



THE UNIVERSITY OF
MELBOURNE

Intellectual Property
Research Institute of Australia

Annual Report 2010-11

Introduction



Professor Beth Webster
Director

During 2010-11, **ipria** hosted three major interdisciplinary panel discussions on topical intellectual property issues. The year kicked off with a serious look at 'Who Owns the News'. Four speakers comprising Mark Davison (Monash University), Stephen King (Monash University), Kwanghui Lim (University of Melbourne), Sam Ricketson (University of Melbourne) brought forth different perspectives on the future of business models for both broadsheet and broadcast news services. In December, we launched our 'IP and Research' Series with Bruno Cassiman (IESE Business School, Barcelona, Spain) and Don O'Sullivan (The University of Melbourne) who both spoke about 'The Innovative Organisation: Strategy and Executive Compensation'. Finally, in February we looked again at copyright and hosted another interdisciplinary discussion on 'New Models for Book Publishing'. We heard from Emmett Stinson (University of Melbourne), Kwanghui Lim (University of Melbourne), Nathan Hollier (Monash University Publishing), Piers Pickard (Lonely Planet), Graeme Connelly (Melbourne University Bookshop) and Max Barry (Author).

Beside these grander occasions, we have had seminars on patenting in China (Peter Yu, twice- Drake University); litigation in both Germany (Timo Fischer, Technische Universität München) and in the pharmaceutical industry (Joel Bernstein, Ben Gurion University and Todd Shand, Wrays Intellectual Property); trademark infringement (Lisa Ramsey, University of San Diego); access to medicines under TRIPS (Jayashree Watal, World Trade Organization); patentable subject matter (Andrew Christie, University of Melbourne); the nexus between human rights and IP (Graeme Austin, Victoria University of Wellington and Larry Helfer, Duke University); the reasons firms patent (Gaétan de Rassenfosse, University of Melbourne); research-use exemptions (Paul Jensen and Chris Dent, both from the University of Melbourne) and finally, some more light hearted drinks and conversation (with Eddie Schwartz, Songwriters Association of Canada, and Daniel Gervais, Vanderbilt University). These events have been held in all state and territory capital cities, including for the first time, Darwin.

During the year, we published 11 refereed articles; 9 non-refereed academic publications and 7 other works. A further 24 articles are currently forthcoming. To complement this, **ipria** fellows made over 57 academic presentations both domestically and overseas. One of our highlights for the year has been the continued high number of public events for the professions, industry and government. During the year, we hosted nearly 2400 people at 34 events across Australia. These events represent a mixture of evening or lunchtime seminars; one-day conferences; half-day workshops and panel discussions.

As always, this menu of events would not been accomplished without the enthusiasm and drive from the IPRIA fellows and I would like to thank them all. Most of our events are co-produced with partner organizations and in this respect we owe a great deal to the Institute of Patent and Trade Mark Attorneys of Australia (IPTA), University of Tasmania, Centre for Media and Communications Law, Melbourne Business School, Institute for International Law and the Humanities, Charles Darwin University, LESANZ, AIPPI, and the TC Beirne School of Law. Michelle Wilson, **ipria's** executive officer, has been the stalwart and backbone behind the efficient and smooth operation of these events. In addition to managing our ordinary events, she also managed all the back-of-house work for the Asia-

Contents

Introduction	2
Knowledge Transfer	4
Events	4
Publications	7
Resources	8
People	8
Research Expertise	11
Financial Position	12

Pacific Innovation Conference that was to be held in Tokyo in March 2011 but was unfortunately re-scheduled due to the triple disasters of earthquake, tsunami and nuclear accident north of Tokyo. This disaster compounded her task as she had to reimburse people and assist with the re-location of the conference in time and space to Singapore. The fact that the conference was held; was well attended and was of a high all-round calibre is a testament to her capabilities. Associate Directors, Kwang Lim and Megan Richardson should again be applauded for their inspiration and organisation especially in respect to the public event schedule.

During 2010-11, we farewelled Dr Lachlan Wilson (to UoM Commercial Ltd); Dr Andreas Stierwald (to Swinburne University); Ms Vicki Huang (to Deakin University) and Professor Ian Williamson. However, we are pleased to welcome back Dr Richard Hayes and Dr Amanda Lim who were previously part of IPRIA staff and Dr Gaétan de Rassenfosse (Solvay Business School, ULB) and Mr Shaun Larcom. We have also been privileged to have Ms Karen Sinclair (Watermark Patent and Trademark Attorneys; formerly President of LESANZ) and Mr Graham Cowin (Phillips Ormonde Fitzpatrick) join our advisory board.

