



THE ECONOMIC CONTRIBUTION OF TECHNOLOGY LICENSING

*A Conference Co-Sponsored by
The United States Patent & Trademark Office and
George Mason University's
Center for the Protection of Intellectual Property (CPIP)*

Wednesday, June 8, 2016
Singapore/Venice Combined Room
USPTO's Global Intellectual Property Academy
600 Delaney Street, Alexandria, Virginia 22314

AGENDA

8:30 – 9:00 Registration

9:00 – 9:15 Opening Remarks

- Michelle K. Lee, *Under Secretary of Commerce for Intellectual Property*, United States Department of Commerce, *Director*, United States Patent & Trademark Office

9:15 – 9:30 Morning Keynote Speech

- Bruce H. Andrews, *Deputy Secretary of Commerce*, United States Department of Commerce

9:30 – 10:30 Panel 1: The Economic Contribution of Licensing to the US Economy

- Alan Marco, *Chief Economist*, USPTO
- Brian Moyer, *Director*, Bureau of Economic Analysis, Department of Commerce
- Jeffrey Whittle, *Partner*, Hogan Lovells, *Chairman*, Licensing Executives Society (USA and Canada)
- Becky Fraser, *Director, Government Affairs*, Qualcomm
- *Moderator*: Prof. Adam Mossoff, George Mason University School of Law, *Director of Academic Programs and Senior Scholar*, CPIP

10:30 – 10:45 Break

10:45 – 11:45 Panel 2: The Role of Licensing in Trade, Investment, and Technology Transfer

- Marc Ehrlich, *Associate General Counsel*, IBM
- Elizabeth Kendall, *Senior Director for Intellectual Property and Innovation*, USTR
- Keith Mallinson, *Founder*, Wise Harbor
- Prof. Walter Park, American University
- *Moderator*: Prof. Mark Schultz, Southern Illinois University School of Law, *Director of Academic Programs and Senior Scholar*, CPIP

11:45 – 1:00 Lunch

1:00 – 1:45 Afternoon Keynote Speech

- Maureen K. Ohlhausen, *Commissioner*, Federal Trade Commission

1:45 – 2:45 Panel 3: Challenges and Opportunities in Cross-Border Licensing

- Mark A. Cohen, *Senior Counsel*, USPTO
- David Cohen, *Chief Legal and Intellectual Property Officer*, Vringo
- Damon Matteo, *Chief Executive Officer*, Fulcrum Strategy
- Gaétan de Rassenfosse, *Chair of Innovation and IP Policy*, Ecole Polytechnique Fédérale de Lausanne
- *Moderator*: Marina Lamm, *Attorney-Advisor*, USPTO

2:45 – 3:30 Panel 4: Licensing and Commercialization in the Life Sciences Sector

- Issi Rozen, *Chief Business Officer*, Broad Institute
- Sherry Knowles, *Principal*, Knowles Intellectual Property Strategies
- Lin Sun-Hoffman, *Partner*, Liu, Zheng, Chen & Hoffman, LLP, *Former BIO Chief Advisor for Asia*
- *Moderator*: Larry Lian, *Attorney-Advisor*, USPTO

3:30 – 3:45 Break

3:45 – 4:45 Roundtable: Government's Role in Promoting Licensing

- Paul Zielinski, *Director, Technology Partnerships Office*, NIST
- Matthew Rainey, *Director-Advisor*, WIPO Academy
- Mojdeh Bahar, *Assistant Administrator, Office of Technology Transfer*, USDA
- Michael Remington, *Of Counsel*, Drinker Biddle & Reath LLP
- Tyrone Montague, *Director, Washington National Tax*, KPMG
- *Moderator*: Mark A. Cohen, *Senior Counsel*, USPTO

4:45 – 5:00 Closing Remarks

- David J. Kappos, *Partner*, Cravath, Swaine & Moore LLP, *Former Director*, United States Patent & Trademark Office

Note:

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