Intellectual Property	<i>M. McKenna</i>
12:25-14:00	Lunch		
14:00-14:50	4 G. v. Graevenitz	When are Advertising and R&D Complements?	<i>B. Beebe</i>

Law II

14:50-15:40	2 M. McKenna	Irrelevant Confusion	<i>A. Kur</i>
15:40-16:10	Break		
16:10-17:00	1 B. Beebe	Intellectual Property Law and the Sumptuary Code	<i>S. Bechtold</i>
17:00-17:50	3 M. Lerach	Commercialization of Popularity The Role of Trademark Law in Merchandising	<i>V. Millot</i>
18:20	END		

Maps for the Hotel and for the OECD conference center are on pages 4-6 below.

List of participants

Name	Affiliation
Marcus Höpperger	WIPO
Mosahid Kahn	WIPO
Tom Karkinsky	Saïd Business School, Oxford
Matthias Gotsch	University of Karlsruhe
Alexandra Radecker	Ecole des Mines
Claire Lelarge	OECD
Dominique Guellec	OECD
Jun Suzuki	OECD
Hélène Dernis	OECD
Dominique Deberdt	INPI
Laurence Joly	INPI
Grid Thoma	Bocconi
Stacey Dogan	Boston University
Dan Burk	University of California at Irvine
Barton Beebe	New York University
Mark McKenna	Notre Dame University
Ken Port	William Mitchell College of Law
Mark Lerach	Université de Lausanne
Annette Kur	Max Planck Institute for Intellectual Property, Competition and Tax Law
Stefan Bechtold	ETH Zürich
Lionel Bently	Cambridge University
Valentine Millot	OECD / BETA Strassbourg
Lilia Dominguez	National Autonomous University of Mexico
Meindert Flikkema	Free University of Amsterdam
Stuart Graham	UC Berkeley and Georgia Tech
Martin Peitz	Universität Mannheim
Dietmar Harhoff	Ludwig Maximilians Universität München
Georg von Graevenitz	Ludwig Maximilians Universität München

Practical information

Workshop venue :

OECD Conference Centre

2, rue André Pascal
75016 Paris

Room CC16

Access :

Metro: Line 9 - La Muette station

RER : Line C - Henri Martin Station

You can find further practical information on the OECD Conference centre website :

www.oecd.org/conferencecentre



Hotel :

Most participants will be hosted at the “Hôtel Concorde Montparnasse”, located about 30 minutes from the OECD by underground.