Finally, I would like to thank our sponsors, IP Australia (especially Philip Noonan, Fatima Beattie, Ian Goss and Geoff Sadlier), the Institute of Patent and Trademark Attorneys (Linda Tochetti, Leon Allen, and Graham Cowin), the Faculty of Business and Economics and the schools of law and business at the University of Melbourne. We are very appreciative of the time members of our Advisory Board have given (Mr Owen Malone (Chair), Treasury Wine Estates). Their support in giving us 'real-time' feedback has been invaluable and kept our sights on a steady course.

Beth Webster

Director

29 August 2011



Knowledge Transfer

Events

Below is a list of events during the period covered by this report (July 2010 to June 2011).

Conferences

Second Asia-Pacific Innovation Conference, National University of Singapore, Singapore, 3 and 4 May 2011. Keynote Speakers: Professor Bronwyn Hall (UC Berkeley, USA and Maastricht University, The Netherlands), Professor Jay Pil Choi (University of New South Wales, Australia and Michigan State University, USA), Mr Carsten Fink (WIPO), Professor Luis Cabral (IESE Business School, New York, USA) and Professor Nancy Gallini (University of British Columbia, Canada)

Public Seminars

Who Owns the News: A Panel Discussion. An **ipria**, Melbourne Business School and Centre for Media and Communications Law (CMCL) Panel Seminar. *Speakers:* Mark Davison (Monash University), Stephen King (Monash University), Kwanghui Lim – Discussant (Melbourne Business School, The University of Melbourne), Sam Ricketson – Chair (Melbourne Law School, The University of Melbourne).
• Melbourne, 8 July 2010

The Importance of Patents: IP Litigation in the Pharmaceutical Industry. **ipria** and Institute of Patent and Trade Mark Attorneys of Australia (IPTA) Public Seminar Series. *Speakers:* Joel Bernstein (Ben Gurion University of Negev, Israel) and Todd Shand (Wrays Intellectual Property, Perth).
• Adelaide, 4 August 2010
• Melbourne, 5 August 2010
• Sydney, 6 August 2010

Australian Scientists and Research Use Exemptions in Patent Law: Does Perception Match Reality? An **ipria**, IPTA and University of Hobart Public Seminar. *Speakers:* Paul Jensen (**ipria** and Melbourne Institute of Applied Economic and Social Research, The University of Melbourne) and Chris Dent (**ipria** and Melbourne Law School, The University of Melbourne).
• Brisbane, 19 October 2010
• Melbourne, 21 October 2010
• Hobart, 25 October 2010

No Personality Rights for Pop Stars in Hong Kong? An **ipria** and CMCL Public Seminar. *Speaker:* Peter Yu (Drake University Law School, USA).
• Sydney, 1 December 2010
• Melbourne, 6 December 2010

The Innovative Organisation: Strategy and Executive Compensation. **ipria** and MBS Public Seminar Series. *Speakers:* Bruno Cassiman (IESE Business School, Barcelona, Spain) and Don O'Sullivan (**ipria** and Melbourne Business School, The University of Melbourne).
• Melbourne, 9 December 2010

Drinks and Conversation with Eddie Schwartz. An **ipria** and CMCL, Special Public Event. *Speakers:* Eddie Schwartz (Songwriters Association of Canada, Songwriter/Producer, Nashville, USA) and Daniel Gervais (Vanderbilt University Law School, USA).
• Melbourne, 13 December 2010

What Determines Patent Invalidation: A Look at Germany. **ipria** and IPTA Public Seminar Series. *Speaker:* Timo Fischer (Schöller Chair in Technology and Innovation Management, Technische Universität München (TUM), Germany).
• Melbourne, 3 February 2011
• Sydney, 8 February 2011

New Models for Book Publishing. An **ipria**, CMCL, MBS and Publishing and Communications Program Panel Seminar. *Speakers:* Emmett Stinson – Chair (The University of Melbourne), Kwanghui Lim – Discussant (Melbourne Business School), Nathan Hollier (Monash University Publishing), Piers Pickard (Lonely Planet), Graeme Connolly (Melbourne University Bookshop), Max Barry (Author).
• Melbourne, 9 February 2011

Brandjacking on Social Networks: Trademark Infringement by Impersonation of Markholders. An **ipria** and CMCL Public Seminar. *Speaker:* Lisa P Ramsey (University of San Diego, USA).
• Melbourne, 15 March 2011
• Sydney, 17 March 2011

The World Trade Organization's Trade Related Aspects of Intellectual Property (TRIPS) Agreement and Access to Medicines. An **ipria** and Institute for International Law and the Humanities (IILAH) Public Seminar. *Speaker:* Jayashree Watal (World Trade Organization).
• Melbourne, 21 April 2011

