

**Sixth Annual Conference on Innovation and Entrepreneurship:  
U.S. Patent and Trademark Office (USPTO)-Ewing Marion Kauffman  
Foundation Conference on Intellectual Property and Innovation**

Thursday, June 6, 2013—Friday, June 7, 2013

**Northwestern University School of Law**  
Wieboldt Hall  
340 E. Superior Street, Chicago, IL, 60611

**Thursday, June 6**

- 9:00 a.m.     **Registration** (1st floor Wieboldt Hall)  
**Continental Breakfast** (WB 323)
- 9:45           **Welcome** (WB 147)  
**Introduction to the Conference**  
**Daniel B. Rodriguez**, Dean and Harold Washington Professor, Northwestern  
University School of Law  
**Daniel F. Spulber**, Research Director, Searle Center on Law, Regulation, and  
Economic Growth, and Kellogg School of Management, Northwestern University
- 10:00-12:00   **Session One—Financing Entrepreneurship** (WB 147)  
Session Chair: **Ines Macho-Stadler**, Universitat Autònoma de Barcelona
- The Unobserved Returns to Entrepreneurship*  
**Sarada**, Fuqua School of Business, Duke University  
Discussant: **Leora Klapper**, World Bank
- How Do Start-Up Firms Finance Their Assets? Evidence from the Kauffman Firm  
Surveys*  
**Rebel Cole**, DePaul University  
**Tatyana Sokolyk**, Brock University\*  
Discussant: **Leora Klapper**, World Bank
- Facilitating Academic Entrepreneurship*  
**Richard Jensen**, University of Notre Dame\*  
**Marie Thursby**, Georgia Institute of Technology  
**Huyen Pham**, Analysis Group  
Discussant: **Andrea Mantovani**, University of Bologna
- The Consequences of Entrepreneurial Firm Founding on Innovation*  
**Michael Ewens**, Carnegie Mellon University\*

**Christian Fons-Rosen**, Universitat Pompeu Fabra  
Discussant: **Inés Macho-Stadler**, Universitat Autònoma de Barcelona

12:00 **Lunch** (WB 323)

1:00-3:00 **Session Two—Patents and Secrecy** (WB 147)  
Session Chair: **Emerson H. Tiller**, Northwestern University School of Law

*Do Inventors Value Secrecy in Patenting? Evidence from the American Inventor's Protection Act of 1999*

**Stuart Graham**, U.S. Patent and Trademark Office and Georgia Institute of Technology

**Deepak Hegde**, New York University Stern School of Business\*

Discussant: **Dietmar Harhoff**, Ludwig-Maximilians-Universität (LMU) München

*Do Patents Shield Disclosure or Assure Exclusivity when Transacting Technology?*

**Gaétan de Rassenfosse**, University of Melbourne\*

**Alfons Palangkaraya**, University of Melbourne

**Elizabeth Webster**, University of Melbourne

Discussant: **Christian Helmets**, Universidad Carlos III de Madrid

*Trade Secrets Law and Engineer/Scientist Mobility: Evidence from "Inevitable Disclosure"*

**Ivan Png**, NUS Business School, National University of Singapore\*

**Sampsa Samila**, NUS Business School, National University of Singapore\*

Discussant: **Henry Sauermann**, Georgia Institute of Technology, Scheller College of Business

*The Corporate Preference for Trade Secret*

**Andrew A. Schwartz**, University of Colorado Law School

Discussant: **Jay P. Kesan**, University of Illinois College of Law

3:00-3:30 **Break**

3:30-5:30 **Session Three—Market Structure and Incentives to Innovate** (WB 147)  
Session Chair: **Anne Layne-Farrar**, Charles River Associates

*Competition, R&D and Innovation: Testing the Inverted-U in a Simultaneous System*

**Michael Peneder**, Austrian Institute of Economic Research (WIFO)\*

**Martin Wörter**, ETH Zurich, KOF Swiss Economic Institute

Discussant: **Julie Carlson**, Federal Trade Commission

*The (de)Concentration of Sources of Inventive Ideas: Evidence from ICT Equipment*

**Yasin Ozcan**, Kellogg School of Management, Northwestern University\*  
**Shane Greenstein**, Kellogg School of Management, Northwestern University  
Discussant: **Sampsa Samila**, NUS Business School, National University of Singapore

*Investment, Duration, and Exit Strategies for Corporate and Independent Venture Capital-Backed Start-Ups*

**David Pérez-Castrillo**, Universitat Autònoma de Barcelona\*  
**Bing Guo**, Universidad Carlos III de Madrid  
**Yun Lou**, London Business School  
Discussant: **Arvids A. Ziedonis**, University of Oregon, Lundquist College of Business

*Endogeneous Matching in University-Industry Collaboration: Theory and Empirical Evidence from the UK*

**Albert Banal-Estañol**, Universitat Pompeu Fabra\*  
**Inés Macho-Stadler**, Universitat Autònoma de Barcelona  
**David Pérez-Castrillo**, Universitat Autònoma de Barcelona  
Discussant: **Mitchell Hoffman**, Yale School of Management, Yale University and Rotman School of Management, University of Toronto

