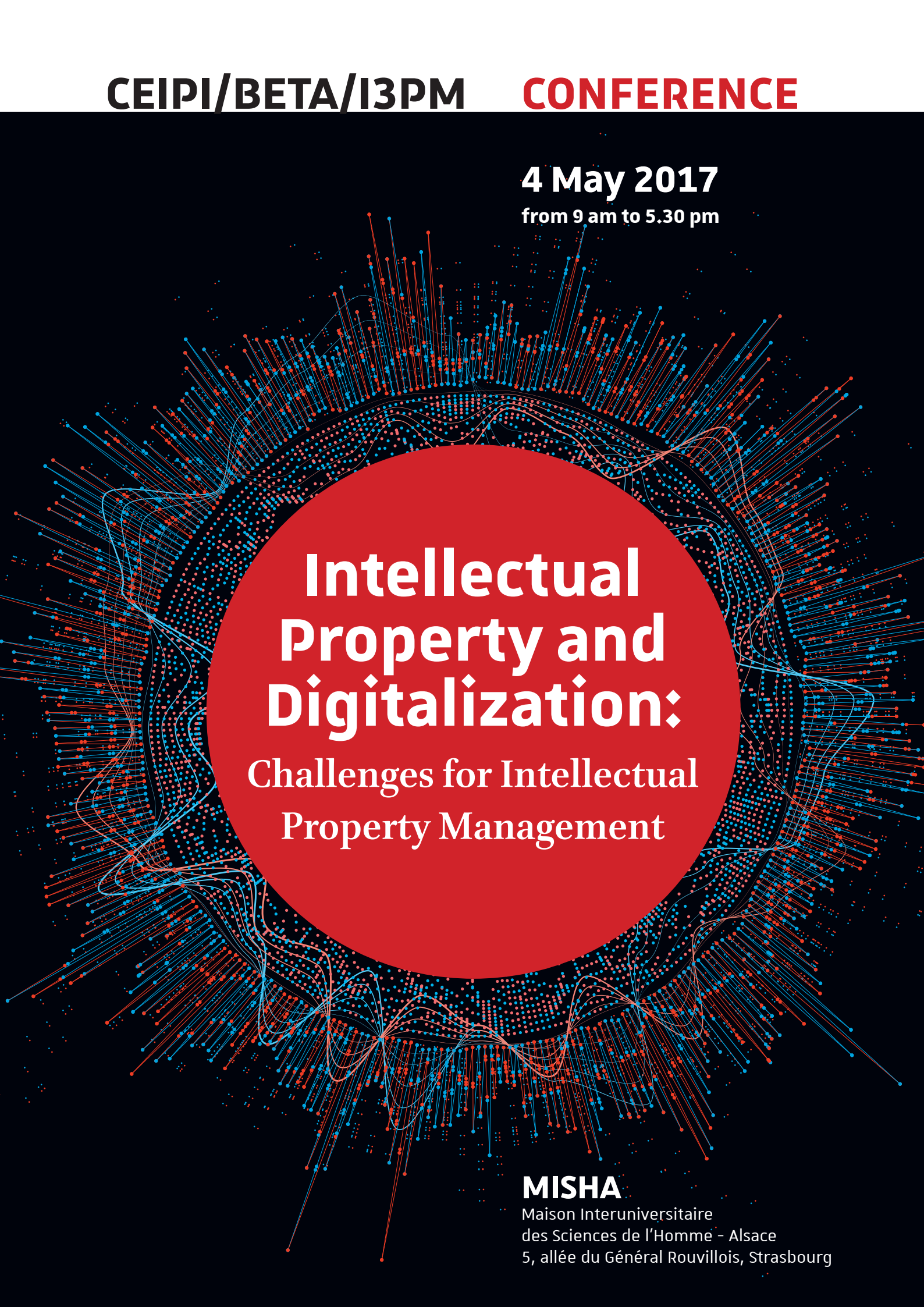


**CEIPI/BETA/I3PM**

**CONFERENCE**

**4 May 2017**

from 9 am to 5.30 pm



**Intellectual  
Property and  
Digitalization:**  
Challenges for Intellectual  
Property Management

**MISHA**

Maison Interuniversitaire  
des Sciences de l'Homme - Alsace  
5, allée du Général Rouvillois, Strasbourg



# Intellectual Property and Digitalization:

## Challenges for Intellectual Property Management

### CONCEPT

**T**he digital transformation is giving place to revolutionary changes in the innovation system, affecting industries, universities and public institutions. Institutional responses and previous practices need to be redefined in view of the advent of Cyber Physical Systems and the Internet of Things. Likewise, business models need to be adapted or newly created in view of Big Data Analytics capabilities. Products become smart and merge more and more with digital services provided along with goods. Employees need to build new skills to master all those digital challenges. In light of this digital revolution, a subject that has become central is to what extent existing legal tools to foster innovation as well as economic rationales behind innovations need to be adapted. A number of connected questions rapidly arise, including those relating to the models for successful exploitation of digital intellectual property, the future of patent law vis-à-vis creative computers, or the regime of data ownership and privacy in the big data environment.