That all great innovations are built on rejection. World IP Day Public Debate co-organised with LESANZ, IPTA, AIPPI and IP Australia. *Speakers:* Various. For **ipria** - David Brennan (Melbourne Law School, The University of Melbourne) and Kimberlee Weatherall (TC Beirne School of Law, The University of Queensland).
• Sydney, Melbourne, Brisbane, Adelaide, Canberra, 5 May 2011
• Perth, 11 May 2011

Beyond Genes: What should and should not be patented and how to tell the difference. An **ipria**, IPTA and Charles Darwin University Public Seminar. *Speaker:* Andrew Christie (Melbourne Law School, The University of Melbourne).

- Sydney, 27 April 2011
- Darwin, 28 April 2011
- Melbourne, 3 May 2011

Human Rights and Intellectual Property: Mapping the Global Interface. An **ipria**, CMCL and UTS Public Seminar. *Speakers:* Graeme W Austin (Victoria University of Wellington, New Zealand) and Larry R Helfer (Harry R. Chadwick, Senior Professor of Law, Duke University, USA).

- Melbourne, 11 May 2011
- Sydney, 16 May 2011

Why Do Firms Patent? ipria and IPTA Public Seminar Series. *Speaker:* Gaétan de Rassenfosse (**ipria** and Melbourne Institute of Applied Economic and Social Research, The University of Melbourne).

- Sydney, 11 May 2011
- Brisbane, 12 May 2011
- Melbourne, 17 May 2011

Enforcement, Enforcement, What Enforcement? An ipria Public Seminar. *Speaker:* Peter Yu (Drake University Law School, USA).

- Melbourne, 27 May 2011
- Sydney, 1 June 2011



New Models for Book Publishing Seminar

Internal Academic Seminars

Innovation and R&D Policy in Israel (30 July 2010). *Speaker:* Moshe Justman, Professor, Department of Economics, Ben-Gurion University of the Negev, Israel.

The Open versus Closed Debate (9 September 2010). *Speaker:* Andrew A Adams, Professor of Information Ethics, Graduate School, Meiji University, Tokyo, Japan.

Defending Patents' Validity – An Empirical Analysis of German Patent Invalidation Proceedings (3 February

2011). *Speaker:* Timo Fischer, Research Fellow, Schöller Chair in Technology and Innovation Management, Technische Universität München (TUM), Germany.

Contracting Among Founders (20 April 2011). *Speaker:* Thomas Hellmann, B.I. Ghert Family Foundation Professor in Finance and Policy, Sauder School of Business, University of British Columbia, Canada.

Patent Aggregating Companies - Potentials, Activities and Their Use in Patent Exploitation of Producing Companies (3 June 2011). *Speaker:* Frauke Rüther, Research Associate, Institute of Technology Management (ITEM-HSG), University of St.Gallen, Switzerland.

External Presentations and Conference Papers

Australian

de Rassenfosse, G 2011, 'Selection Bias in Innovation Studies: A Simple Test', Melbourne Institute Brown Bag Seminar, The University of Melbourne, May.

Dent, C 2010, 'IP and the Foucaultian Subject', Australian Political Studies Association Conference, Melbourne, September.

Dent, C 2011, 'Letters Patent, Patents and a History of IP Law', IP Academics Conference, Sydney, February.

Jensen, P 2010, 'Estimating the Patent Premium', invited presentation at Queensland University of Technology, September.

Jensen, P 2010, 'Patenting in the Scientific Realm', Knowledge Commercialisation Australasia (KCA) Annual Conference, Canberra, November.

Jensen, P 2010, 'Kookaburra Damages Award Case Sounds Like Bad Economics', presentation at the ARC Centre of Excellence for Creative Industries and Innovation Symposium, Swinburne University, November.

O'Sullivan, D 2011, 'Zen and the Art of Marketing – Why Well Intentioned Firms Destroy Value', Melbourne Business School, Melbourne, May.

Palangkaraya, A 2011, 'Do Patent Offices Uphold the National Treatment Principle', presentation at IP Australia Workshop, Canberra, June.

Richardson, M 2011, 'Trade Mark Law in 1930s Australia', 3rd Annual Innovation and Communications Law Conference, Melbourne Business School, University of Melbourne, May.

Webster, E 2010, 'Finding the Best Model to Exploit Australia's Inventive Talent', Public Economics Forum, Hyatt Hotel Canberra, July.

Webster, E 2010, 'Finding the Best Model to Exploit Australia's Inventive Talent', Melbourne Economics Forum, The Westin Melbourne, July.

