



The Institute for Policy Innovation

Seventh Annual World Intellectual Property Day Forum



▲ Deputy Director General of WIPO James Pooley opened the morning with a keynote address on lessons for today's debate on international IP rights, drawing from the impact of technology theft on the American industrial revolution. Pooley explained that IP is becoming the leading currency of the 21st century and said no other developing country today can catch up on its own. "This is why we have TRIPS [Agreement on Trade-Related Aspects of Intellectual Property Rights], which is a win-win for all nations," he said.

Event Recap

Policy makers, industry insiders, and embassy representatives packed the National Press Club at IPI's 7th annual World Intellectual Property Day event on April 26, 2012 to celebrate innovation and learn the latest on the way forward in protecting IP both domestically and abroad.

To watch the video of each panel or keynote click on the hot spot.



◀ Matt O'Mara, Director of International Affairs at the Biotechnology Industry Organization (BIO), then gave special remarks on how biotech and IP are infusing agriculture, addressing how biotech helps both protect and boost crop yields through pest management and also puts more food in the global pipeline. He also addressed the current work being done by stakeholders and industry in pursuit of an industry-led solution promoting negotiation to effect a transition from patented gene traits in seeds to generics.

▶ Lev Kubiak, Director of the National Intellectual Property Rights Coordination Center, said the IP enforcement war can be supported by changing the mentalities of those purchasing pirated goods. Kubiak gave updates on the work of the Center, its 20 partner agencies, and two ongoing IP enforcement operations: Operation Chain Reaction, which investigates how fakes impact the government supply chain, and Operation In Our Sites, targeting the sale of counterfeit and pirated items online. Kubiak also noted that in 2011 China accounted for 62% of seizures of pirated or counterfeited goods in the US.





◀ IPI resident scholar Dr. Merrill Matthews moderated a panel on opportunities and challenges of IP and trade with David Green of NBC Universal, Chuck Larson of Americans for Choice and Competition in Agriculture, and Patrick Wilson of the Semiconductor Industry Association.

▶ Green noted how international markets are increasingly important for NBC Universal, with the international products of television and



film, and that piracy is the greatest challenge in the film industry, especially for the home video market. When asked about nations with poor IP enforcement, especially China, Green stated that he expects to see better IP protections as China grows in IP innovation and more is at stake for its economy.



◀ Larson stressed the urgency for creating a framework for seeds coming off patent in order to promote competition, explaining that 45-50% of all US crops are exported. "We are very supportive of ASTA's approach to patent-generics transition," he said. "If access can be provided for the [patented] data two to three years prior to patent expiration, then generics can be produced," he said.

▶ The US has a competitive advantage thanks to IP, said Wilson, who highlighted the impact of the semiconductor on American trade. "The US has systemically changed the world thanks to the semiconductor, the top US export." Referring to a Commerce Department report on IP and the US economy, Wilson said the semiconductor achieves this lead despite regulatory and tax burdens, as well as a labor shortage.



◀ Mike McCurry, Arts+Labs Co-Chair and former press secretary to President Bill Clinton, then moderated a panel on new and emerging business models in IP, with panelists Jesse Feder of the Business Software Alliance, Mitch Glazier of the Recording Industry Association of America, and Phil Wadsworth of Qualcomm, Inc.

Feder discussed cloud computing, a business model based on service rather than hardware or software and dependent on economies of scale. The main IP threats to the cloud are theft of services using false credentials or hacking, as well as illegitimate hosting of software, he said.



◀ Wadsworth discussed 3G technology and how its model depends upon key patents licensed to major telecom companies, saying that Qualcomm now has more than 200 licensees in its space. The robust smart phone marketplace provides an encouraging signal for the future of emerging IP business models, he said.

▶ Glazier showed how in the past decade, the RIAA has seen incredible change on both the technology side as well as creative side, and in an age in which the Internet is the foundation of a new music economy, half of music industry revenues are now digital. "When we shut down Limewire, there was also finally enough legitimate services for authorized digital download," he said.

