

# The Pacific Rim Innovation Conference

University of Melbourne, Australia  
Thursday 21 & Friday 22 January 2010



Melbourne Law School, The University of Melbourne  
185 Pelham Street, Carlton

Day One - Thursday 21 <sup>st</sup> January 2010		
8:30 - 9:00	<b>Registration and Coffee</b>	<i>Ground Floor, Melbourne Law School</i>
9:00 - 9:30	<b>Welcome Address</b>	<i>Lecture Theatre G08</i>
	Beth Webster, Director IPRIA	
	<b>Opening Address</b>	
	Philip Noonan, Director General, IP Australia	
9:30 - 11:00	<b>Plenary Session 1 – Keynote Addresses</b>	<i>Lecture Theatre G08</i>
	<b>Evaluating the Public Impact of Open Innovation</b> Rochelle C. Dreyfuss, Pauline Newman Professor of Law, New York University School of Law	
	<b>Patent Rights and Economic Growth: Evidence from Cross-Country Panels of Manufacturing Industries</b> Ivan Png, Lim Kim San Professor, School of Business and Professor of Information Systems and Economics, National University of Singapore	
11:00 - 11:30	<b>Morning Tea Break</b>	<i>Foyer, Level 1</i>
11:30-13:00	<b>Concurrent Sessions - A</b>	
<b>Chair:</b>	<b>A.1 – Collaboration</b>	<i>Theatre 109, Level 1</i>
Owen Morgan	D. Stewart - A Restatement of the Role of Patents in Encouraging Collaboration C. Schneider - R&D Collaboration with Uncertain Intellectual Property Rights C. Grimpe - Learning to Collaborate for Technology Development: Longitudinal Evidence for Patenting Firms in Denmark D. Nicol - Patenting and Patent-Based Cooperation in the Australian Biotechnology Industry	
<b>Chair:</b>	<b>A.2 – Patent Quality</b>	<i>Theatre 106, Level 1</i>
Chris Dent	G. Messinis - Minimising Country Biases in Patent Value Statistics: A Closer Look at Forward Citations K. Hussinger - The Market Value of Blocking Patents N. Tsukada - Continuing Applications and Quality of Inventions N. Zhang - Patent: Zhi or Liang? A Re-exploration on the Recent Development of Patent Quality in China	
<b>Chair:</b>	<b>A.3 - National Innovation Systems</b>	<i>Theatre 104, Level 1</i>
Alfons Palangkaraya	S. Frankel - The Small Market Economy and Patent Law G. Tian - Financial Downturn vs Innovation Capability: The Role of Intellectual Property and Competition Laws in the Australian National Innovation Policies K. Maani - Innovating the Innovation Process: A Systemic View of Innovation Adoption in the Australian Beef Industry M. de Zwart - Innovation and Copyright: Do We Need a Transformative Use Exception in Australia?	

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<b>13:00-14:00</b>	<b>Lunch Break</b>	<i>Foyer, Level 1</i>
<b>14:00-15:30</b>	<b>Concurrent Sessions - B</b>	
<b>Chair:</b>	<b>B.1 - Patent System Efficiency</b>	<i>Theatre 109, Level 1</i>
Kimberlee Weatherall	H. Moir - "In the National Interest": An Assessment of Inventiveness in the Patent System N. Erkal - Scarcity of Ideas and R&D Options: Use it, Lose it, or Bank it A. Palangkaraya - Misclassification in Patent Office Examinations: Evidence from a Matched Sample of Applications D. Brennan - Small Step, Super Scope: Patents for Molecules	
<b>Chair:</b>	<b>B.2 - Company Strategy</b>	<i>Theatre 106, Level 1</i>
Kwanghui Lim	M. Woerter - Risky Innovation Strategies D. Suh - Efficiency Change and the Effect of Innovation Behaviors on the Productivity: Korean Embedded Software A. Marco - Creative Destruction and Strategic Protection: Evidence from Pharmaceutical Patenting P. Cebon - Boards of Directors and the Governance of Emergence Risk	
<b>Chair:</b>	<b>B.3 - Open Innovation and National Innovation Systems</b>	<i>Theatre 104, Level 1</i>
Dianne Nicol	D. Hart - The 'Snakes and Ladders' of Open Innovation H. Saito - Determinants on Independent R&D and Open Innovation: Empirical Analysis Based on Questionnaire Data for Firms H. Hatakama - What Can Substitute for the Patent System? J. Rodriguez - Science and Technology Policy at Canadian Universities: Successful Practices in Commercializing Research Results	
<b>15:30-16:00</b>	<b>Afternoon Tea Break</b>	<i>Foyer, Level 1</i>
<b>16:00-17:30</b>	<b>Plenary Session 2 - Panel Discussion</b>	
<b>Chair:</b>	<b>"Should there be another round of TRIPS?"</b>	
Christine Greenhalgh	Peter Drahos, Sadao Nagaoka, Alfons Palangkaraya and Graeme Austin	
<b>19:00 - 21:30</b>	<b>Conference Dinner</b>	
	Il Vicolo Restaurant, 50 Grattan Street CARLTON Book Launch - <i>Innovation, Intellectual Property, and Economic Growth</i> by Christine Greenhalgh and Mark Rogers	