Webster, E 2010, 'The Role of Independent Research In Shaping and Informing the IP System' Presentation to Delegation from the Hangzhou Municipal Administration for Industry & Commerce, Melbourne, University of Melbourne, November.

Webster, E 2011, 'Patents, Workplace Culture and Academic Scientists' Choice of Research Projects' 3rd Annual Innovation and Communications Law Conference, Melbourne Business School, University of Melbourne, May.

Williamson, IO 2011, 'Creating Value through People – Talent Management and Innovation', Melbourne Business School Executive Education Thought Leadership Speaker Series, Brisbane, May.

Williamson, IO 2011, 'HR's Role in Driving Innovation: The Key to Post-GFC Success', Keynote Address, AHRI National Conference, Sydney, June.

Williamson, IO 2011, 'Talent Management Strategies During an Economic Recovery', HR Directors' Knowledge Sharing Forum, Melbourne, June.

Williamson, IO 2011, 'Innovating Your Way to Recovery', Melbourne Business School Speaker Series, Melbourne, June.

International

de Rassenfosse, G 2010, 'Productivity and Propensity : The Two Faces of the R&D-Patent Relationship', The 13th Conference of the International Schumpeter Society, Aalborg, Denmark, June.

de Rassenfosse, G 2010, 'How Much Do We Know About Firms Propensity to Patent and Should We Worry About It?', DRUID Summer Conference 2010, *Opening Up Innovation*, Imperial College London Business School, London, United Kingdom, June.

de Rassenfosse, G 2010, 'How Much Do We Know About Firms Propensity to Patent and Should We Worry About It?', CIR Conference, *Innovation at the Intersection of Strategy, Organization and Learning*, Tilburg University, Tilburg, The Netherlands, June.

de Rassenfosse, G 2010, 'Productivity and Propensity: The Two Faces of the R&D-Patent Relationship', The 5th Annual Conference of the EPIP Association, Maastricht University, UNU-MERIT, Maastricht, The Netherlands, September.

de Rassenfosse, G 2010, 'How Much Do We Know About Firms Propensity to Patent and Should We Worry About It?', UK-IRC Early Career Researcher Workshop: New Frontiers in Innovation, Cambridge, United Kingdom, September.

de Rassenfosse, G 2010, 'Productivity and Propensity: The Two Faces of the R&D-Patent Relationship', MSI Seminar, Katholieke University Leuven, Leuven, Belgium, November.

de Rassenfosse, G 2010, 'The Role of Fees in Patent Systems: Theory and Evidence', OECD-EPO Conference on Patent Statistics for Decision Makers, Vienna, Austria, November.



Associate Professor Kwanghui Lim

de Rassenfosse, G 2011, 'Productivity and Propensity: The Two Faces of the R&D-Patent Relationship', 2nd Asia-Pacific Innovation Conference, NUS Business School, Singapore, May.

de Rassenfosse, G 2011, 'Debt Financing of High-Growth Startups: The Venture Debt Business Model', VICO Final Conference, Politecnico di Milano, Milan, Italy, June.

de Rassenfosse, G 2011, 'Debt Financing of High-Growth Startups: The Venture Debt Business Model', DRUID Summer Conference 2011, Copenhagen Business School, Copenhagen, Denmark, June.

de Rassenfosse, G 2011, 'Selection Bias in Innovation Studies: A Simple Test', The 3rd IPTS Workshop on Patent Statistics, European Commission, Sevilla, Spain, June.

Dent, C 2011, 'The Practical Effect of Patent Examination: A Comparative Analysis', 2nd Asia-Pacific Innovation Conference, Singapore, May.

Jensen, P 2010, 'What Creates Abnormal Profits?', Presentation at Katholieke University Leuven, Leuven, Belgium, June.

Jensen, P 2010, 'Do Patents Matter for Commercialisation?', International Schumpeter Conference, Aalborg, Denmark, June.

Jensen, P 2011, 'Do Patents Influence Academic Scientists' Choice of Research Projects?', 2nd Asia-Pacific Innovation Conference, Singapore, May.

Jensen, P 2011, 'Do Patents Influence Academic Scientists' Choice of Research Projects?', International Industrial Organization Conference, Boston, USA, April.

Jensen, P 2011, 'Do Patents Influence Academic Scientists' Choice of Research Projects?', Institute for Advanced Studies (IMT), Lucca, June.

Jensen, P 2011, 'Patents and Scientific Progress', Competition and Innovation Summer School (CISS), Turunç, Turkey, May.

Jensen, P 2011, 'Do Patents Influence Academic Scientists' Choice of Research Projects?', ZEW Conference on the Economics of Innovation and Patenting, Mannheim, Germany, May.

