

CENTER FOR THE
Protection of
Intellectual Property

INAUGURAL ACADEMIC CONFERENCE
ON PATENT LAW:

The Commercial Function
of Patents in Today's
Innovation Economy

KEYNOTE SPEAKER:
FTC Commissioner Joshua D. Wright

September 12-13, 2013
George Mason University School of Law



Charitable and Educational Fund
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PROGRAM SCHEDULE

THURSDAY, SEPTEMBER 12:

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| 8:00–9:00 am | Breakfast & Registration |
| 9:00–9:30 am | Opening Remarks |
| 9:30–11:00 am | <p>Panel 1</p> <p><i>Commercialization as the Intermediary Between Invention and Innovation</i></p> <ul style="list-style-type: none">• Greg Gorder, <i>Founder & Vice Chairman</i>, Intellectual Ventures• Prof. Zorina Khan, Bowdoin University• Prof. F. Scott Kieff, George Washington University Law School |
| 11:30 am–12:45 pm | Lunch |
| 12:00–12:45 pm | <p><i>Keynote address by FTC Commissioner Joshua D. Wright</i></p> |
| 1:00–2:30 pm | <p>Panel 2</p> <p><i>Innovation in Commercial Context: The Role of the Financial System</i></p> <ul style="list-style-type: none">• David Berten, Global IP Law Group• Prof. John Duffy, University of Virginia School of Law• Prof. Edmund Kitch, University of Virginia School of Law• Prof. Sean O'Connor, University of Washington School of Law |
| 3:00–4:30 pm | <p>Panel 3</p> <p><i>Patent Licensing: New Business Models and New Opportunities</i></p> <ul style="list-style-type: none">• Prof. Damien Geradin, George Mason University School of Law, Tilburg University, Covington & Burling• Jonathan Hillel, Skadden, Arps, Slate, Meagher & Flom LLP• Prof. Michael Risch, Villanova University School of Law• Matthew Vella, <i>Chief Executive Officer</i>, Acacia Research Corporation |

FRIDAY, SEPTEMBER 13:

8:00–9:00 am Breakfast

9:00–10:25 am Panel 4

The Commercial Function of Tech Transfer: From R&D to Innovation

- Prof. David Audretsch, Indiana University
- Brian Cummings, *Vice President, Technology Commercialization & Knowledge Transfer*, Ohio State University
- Prof. Charles McManis, Washington University School of Law
- William Tucker, *Executive Director, Innovation Alliances & Services*, University of California

10:35 am–12:00 pm Panel 5

Private-Ordering Solutions to Market-Based Problems: Patent Pools, SSOs, and Much More

- Roger Brooks, Cravath, Swaine & Moore LLP
- Lawrence (Larry) Horn, *President and CEO*, MPEG LA
- Prof. Jay Kesan, University of Illinois College of Law
- Dr. Anne Layne-Farrar, *Vice President, Anti-Trust & Competition Economics*, Charles River Associates

12:00 pm Conference Adjourns

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