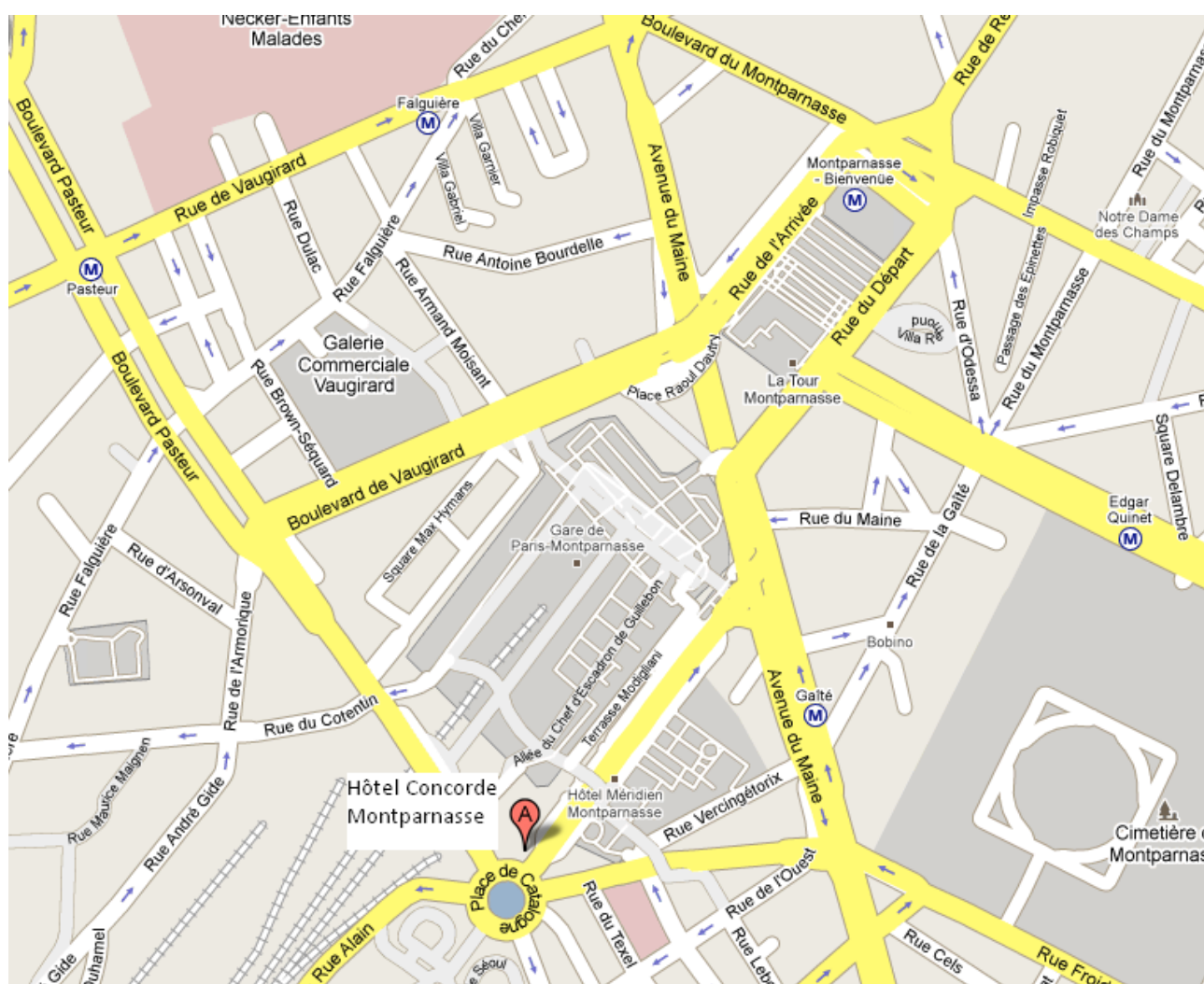
Hotel Concorde Montparnasse

40, rue du Commandant Mouchotte -
Place Catalogne
75014 Paris

<http://montparnasse.concorde-hotels.com/en/>

Tel: +33 (0) 1 56 54 84 00

Fax: +33 (0) 1 56 54 84 84



From the Airport to the hotel :

- By taxi : The journey should cost around €25 from Orly airport, €45 from Charles De Gaulle Airport (CDG)
- By public transport : **RER B trains** from both airports and the **Orly Bus** from Orly Airport go directly to the **Denfert-Rochereau station**. From there take the Metro Line 6 and go to **Edgar Quinet station** which is located on the map. If arriving by **Eurostar** or **Thalys**, use Metro Line 4 direct from **Gare du Nord** to **Gare Montparnasse**.

From Hotel to the OECD :

Take the **Metro Line 6** at the Station **Edgar Quinet** or **Pasteur** (see map) towards **Etoile**, disembark at **Trocadéro** station, then take **Metro Line 9** towards **Pont de Sèvres** for two stops and exit at **La Muette**, which is the close to the OECD (see first map).

You can find more information on the public transports and on the ticket rates on the website of the RATP (Parisian public transport) :

<http://www.ratp.info/informer/anglais/>

In case you have troubles arriving at the hotel or at the OECD, please do not hesitate to contact :

Valentine Millot (33) 6.79.81.99.66
Georg von Graevenitz +49 1515 372 3742