- 5:30-6:30     **Cocktail Reception** (Law School Courtyard, weather permitting)
- 6:30           **Dinner** (Law School Atrium)
- 7:30           **Keynote Address: *The USPTO Trademark Case Files Dataset: Descriptions, Lessons, and Insights***  
**Stuart Graham**, Senior Advisor, U.S. Patent and Trademark Office (USPTO), and Georgia Institute of Technology\*  
**Galen Hancock**, University of California, Berkeley  
**Alan Marco**, U.S. Patent and Trademark Office  
**Amanda Fila Myers**, U.S. Patent and Trademark Office

## **Friday, June 7**

- 8:00 a.m.     **Continental Breakfast** (WB 323)
- 9:00-11:00   **Session Four—Technology Standards and Patents** (WB 147)  
Session Chair: **Jorge L. Contreras**, American University Washington College of Law

*Essential Patents and Standard Dynamics*

**Justus Baron**, Department of Economics Sciences-Po Paris and Cerna, MINES ParisTech

**Tim Pohlmann**, Cerna, MINES ParisTech and Berlin University of Technology\*

**Knut Blind**, Berlin University of Technology and Rotterdam School of Management, Erasmus University

Discussant: **Christian Fons-Rosen**, Universitat Pompeu Fabra

*The Process and Data Behind Standard Setting in Wireless Communications*

**Kirti Gupta**, Director, Economic Strategy, Qualcomm

Discussant: **Daniel F. Spulber**, Kellogg School of Management, Northwestern University

*Can Lessons from the Development of the Derivatives Markets be used to Improve the Efficiency of the Technology Patent Market?*

**David S. Ruder**, RPX Corporation

Discussant: **Carlos Serrano**, Universitat Pompeu Fabra

*Are Patent Pools a Way to Help Patent Owners Enforce their Rights?*

**Henry Delcamp**, Cerna, MINES ParisTech

Discussant: **Ryan Lampe**, DePaul University

11:00-11:15 **Break**

11:15-12:45 **Session Five—Patents as Signals** (WB 147)

Session Chair: **Stuart Graham**, U.S. Patent and Trademark Office and Georgia Institute of Technology

*The Diminishing Signaling Value of Patents between Early Rounds of Venture Capital Financing*

**Sebastian Hoenen**, Management Studies, Wageningen University and Research Center

**Christos Kolympiris**, Management Studies, Wageningen University and Research Center\*

**Wilfred Schoenmakers**, Management Studies, Wageningen University and Research Center

**Nicholas Kalaitzandonakes**, Department of Agricultural and Applied Economics, University of Missouri

Discussant: **Rosemarie Ziedonis**, University of Oregon, Lundquist College of Business

*Signaling in Equity Crowdfunding*

**Gerrit K.C. Ahlers**, A.T. Kearney GmbH

**Douglas Cumming**, York University, Schulich School of Business\*  
**Christina Günther**, Max Planck Institute of Economics and WHU, Otto  
Beisheim School of Management  
**Denis Schweizer**, WHU, Otto Beisheim School of Management  
Discussant: **Nishant Dass**, Georgia Institute of Technology, Scheller College of  
Business

*The Fate of Patents: An Exploratory Analysis of Patents as IPO Signals of  
Reputational Advantage*

**Nada Basir**, York University, Schulich School of Business\*  
**Mehdi Beyhaghi**, York University, Schulich School of Business  
**Ali Mohammadi**, Politecnico di Milano, Department of Management, Economics  
and Industrial Engineering  
Discussant: **Rosemarie Ziedonis**, University of Oregon, Lundquist College of  
Business

12:45-1:30 **Lunch** (WB 323)

1:30-3:30 **Session Six—What is the Value of a Patent?** (WB 147)  
Session Chair: **David Pérez-Castrillo**, Universitat Autònoma de Barcelona

*Valuing Patents using Renewal Data: An Inquiry into the Feasibility of an  
Automated Patent Scoring Method*

**Marc Baudry**, University Paris X-Economix-CNRS  
**Béatrice Dumont**, University Paris XIII-CEPN-CNRS & College of Europe\*  
Discussant: **Daniel Johnson**, Colorado College

*The Economic Value of Patent Portfolios*

**Alfonso Gambardella**, Bocconi University  
**Dietmar Harhoff**, Ludwig-Maximilians-Universität (LMU) München\*  
**Bart Verspagen**, Maastricht University  
Discussant: **Alan Marco**, U.S. Patent and Trademark Office

*Strategic Acquisitions by Corporate Venture Capital Investors*

**Lora Dimitrova**, London Business School  
Discussant: **Thomas Jeitschko**, Michigan State University

*A Dynamic Model of the Impact of Pre-Discovery Licensing on Innovation and  
Product Market Efficiency: Evidence from the Semiconductor Industry*

**Ralph Siebert**, Krannert School of Management, Purdue University  
Discussant: **Thomas Jeitschko**, Michigan State University

3:30 **Adjourn**

*Presenters are indicated with an \**