Jensen, P 2011, 'Do Patents Influence Academic Scientists' Choice of Research Projects?', University of Tübingen, Germany, May.

Lim, K 2011, 'Intellectual Human Capital and the Innovation Performance of Biotechnology Firms', NUS Research Seminar, National University of Singapore, Singapore, January.

Lim, K 2011, 'Research on the Management of Innovation (plus an overview of the Scientific Careers project)', TIES 50th Anniversary Research Conference, Cambridge, USA, April.

Lim, K 2011, 'Scientific Careers', 2nd Asia-Pacific Innovation Conference, Singapore, May.

O'Sullivan, D 2010, 'Examining the Relationship Between Customer Satisfaction and Firm Value', European Academy of Marketing Annual Conference, Copenhagen Business School, Denmark, July.

O'Sullivan, D 2011, 'The Effects of CEO Incentive Compensation on Technology Out-licensing: Evidence from the Pharmaceutical Sector', 2nd Asia-Pacific Innovation Conference, Singapore, May.

O'Sullivan, D 2011, 'Customer Satisfaction and the CEO's Long-term Equity Incentives', 33rd Annual Informs Marketing Science Conference, Jones Graduate School of Business, Houston, Texas, USA, June.

Palangkaraya, A 2010, 'The Link Between Innovation & Export - Evidence From Australia', Economic Research Institute of ASEAN and East Asia (ERIA), Jakarta, Indonesia, September.

Palangkaraya, A 2010, 'Hospital Market Concentration, Technical Efficiency, and Quality', Centre for Efficiency and Productivity Analysis, School of Economics, The University of Queensland, Brisbane, September.

Palangkaraya, A 2011, 'The Link between Innovation and Export: Evidence from Australia's Small and Medium Businesses', Economic Research Institute of ASEAN and East Asia 2nd Workshop of the Globalization and Innovation in East Asia Project, Bangkok, Thailand, February.

Palangkaraya, A 2011, 'The Characteristics and Mobility of Australian Inventors', 2nd Asia-Pacific Innovation Conference, Singapore, May.

Richardson, M and Frankel, S 2011, 'Australia-New Zealand Intellectual Property Law Harmonisation', Workshop presentation at New Zealand Law Foundation Regulatory Reform Project, Wellington, New Zealand.

Thomson, R 2011, 'External Ventures: Why Firms Do Not Develop Their Inventions In-house', 2nd Asia-Pacific Innovation Conference, NUS Business School, Singapore, May.

Webster, E 2011, 'Do Patent Offices Uphold the National Treatment Principle?', 2nd Asia-Pacific Innovation Conference, NUS Business School, Singapore, May.

Webster, E 2011, 'Do Patent Offices Uphold the National Treatment Principle?', 3rd Workshop, *The output of R&D activities: Harnessing the Power of Patents Data*, IPTS, Seville, Spain, June.

Webster, E 2011, 'Misclassification in Patent Offices', 3rd Workshop, *The output of R&D activities: Harnessing the Power of Patents Data*, IPTS, Seville, Spain, June.

Williamson, IO 2011, 'Innovation and Social Impact', Cardinal Stritch University Helen Bader Leadership Speaker Series, Milwaukee, USA, June.

Publications

ipria has continued to use publication as a means of broadly disseminating its research outputs. The majority of these research papers, studies and reports are available for download from the **ipria** Publications web page www.ipria.org/publications/. A complete listing of **ipria**'s publications for the period covered by this report is provided below.

IPRIA Publications

de Rassenfosse, G 2010, 'Productivity and Propensity: The Two Faces of the R&D-Patent Relationship', **ipria** Working Paper No. 6/10

de Rassenfosse, G and van Pottelsberghe, B 2010, 'The Role of Fees in Patent Systems: Theory and Evidence', **ipria** Working Paper No. 7/10

Dent, C, Fenwick, C and Newitt, K 2010, 'Legal Incentives to Promote Innovation at Work: A Critical Analysis', **ipria** Working Paper No. 1/11.

Jensen, PH and Webster, E 2010, 'Do Patents Alter the Direction of Scientific Inquiry? Evidence from a Survey of Academic Scientists', **ipria** Working Paper No. 5/10.

Thomson, R 2011, 'The Globalization of Technology Acquisition', **ipria** Working Paper No. 3/11.

Thomson, R and Webster, E 2011, 'The Design of R&D Support Schemes for Industry, Background material for the Garnaut Climate Change Review Update 2011', **ipria** Occasional Report, Intellectual Property Research Institute of Australia, University of Melbourne. March.