In order to address these questions, the CEIPI - BETA Project in Law and economics of Intellectual Property, in association with I3PM, organize a one-day conference with the title Intellectual Property and Digitalization: Challenges for Intellectual Property Management. The conference will be structured in three different panels:

#### PANEL N° 1

**THE DIGITAL  
TRANSFORMATION –  
FROM FREEDOM TO  
OPERATE TO RISK  
MANAGEMENT**

#### PANEL N° 2

**BIG DATA -  
OWNERSHIP  
AND USE IN  
THE DIGITAL AGE**

#### PANEL N° 3

**PATENTABILITY  
OF TECHNICAL  
SOFTWARE SOLUTIONS  
AND THE EXPLOITATION  
MODEL FOR DIGITAL  
INNOVATION**

## PROGRAM

9.00 – 9.15	<b>REGISTRATION</b>	
9.15 – 9.45	<b>WELCOME ADDRESS</b>	CEIPI & BETA & 13PM
9.45 – 10.15	◆ <b>KEYNOTE LECTURE N° 1</b>	<b>Keith Maskus</b> Chief Economist for United States State Department, Arts and Sciences Professor of Distinction and Professor of Economics at the University of Colorado, Boulder
10.15 – 12.00	<b>PANEL N° 1</b> <b>THE DIGITAL TRANSFORMATION – FROM FREEDOM TO OPERATE TO RISK MANAGEMENT</b> Chair: <b>Julien Pénin</b> , Professor in Economics, BETA, University of Stasbourg	
	<b>SUBTOPICS</b>	
	◆ <b>PREEMPTION, ABSTRACT IDEAS AND DIGITALISATION</b>	<b>Sean O'Connor</b> Boeing International Professor, Director, Center for Advanced Study & Research on Innovation Policy (CASRIP), University of Washington School of Law
	◆ <b>THE BURDEN OF KNOWLEDGE IN THE AGE OF DATA SCIENCE</b>	<b>Gaetan Rassenfosse</b> Assistant Professor, Holder of the Chair on Innovation and Intellectual Property Policy, Ecole polytechnique fédérale de Lausanne
	◆ <b>INFLUENCES OF DIGITAL TRANSFORMATION ON FREEDOM TO OPERATE PROCESSES IN THE CHEMICAL INDUSTRIES</b>	<b>Alissa Zeller</b> Vice President Global Intellectual Property BASF
	◆ <b>PATENT LANDSCAPING AND THE ROLE OF INFORMATION ON INVENTORS</b>	<b>Francesco Lissoni</b> Professor of Economics at Groupe de Recherche en Économie Théorique et Appliquée (GREThA), University of Bordeaux
12.00 – 12.45	<b>LUNCH BREAK</b>	
12.45 – 13.15	◆ <b>KEYNOTE LECTURE N° 2</b>	<b>Reto Hilty</b> Professor, Director, Max Planck Institute for Innovation and Competition
13.15 – 15.00	<b>PANEL N° 2</b> <b>BIG DATA - OWNERSHIP AND USE IN THE DIGITAL AGE</b> Chair: <b>Xavier Seuba</b> , Senior Lecturer and Academic Coordinator, CEIPI, University of Strasbourg	
	<b>SUBTOPICS</b>	
	◆ <b>THE INTERFACE BETWEEN BIG DATA, IP AND COMPETITION IN THE HEALTH AND LIFE SCIENCES</b>	<b>Timo Minssen</b> Professor, Centre for Information and Innovation Law, University of Copenhagen
	◆ <b>BIG DATA ANALYTICS IN THE PATENT WORLD</b>	<b>Aida Dolotbaeva</b> Legal Officer, Patent Law Division, WIPO
	◆ <b>COPYRIGHT AND BIG DATA - A VIEW FROM THE INDUSTRY</b>	<b>Cedric Manara</b> Senior Copyright Counsel at Google
	◆ <b>DIGITALIZATION – THE SPEEDY CHANGE OF ABB AND HOW IP MANAGEMENT IS AFFECTED</b>	<b>Claudia Jamin</b> Group Vice President, Head IP Operations Europe, ABB Asea Brown Boveri Ltd
	◆ <b>BIG DATA: IP CHALLENGES AND OPPORTUNITIES, A VIEW FROM INDUSTRY</b>	<b>Emmanuel de Cuenca</b> Senior European Patent Attorney, Air Liquide
15.00 – 15.15	<b>COFFEE BREAK</b>	

