

The Economics of Intellectual Property & Technology

Location

Northwestern University School of Law
375 East Chicago Avenue, Chicago, IL

Schedule

Check-In (<i>Continental Breakfast - Booth Hall</i>)	Lowden Lobby	Begins at 8:30 am
Welcome Remarks	Booth Hall	9:00 am
Economics of Biotechnology	Booth Hall	9:15 am — 10:30 am
Economics of Patent Licensing	Booth Hall	10:45 am — 12:00 pm
Keynote Luncheon	Atrium	12:15 pm — 1:30 pm
Economics of Telecommunication	Strawn Hall	1:30 pm — 2:45 pm
Networking Reception	Thorne Lobby	2:45 pm — 3:30 pm
IP & Technology Conversation	Atrium	3:30 pm — 5:00 pm

Program

Economics of Biotechnology: The Human Gene Patenting Debate

Myriad Genetics and other gene research companies have been at the center of an ongoing debate over gene patenting. Panelists will discuss the implications of the recent Myriad litigation on the future of gene patents and the development of medical treatments. This panel may examine the conflict between the PTO's policy on granting gene patents and the DOJ's recent policy recommendation, balancing ethical concerns and economic realities, and the impact of the District Court ruling on the biotechnology industry.

PANELISTS: **Yvonne Cripps** (Indiana University), **Kevin Noonan** (McDonnell Boehnen Hulbert & Berghoff LLP), **Steven Resnicoff** (DePaul University).

Economics of Patent Licensing and Intellectual Property Capitalization

Over the last decade or so, there has been a push by major corporations to monetize their patent portfolios either by asserting them in litigation or licensing them to others. As a result, there has been massive growth in the literature regarding the use of intellectual property for capital generation through licensing. With a new business method, comes new questions. This panel will examine issues such as how companies are licensing their IP, potential regulation of IP, impact of non-practicing entities, etc.

MODERATOR: **Jay Kesan** (University of Illinois); PANELISTS: **James Gerard Conley** (Kellogg School of Management), **Emily Miao** (McDonnell Boehnen Hulbert & Berghoff LLP), **Manny Schecter** (IBM).

Economics of Telecommunication: The Impact of the Broadband Plan on Competition

After a congressional mandate, the National Broadband Plan was developed by the FCC to influence the expansion of broadband access and use for economic and social development. The growth of the "broadband ecosystem" has hastened competition within the telecommunication industry. Panelists will debate the current state of broadband competition, disputes between content providers and carriers, and the future of intellectual property protection and control in the developing ecosystem.

MODERATOR: **James Speta** (Northwestern University); PANELISTS: **Drew Clark** (Broadband Illinois), **Thomas Hazlett** (George Mason University), **Gregory Rosston** (Stanford Institute for Economic Policy Research), **Daniel Spulber** (Kellogg School of Management).

Keynote Address

Copyright and Free Speech — Pillars of Freedom

Michael Fricklas, *General Counsel of Viacom*

IP & Technology Conversation

This session will focus on some themes from Professor John McGinnis's forthcoming book, *Accelerating Democracy*. Technology is transforming the world more rapidly than ever before. Because of such technological acceleration, our polity faces the possibility of more beneficial and more catastrophic events than at any time in human history. To address these coming boons and perils, our democratic institutions must become more nimble and accurate. Because democracy thrives on information, the key to democratic renewal is to use technological advances in information creation, analysis and dispersion to create incentives for private individuals to create common social knowledge. Thus, technological acceleration contains within itself the dynamo of its own management, but only if the rules of social governance permit the information revolution to wash through our democratic structures.

Professor John McGinnis (Northwestern Law) will discuss his research and lead a discussion with **Professor Robert Bennett** (Northwestern Law) and **Professor Ilya Somin** (George Mason University).

Symposium Website

<http://www.law.northwestern.edu/journals/njtip/symposium/2011/>

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