Reports

de Rassenfosse, G and Jensen, PH 2011, 'Australian Trade Mark Applications Scoreboard 2010', Intellectual Property Research Institute of Australia, University of Melbourne.

Flemming, F and Thomson, R 2010, 'PricewaterhouseCoopers-Melbourne Institute Asialink Index'.

Jensen, P, Leahy, A and Webster, E 2010, 'IBM - Melbourne Institute Innovation Index', IBM and Melbourne Institute of Applied Economic and Social Research.

Palangkaraya, A and Others 2010, 'ANZ Asia Services Index - PricewaterhouseCoopers - Melbourne Institute Asialink Index'.

Palangkaraya, A and Yong, J 2011, 'The Link between Innovation and Export: Evidence from Australia's Small and Medium Enterprises', Report for the Economic Research

Institute of ASEAN and East Asia (ERIA)'s Working Group of Microdata Project on Globalization and Innovation in East Asia, March.

Refereed Publications

Bosland, J and Richardson, M 2011. 'Competing Discourses of "Rights" and "Harms" in Trade Mark Law', in K Bowrey, M Handler and D Nicol (eds) *Emerging Challenges in Intellectual Property*, Oxford (Australia), 103–125.

Chua, C, Palangkaraya, A and Yong, J 2011, 'Hospital Competition, Technical Efficiency, and Quality', *The Economic Record*, 87(277), 252-268.

Dent, C 2011, 'The TRIPS Agreement and an Experimental Use Exception for "Research Tools"', *Australian Economic Review*, 44(1), 73-78.

Frederickson, JR, Webster, E and Williamson, IO 2010, 'Is The Current Accounting and Disclosure Treatment of Employer-Sponsored Education and Training Costs Under GAAP Appropriate?' *Australian Accounting Review*, 20(3), 265-273.

Griffiths, W, Jensen, PH and Webster, E 2011, 'What Creates Abnormal Profits?', *Scottish Journal of Political Economy*, 58(3), 323-346.

Jensen, PH and Webster, E 2011, 'The Effects of Patents on Scientific Inquiry', *Australian Economic Review*, 44(1), 88-94.

Jensen, PH 2011, 'Privatising Science: Introduction', *Australian Economic Review*, 44(1), 64-65.

Leahy, A, Palangkaraya, A and Yong, J 2010, 'Geographical Agglomeration in Australian Manufacturing', *Regional Studies*, 44(3), 299-314.

Palangkaraya, A and Yong, J 2011, 'Trade Liberalisation, Exit, and Output and Employment Adjustment of Australian Manufacturing Establishments', *The World Economy*, 34(1), 1-22.

Weatherall, K and Webster, E 2010, 'Patent Infringement in Australia: Results From a Survey', *Federal Law Review*, 38(1), 21-70.

Webster, E and Jensen, PH 2011, 'Macroeconomic Conditions and the Determinants of Commercialization', *Cambridge Journal of Economics*, 35(1), 125-143.

Non-Refereed Publications

Jensen, P H 2010, 'Exploring the Uses of Matched Employer-Employee Datasets', *Australian Economic Review*, 43(2), 209-216.

Richardson, M 2010, 'New Victorian Proposals for Privacy Law Reform – Implications for Media', *7 Privacy Law Bulletin*, 29–31.

Wooden, M, Buddelmeyer, H, Jensen, P, Kalb, G, Lim, G, Scott, A, Scutella, R, Webster, E and Wilkins, R 2010, 'The Road to Recovery: Restoring Prosperity After the Crisis', *Insights*, 7 April, 25- 29.

Submissions to Government

Dent, C 2011, Senate Legal and Constitutional Affairs

Committee – Inquiry into the Patent Amendment (Human Genes and Biological Materials) Bill 2010, February.

Thomson, R and Webster, E 2010, Submission to the Productivity Commission 'Review of Rural Research and Development Corporations.'

Resources

People

ipria's primary resource is its excellent personnel, which includes many outstanding researchers of international repute.

The **ipria** team comprises the Director, two Associate Directors and the Executive Officer. The Director and Associate Directors provide the leadership of the Institute's research program.

In addition to its core research staff, **ipria** supports the work of, or collaborates with, an impressive network of associated researchers. These Research Associates are affiliated with leading universities in Australia, the United Kingdom and the United States.

ipria is assisted in achieving its mission by an Advisory Board and an International Board of Assessors. The Advisory Board's membership is drawn from industry, business, government, the professions, and the academy. The International Board of Assessors includes leading intellectual property researchers from around the world.

During the course of the year, **ipria** played host to a number of visiting fellows for research and event purposes.

