



IPAS 2021

Day 1 Program
April 28th

12:00 ET

Welcome: Day 1 (TBC)

Keynote: Senator Thom Tillis, Ranking Member of the Senate Judiciary Committee Subcommittee on Intellectual Property

12:15 – 1:15

Does the IP system effectively promote diversity and entrepreneurship?

American successes in innovation, the arts and brands are tied to its system of IP rights. But is the system equally effective, especially when it comes to independent and minority inventors, creators and entrepreneurs?

Speaker-Panelists:

- Lisa D. Cook, Michigan State University economist, author
- Jesse Fenty, Patent Attorney, fmr USPTO Examiner, educator
- Arthur Daemrich, Director, Center for the Study of Invention & Innovation, Smithsonian Institution

Moderator: Ellington West, Entrepreneur, CEO Sonavi Labs; daughter of HOF inventor

1:15 – 2:15

What does China's IP rights explosion mean for innovation?

In less than two decades China has gone from an emerging innovator with few IP rights to a global leader. How has China's emergence and use of its IP and IP rights changed the global innovation landscape?

Speaker-Panelists:

- Jeremie Waterman, President, China Center, U.S. Chamber of Commerce
- Jon Putnam, principal Competition Dynamics, Inc.; China IP valuation expert
- Michael Mangelson, Senior Counsel for China IP Policy, USPTO

Moderator: Hon. Randall R. Rader, Chief Judge of the Court Appeals for the Federal Circuit (ret.)

Closing Remarks

12:00

Welcome: Day 2

Keynote: HOF Inventor and former Bell Labs researcher, James E. West

12:15 – 1:15

How can schools better teach students about intellectual property?

While the topic of IP and IP rights is more widely discussed in the classroom today, what students learn, and from whom, varies widely by school, department and educator. What can business and other schools do to provide students what they need when it comes to intellectual property? (CIPU will announce the results of its business school IP report.)

Speaker-Panelists:

- Dr. Stephanie Couch, Executive Director, Lemelson-MIT Program
- Steven Weiner, Senior Director for Innovation & Technology (Penn Engineering); Lecturer, IP Strategy (Wharton)
- Efrat Kasznik, Stanford Graduate School of Business, Valuation expert

Moderator: James Conley, Kellogg School of Management; inventor

1:15 – 2:15

The 'Perception' Premium: How IP understanding promotes value

Does insufficient knowledge of what IP assets and intellectual capital are and how they provide return on investment depress the value of businesses? Is there a premium on 'IP consciousness' that can be converted into value?

Speaker-Panelists:

- Zeeger Vink, Brand expert; 'IP Consciousness' author
- David Teece, UC Berkeley; Chairman Berkeley Research Group Senior Executive or Technology Investor, U.S.
- John E. Kelly, III, Chief Technology Officer, IBM (ret)

Moderator: Brian Hinman, Aon IP Solutions; investor

Closing Remarks