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Day Two - Friday 22 <sup>nd</sup> January 2010		
9:00 - 10:30	<b>Plenary Session 3 – Keynote Addresses</b>	Lecture Theatre G08
	<p><b><i>Does the Fruit Bat Come out of the Mouth of the Rainbow Serpent? Indigenous Cosmology, Traditional Knowledge and Innovation</i></b> Peter Drahos, Regulatory Institutions Network (RegNet), College of Asia and the Pacific, Australian National University</p> <p><b><i>Complementary Innovations and Patent Design</i></b> Vincenzo Denicolo, Department of Economics, University of Bologna</p>	
10:30 - 11:00	<b>Morning Tea Break</b>	Foyer, Level 1
11:00-12:30	<b>Concurrent Sessions - C</b>	
<b>Chair:</b>	<b>C.1 - Financing Innovation</b>	Theatre 109, Level 1
Paul Jensen	<p>R. Thomson - Host Country Tax Policy and R&amp;D Financed from Abroad D. Czarnitzki - Do Direct Subsidies for R&amp;D Influence the Distribution of R&amp;D? M. Colombo - The Effect of Public Subsidies on Firms' Investment-Cash Flow Sensitivity: Ephemeral or Persistent? J. Nishimura - Subsidy and Networking: The Effects of Direct and Indirect Support Programs in the Cluster Policy</p>	
<b>Chair:</b>	<b>C.2 - IP Infringement</b>	Theatre 106, Level 1
David Brennan	<p>R. Humberstone - Searching for Prior Art when Faced with Enforcement K. Cremers - Patent Litigation in Germany: New Evidence from German Companies N. Fukugawa - Do Pirated Video-Games Substitute for Genuine Versions? A First Report K. Weatherall - "Evidence-Based" IP Policy?</p>	
<b>Chair:</b>	<b>C.3 - New Technologies</b>	Theatre 104, Level 1
Konstantinos Karachalios	<p>Y. Chen - Innovation of Durable Complementary Goods M. Lloyd - Intellectual Property Strategies in Clean Technology: Insights from the Hybrid Car Sector S. Parris - Innovation in Venture-Capital Backed Clean Technology Firms in the UK M. Baudry - Does Environmental Policy Matter for Green Tech Patents: The Case of Solar Energy</p>	
<b>Chair:</b>	<b>C.4 – Tipping Points</b>	Theatre 102, Level 1
Megan Richardson	<p>K. Lim - Signals for Evaluating External Knowledge: A Study of How Firms Search for Knowledge Across Organizational and National Boundaries P. Yu - The Crossover Point W. Ng-Loy - Crossing Over: The Experience of Singapore</p>	
12:30-13:30	<b>Lunch Break</b>	Foyer, Level 1

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<b>13:30-15:00</b>	<b>Concurrent Sessions – D</b>	
<b>Chair:</b>	<b>D.1 – Company Strategy</b>	<i>Theatre 109, Level 1</i>
Peter Yu	<p>S. Wakeman - Can Better Deal Terms Compensate for a Worse Partner? The Relationship between Resource and Governance-based Drivers of Strategic Alliance Performance</p> <p>O. Morgan - Awareness, Understanding and Use of Intellectual Property in New Zealand</p> <p>S. Amoroso - Firm Level Productivity with Time-Varying Imperfect Competition in Output</p> <p>J. Walker - The Pacific Rim - Patent Considerations</p>	
<b>Chair:</b>	<b>D.2 - Patent Licensing and Standard Setting</b>	<i>Theatre 106, Level 1</i>
Nisvan Erkal	<p>W. Lou - Estimating the Impact of a Potential Process Innovation and the Optimal Strategy of Licensing</p> <p>R. Aoki - Effect of Patent Pools on Innovation</p> <p>J. Plasmans - Industry-Science Interaction in the Framework of Standardization and Normalization</p> <p>S. Nagaoka - Standard-Making R&amp;D and Standard-Using R&amp;D: A First Look at their Characteristics Based on Inventor Survey</p>	
<b>Chair:</b>	<b>D.3 - Technology Diffusion</b>	<i>Theatre 104, Level 1</i>
Beth Webster	<p>A. Diaz Arias - The Impact of International Technology Transfer on Technology Production in OECD Countries</p> <p>P. Wong - Home-Base-Exploiting vs Home-Base-Augmenting Drivers of Foreign R&amp;D by US Electronics and Chemicals-Related Companies: Evidence from Asian Host Economies</p> <p>S. Kahn - The Impact of the Foreign Student Fulbright Program on Innovation and Knowledge Creation</p> <p>K. Oh - An Empirical Study of Technology Diffusion and International Trade in Korea: Using Patent Application Data</p>	
<b>15:00-15:30</b>	<b>Afternoon Tea Break</b>	<i>Foyer, Level 1</i>
<b>15:30-17:00</b>	<b>Plenary Session 5 - Panel Discussion</b>	
Chair: Beth Webster	<b>"Should Universities Own IP?"</b>	
	Rochelle Dreyfuss, Vincenzo Denicolo, Poh-Kam Wong and Susy Frankel	
<b>17:00</b>	<b>CLOSE</b>	