Director

Professor Elizabeth Webster

BEcon, MA (Monash), PhD (Cambridge)

Principal Research Fellow, Melbourne Institute of Applied Economic and Social Research, The University of Melbourne.

Associate Directors

Associate Professor Kwanghui Lim

BEng (NUS), PhD (MIT)

Senior Lecturer, Melbourne Business School

Professor Megan Richardson

BA, LLB (Well), LLM (Yale), LLM – Comparative Law (BFU)

Professor and Deputy Director, Centre for Media and Communications Law, Melbourne Law School, The University of Melbourne

Executive Officer

Michelle Wilson

BA Hons (Melb)

Advisory Board

The Advisory Board represents key external stakeholders in **ipria** and reflects the range of interests and activities undertaken by the Institute. The Advisory Board for 2010-11 is:

- Mr Leon Allen, President, IPTA (to June 2011)
- Mr Graham Cowin, President, IPTA (from June 2011)
- Mr Jefferson Harcourt, Managing Director, Grey Innovation
- Professor Chris Lloyd, Melbourne Business School, The University of Melbourne
- Mr Owen Malone, Director - Intellectual Property, Treasury Wine Estates (Chair)
- Mr Michael Mileo, Value Adviser Associates Pty Ltd
- Mr Phillip Noonan, Director General, IP Australia
- Professor Sam Ricketson, Melbourne Law School, The University of Melbourne
- Mr Roy Rose, Immediate-Past President, Australian Industry Research Group
- Dr Andy Sierakowski, Chairman, Knowledge Commercialisation Australia (KCA)
- Ms Karen Sinclair, Principal, Watermark and Immediate Past-President, Licensing Executives Society of Australia and New Zealand (LESANZ)
- Dr Rhonda Smith, Senior Lecturer, Department of Economics, The University of Melbourne
- Mr John Walker, President, AMPICTA
- Professor Beth Webster, Director, **ipria**

Research Fellows

Dr Chris Dent

BA, LLB, PhD (Murdoch)

Dr Gaétan de Rassenfosse*

BBSc BS(Science in Management) MA (Science in Management) PhD (Bruxelles)

**from October 2010*

Ms Vicki Huang*

LLM (Columbia), LLB Hons (Melb), BSc Hons, BCom/BA (Monash)

**to February 2011*

Associate Professor Paul Jensen

BEc (Syd), PhD (AGSM)

Associate Professor Don O'Sullivan

PhD (National University of Ireland), MBS (University College Cork)

Dr Alfons Palangkaraya

BSc (UMo), MA (PennSt), PhD (OreSt)

Dr Russell Thomson

BSc, Grd. Cert. International Development, Grd. Dip. Econ, PhD (ANU)

Professor Ian Williamson*

BA (Miami), PhD (UNC)

** to December 2010*

Dr Lachlan Wilson*

BSc(Melb), PhD(LaTrobe), GDipIPLaw (Melb)

**to April 2011*

Research Officers

Dr Richard Hayes

BEng (Chem) (Syd), MBA (Melb), PhD (Melb)

Mr Shaun Larcom

B.Comm Hons (Melb), M.Phil (Cantab)

Dr Amanda Lim

BSc Hons (Melb), PhD (Melb), M.IP Law (Melb), Registered Australian Patent and Trade Mark Attorney

Research Associates

Associate Professor David Brennan

B Comm LLB (Hons), PhD GCertUniTeach (Melb)

Associate Professor, Melbourne Law School, The University of Melbourne

Professor Andrew Christie

BSc, LLB (Hons) (Melb), LLM (London), PhD (Cambridge)

Davies Collison Cave Chair of Intellectual Property, Melbourne Law School, The University of Melbourne

Professor Iain M Cockburn

BSc (UoL), PhD (Harv)

Professor of Finance and Economics, School of Management, Boston University

Associate Professor Catherine de Fontenay

PhD (Stanford), BA (Hons) (McGill)

Associate Professor – Economics, Melbourne Business School, The University of Melbourne

Associate Professor Nisvan Erkal

BA (Macalester College), PhD (Maryland)

Lecturer, Department of Economics, The University of Melbourne

Professor Joshua Gans

BEcon (Hons) (Qld), PhD (Stanford)

Professor of Strategic Management, Jeffrey C. Skoll Chair of Technical Innovation and Entrepreneurship, Rotman School of Management, University of Toronto, USA

Professor Christine Greenhalgh

BSc Econ, MSc (LSE), PhD (Princeton)

Professor of Applied Economics, St. Peter's College, Economics Research Director of the Oxford Intellectual Property Research Centre, UK

Associate Professor David Hsu

BA/BEcon (Stanford), PhD (MIT)

