



THE UNIVERSITY OF
MELBOURNE



IPRIA PUBLIC SEMINAR
IN ASSOCIATION WITH THE INSTITUTE
OF PATENT AND TRADE MARK
ATTORNEYS OF AUSTRALIA (IPTA)

DO AUSTRALIAN COMPANIES VALUE TRADE MARKS AND DESIGNS? A LOOK AT THE EVIDENCE

SPEAKER:

Associate Professor Beth Webster
Director, IPRIA
The University of Melbourne

DATE AND TIME

Tuesday 25 August 2009
2:00pm - 3:00pm

VENUE:

Cliftons
Australia Place
Mezzanine Level
Cnr St Georges Tce & William St
PERTH

RSVP:

Michelle Wilson
IPRIA
Alan Gilbert Building
University of Melbourne
Fax no: (03) 8344 2111
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PRICE:

Free of charge

CLOSING DATE:

Thursday 20 August 2009

Continuing Professional Development

Legal Practice Board of Western Australia

If these educational activities are relevant to your immediate or long term needs in relation to your professional development and practice of the law, then you should claim 1 CPD point for each hour of attendance, refreshment breaks not included.

Professional Standards Board

The Professional Standards Board for Patent and Trade Marks Attorneys has advised that attendance at this seminar will enable Patent and Trade Marks Attorneys to claim 1 CPE point.

Actual hard data on the value and importance of trade marks and designs is scarce. In this seminar we present a summary of the available empirical evidence from Australian surveys and administrative databases. We canvass the relative use of trade marks and registered designs over time and by industry; the importance of trade marks and designs for companies' competitive advantage; and the contribution of trade marks and designs to company value.

Beth Webster is an economist and Director of the Intellectual Property Research Institute of Australia (IPRIA) and Principal Research Fellow at the Melbourne Institute of Applied Economic and Social Research (University of Melbourne). Beth has undertaken wide-ranging research on the economics of innovation, intellectual property, as well as more general research on the performance of Australian enterprises. She has published widely including over 100 articles, books and reports. She is currently a member of the Advisory Council for Intellectual Property and is a Commissioner for the Victorian State Services Authority. In 2008, she was a member of the Brack's Review into the Automotive Industry.



Please note that this seminar will be preceded by another free seminar :

"Patent infringement in Australia: Results from a survey"

Please refer separate flyer for details and registration or email info@ipria.org

Register online at: www.ipria.org