



The American Chamber of Commerce in France
in partnership with CDC Propriété Intellectuelle



presents a roundtable discussion on:

**The Evolution of IP in the 21st Century Knowledge Economy:
New Market Mechanisms and Policy – A Transatlantic Exchange**

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AmCham France, in partnership with CDC Propriété Intellectuelle, are pleased to invite you to their upcoming conference on current challenges for Intellectual Property, and patents as an asset class - '*The Evolution of IP in the 21st Century Knowledge Economy, New Market Mechanisms and Policy – A Transatlantic Exchange*' to be held, Friday, 5 October 2012, 8:30 - 12:30 PM - Hôtel Intercontinental Paris le Grand.

This half-day conference will bring together senior government, institutional and industry thought leaders in IP, including:

Key note speakers:

- **Teresa Stanek Rea, U.S. Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the US Patent and Trademark Office**
- **Yves Lapierre, Directeur Général, INPI (l'Institut National de la Propriété Industrielle)**

Panelists and moderators:

- **Pedro Velasco Martins, Deputy Head - EC Directorate General for Trade, Public Procurement and IP**
- **Patrick Terroir, Directeur Général Délégué, Propriété Intellectuelle, CDC**
- **Jacques Darcy, Head of Technology Transfer & Intellectual Property, European Investment Fund**
- **Gerard Pannekoek, President & CEO, IPXI Holdings, LLC**
- **Dean Becker, CEO, ICAP (Patent Brokerage)**
- **Bruno Lanvin, Executive Director, INSEAD eLab**
- **Industry representatives including Air Liquide, Cisco, De Gaulle Fleurance & Associés, GE, L'Oréal, and Technicolor (Thomson)**

(For a full draft program, please click [here](#))

Panel discussions will represent both institutional and business perspectives:

- **First Panel– "National, Regional and Global Policy Perspectives, Patent Law and Impact to Business" - "American Invents" and the Harmonization of Patent law in Europe; and**
- **Second Panel – "The Business Perspective, the Evolution of Market Mechanisms for IP"**

Recent years have seen a radical transformation of the global knowledge economy. Emerging powers are rapidly catching up with the developed world, boasting dramatic growth in research output and patents. The traditional advantages of developed economies with superior IP infrastructure are being challenged by nascent markets. Initiatives in Public-Private cooperation and new market mechanisms are being launched to assist both large structures and SMEs in their effort to commercialize innovation via IP. America Invents and the Harmonization of Policy in the EU are ongoing efforts to support transatlantic innovators, and help them remain competitive. This conference will seek to explore current and future propositions in an open forum dialogue with sharing of best practices.

We hope you will join us for this discussion.

Best regards,

AmCham France

Registration Information:

Friday, 5 October 2012, 8:30 - 12:30 PM

Registration : members : €50 / non-members : €70

Hôtel Intercontinental Paris le Grand - 2 rue Scribe, 75009 Paris

Download Registration Form [here](#), send to: amchamfrance@amchamfrance.org

*speaker to be confirmed

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