15.15 – 15.45	◆ KEYNOTE LECTURE N° 3	<b>Bowman Heiden</b> Deputy Director, Center for Intellectual Property, University of Gothenbourg
16.00 – 17.30	<b>PANEL N° 3</b> <b>PATENTABILITY OF TECHNICAL SOFTWARE SOLUTIONS AND THE EXPLOITATION MODEL FOR DIGITAL INNOVATION</b> Chair: <b>Christophe Geiger</b> , Professor, Director General of CEIPI, University of Strasbourg	
	◆ THE EPO APPROACH TO INDUSTRY 4.0 AND THE INTERNET OF THINGS	<b>Yann Ménière</b> Professor of Economics MINES ParisTech, Chief Economist, EPO
	◆ PATENTS AND SOFTWARE: CHANGING MARKETS, STRATEGIES AND ACTORS	<b>Catalina Martínez</b> Research Fellow at the Spanish National Research Council (CSIC)
	◆ CREATIVE COMPUTERS AND THE FUTURE OF PATENT LAW	<b>Ryan Abbott</b> Professor of Law and Health Sciences, University of Surrey
	◆ HOW TO GET TO SUCCESSFUL VALUE CAPTURING AND EXPLOITATION OF DIGITAL IP?	<b>Stephanie van Wermeskerken</b> Head of Intellectual Property Counseling, Philips
17.30 -17.45	<b>CLOSING</b> <b>Alexander J. Wurzer</b> , Adjunct-Professor at CEIPI, Director of studies of the Master in IP Law and Management of CEIPI, Director of Steinbeis Transfer Institute Intellectual Property Management	

## ABOUT THE PARTNERS

**CEIPI** is the Center for International Intellectual Property Studies of the University of Strasbourg. Constituent part of the University of Strasbourg, CEIPI is devoted to research and training in the domain of intellectual property law. CEIPI faculty is composed of almost 400 academics and practicing attorneys in 22 countries and 41 cities in Europe. For 50 years of its existence, the centre has trained nearly 42 000 professionals and students

**BETA** is the Bureau for Economic Theory and Applications, BETA, the Bureau for Economic Theory and Applications, is a French research laboratory with the status of a Joint Research Unit as it is recognised and backed by the University of Strasbourg, the University of Lorraine and the CNRS, the French National Centre for Scientific Research. Till today it is the only economics and management UMR in Eastern France.

**I3PM** is the international Institute for IP Management, an association of IP Managers dedicated to promoting the field of IP Management, and thereby to enhance the emergence of a dynamic IP-driven economy.

### Scientific committee

Peter BITTNER (I3PM) - Christophe GEIGER (CEIPI) - Julien PENIN (BETA) - Xavier SEUBA (CEIPI)

## ABOUT THE CEIPI/ BETA PROJECT

In January 2013, the Centre for International Intellectual Property Studies (CEIPI) and the Office of Theoretical and Applied Economics (BETA) launched a research initiative in law and economics of intellectual property. The project intends to mobilize research teams in both centers in order to develop joint research on the strategic role of IP and the necessary (re) construction of intellectual property law in a new economic, technological and social environment. The principle avenues of research are open innovation, licensing and monetization of IP; strategic use and articulation of intellectual property rights; IP enforcement. The broader scope of the project also includes author's rights and the economics of the Internet and determinants of optimal patenting strategies for businesses. The objectives of this initiative are threefold. Firstly, to develop research capacities and expertise in law and economics of IP at the University of Strasbourg. Secondly, to contribute to international interdisciplinary collaboration in this field. And finally, to provide a unique forum for a law and economics approach to intellectual property in France and Europe.

REGISTRATION: [WWW.I3PM.ORG](http://WWW.I3PM.ORG)

FOR FURTHER INFORMATION, PLEASE CONTACT

**Xavier Seuba**, Co-Director, CEIPI-BETA Project in Law and Economics of Intellectual Property, [xavier.seuba@ceipi.edu](mailto:xavier.seuba@ceipi.edu)

A CONFERENCE JOINTLY ORGANIZED BY



Center for International  
**Intellectual Property Studies** | CEIPI  
University of Strasbourg



Bureau d'économie théorique  
et appliquée (BETA) | UMR7522



International Institute  
for Ip management | I3PM