Associate Professor of Management and Richard A Sapp Associate Professor, Wharton School, University of Pennsylvania, USA

Professor Andrew Kenyon

LLB (Hons) (Melb), LLM (London), PhD (Melb)

Deputy Dean, Melbourne Law School and Co-Director, Centre for Media and Communications Law, The University of Melbourne

Associate Professor Owen Morgan

BA, LLB, PhD (Auck)

Associate Professor, Commercial Law, The University of Auckland Business School and Research Associate, Mira Szasz Research Centre

Professor Sam Ricketson

BA/LLB (Melb), LL.M, LL.D (London)
Professor of Law, Melbourne Law School, The University of Melbourne and The Victorian Bar

Professor Mark Rogers

LL.M (Warwick), Ph.D (ANU)
Senior Research Associate, Oxford Intellectual Property Research Centre, Aston University, UK and Senior Fellow, Melbourne Institute of Applied Economic and Social Research, The University of Melbourne

Professor Danny Samson

BE (Hons), Ph.D (UNSW)
Professor of Management (Operations Management), Department of Management, The University of Melbourne

Dr Rhonda Smith

B.Com (Hons), MA (Eco), D.Com (Melb)
Senior Lecturer, Department of Economics, The University of Melbourne

Assistant Professor Deepak Somaya

Ph.D (UoCalif) (Berkeley)
Assistant Professor, College of Business, University of Illinois, USA

Professor Scott Stern

BA, Ph.D (Stanford)
School of Management, Distinguished Professor of Technological Innovation, Entrepreneurship and Strategic Management, MIT Sloan, USA

Ms Kimberlee Weatherall

BA, LL.B (Syd), BCL (Oxford), LL.M (Yale)
Senior Lecturer, TC Beirne School of Law, The University of Queensland

Professor Anne Wyatt

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Research Expertise

ipria's expertise spans the broadest definition of intellectual property, covering issues relating to knowledge, personnel and intangible assets in addition to those associated with formal intellectual property rights, such as patents, trade marks and copyright. Its research examines issues associated with the creation, management and exploitation of intellectual property for both commercial gain and public good. **ipria** is a multidisciplinary centre which aims to:

- support the development of world's best practice public policy in relation to issues associated with the creation, protection, management, exploitation and enforcement of intellectual property rights;
- improve the ability of Australian organisations to protect, manage and exploit intellectual property; and
- contribute to the ongoing public debate in Australia about intellectual property issues and related matters, including innovation policy and economic growth, from an informed perspective.

ipria's research portfolio can be categorised under the following broad themes:

Enforcement of IP: examines issues related to the enforcement and protection of IP both in Australia and overseas.

The Use of IP: focuses on intra-organisational issues relating to IP creation, protection and exploitation. Projects cover a wide range of issues from internal management of IP assets to strategies for maximising value and access to IP.

Facilitating Knowledge Transfer: investigates inter-organisational effects of IP with a particular emphasis on the transfer of knowledge and IP. Projects in this theme explore issues associated with broader definitions of IP.

The International Context: examines the influence of the international IP system and markets on trade and knowledge flows. Projects in this theme consider, for example, how IP policies influence free trade agreements.

The Efficiency of the IP System: focuses on the IP rights system and ways of improving it.

Understanding IP: considers the history of Australian patent policy and patent attorney privilege.

Within these themes **ipria's** core staff have specialist expertise in:

- Intangible asset measurement, management and reporting
- Information technology law
- Organisation of innovative activity
- Copyright, patent and trademark law
- Competitive effects of, and strategy for, IP
- Drivers of national innovation
- Relationship between firm productivity and innovation
- Role of spillovers
- Appropriability of intellectual property

Financial Position

ipria was established in 2002 with foundation funding from the Commonwealth of Australia through IP Australia, the University of Melbourne and the State of Victoria. Following the successful 2005 Review the University of Melbourne and IP Australia have agreed to provide core funding for another four years. In addition to its core funding, **ipria** obtains financial resources from research funding bodies and various stakeholders. Those financial resources support specific research projects.

Financial Position, 2003-2011

	2003	2004	2005	2006	July 2007- June 2008	July 2008- June 2009	July 2009- June 2010	July 2010- June 2011
Income								
Core Funding	1,200,000	1,135,000	1,706,000	870,000	870,000	1,003,000	716,100	675,000
Commissioned Work	71,880	38,015	43,147	154,636	178,100	107,682	125,356	24,000
Other Income	35,525	74,879	68,413	9,246	62,057	62,127	35,082	20,420
Total	1,307,405	1,247,894	1,817,560	1,033,882	1,110,157	1,172,809	876,538	719,420