

# COMMON GROUND: HOW INTELLECTUAL PROPERTY UNITES CREATORS AND INNOVATORS

OCTOBER 9-10, 2014

GEORGE MASON UNIVERSITY SCHOOL OF LAW

*This groundbreaking conference will explore the common ground shared by the innovation industries and the creative industries, where intellectual property secures bold risk-taking and revolutionary ingenuity by artists and inventors alike.*

*We will take a long overdue, fresh look at the relationship between these two central parts of the U.S. economy. Stale conventional wisdom says that the creative industries and innovation industries are inevitably and irreconcilably in conflict. The story goes that creators' rights are "obstacles" to innovation, and that technological innovation harms creators. This conventional wisdom is wrong.*

*The true story of innovation and creativity is a virtuous circle. Technology gives artists and creators the tools to create entirely new mediums and the ability to reach worldwide audiences. Creativity, in turn, fuels the video, music, and games that make smartphones, iPads, and even the entire Internet so well-loved.*

*Innovation is creative and creativity is innovative. Both industries engage in brilliant intellectual work to bring new products and services into the world and both take great risks to commercialize their work. Both also depend on intellectual property, which secures their work and investment, thus promoting the virtuous circle of creativity and innovation.*

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## PROGRAM:

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Thursday, October 9, 2014

8:00 - 9:00 am: **REGISTRATION & BREAKFAST**

9:00 - 9:15 am: **OPENING REMARKS**

9:15 - 10:45 am: **PANEL 1**

### **THE COMMON ECONOMIC CASE FOR PATENTS & COPYRIGHTS**

- **Troy Dow**, Vice President & Counsel, IP Legal Policy, Disney
- **Prof. Jay Kesan**, University of Illinois School of Law
- **Prof. Stan Liebowitz**, University of Texas at Dallas
- **Jon Santamauro**, Senior Director, International Government Affairs, AbbVie
- **Moderator: Prof. Adam Mossoff**, George Mason University School of Law

11:00 am - 12:30 pm: **PANEL 2**

### **THE COMMON MORAL CASE FOR COPYRIGHTS AND PATENTS**

- **Dr. Ken Anderson**, Founder and CSO, Thermaquatica
- **Prof. Eric Claeys**, George Mason University School of Law
- **David Lowery**, University of Georgia, Terry College of Business
- **Prof. Mark Schultz**, George Mason University School of Law, CPIP; Southern Illinois University School of Law
- **Moderator: Prof. Christopher Newman**, George Mason University School of Law

12:30 - 2:30 pm: **LUNCH AND KEYNOTE ADDRESS BY PROF. RICHARD A. EPSTEIN**

Thursday, October 9, 2014 (*cont'd*)

2:30 – 4:00 pm: **PANEL 3**

**IP POLICY CHALLENGES: UNDERSTANDING AND ADDRESSING CONCERNS**

- **Sandra Aistars**, *Chief Executive Officer*, Copyright Alliance
- **Matthew Rainey**, *Director, Innovation Division*, World Intellectual Property Organization
- **Laurie Self**, *Vice President and Counsel, Government Affairs*, Qualcomm
- **Phyllis Turner-Brim**, *Vice President, Chief IP Counsel*, Intellectual Ventures
- *Moderator: Prof. Mark Schultz*, George Mason University School of Law, CPIP; Southern Illinois University School of Law

4:15 – 5:45 pm: **PANEL 4**

**THE NATURE OF THE FIRM IN THE INNOVATION AND CREATIVE INDUSTRIES**

- **Kirti Gupta**, *Director, Economic Strategy*, Qualcomm
- **Prof. Bruce Kobayashi**, George Mason University School of Law
- **Prof. Kristen Osenga**, University of Richmond School of Law
- **Ben Sheffner**, *Vice President and Counsel*, Motion Picture Association of America
- *Moderator: Prof. Henry Butler*, George Mason University School of Law

Friday, October 10, 2014

8:30 - 9:15 am: **BREAKFAST**

9:15 – 10:45 am: **PANEL 5**

**CREATIVE UPSTARTS AND START-UP FIRMS: SOURCES OF NEW INNOVATION AND CREATIVE WORKS**

- **Brian Camelio**, *Founder and CEO*, ArtistShare
- **Ron Katznelson**, *President*, Bi-Level Technologies
- **Prof. Sean O'Connor**, University of Washington School of Law
- **Prof. Sean Pager**, Michigan State University School of Law
- *Moderator: Matthew Barblan*, George Mason University School of Law

11: 00 am – 12:30 pm: **PANEL 6**

**PRIVATE ORDERING IN THE CREATIVE AND INNOVATION INDUSTRIES**

- **Mitch Glazier**, *Senior Executive Vice President*, Recording Industry Association of America
- **Larry Horn**, *President and CEO*, MPEG LA
- **Prof. Adam Mossoff**, George Mason University School of Law
- **Prof. Kevin Murphy**, University of Chicago Booth School of Business
- *Moderator: Prof. Kristen Osenga*, University of Richmond School of Law