

LEADERSHIP 2021

Leadership Seminar Series
April 20, 2021 | 11:00 am EST

Event Abstract

The key role of innovation as a driver of economic growth has wide-spread recognition. But where Intellectual Property Rights (IPRs) fit in – whether IPRs suppress or drive innovation – has been a hotly debated topic in the past decades. A new book sheds important light on this question by analyzing the relationship between IPRs, firm organization, and market structure. Guiding the research through a novel framework and rich empirical analysis, the book explores the power of IPRs in dismantling barriers to entry for smaller firms and disruptive inventors, thus unleashing a market for ideas that fuel innovation.

Please join us in LeadershipIP book seminar series featuring the author, Professor Jonathan Barnett, along with discussants, Former USPTO Director Andrei Iancu, Professor David Teece and venture advisor, Greg Raleigh.

Agenda

8:00am	Presentation " Innovators, Firms, and Markets: The Organizational Logic of Intellectual Property " <i>Featuring:</i> <ul style="list-style-type: none">• Jonathan Barnett, Director, Media, Entertainment & Technology Law Program and Professor of Law, University of Southern California, Gould School of Law
8:30 - 9:30am	Panel Discussion <i>Discussants:</i> <ul style="list-style-type: none">• Andrei Iancu, Former Undersecretary of Commerce for Intellectual Property and Director, US Patent Trademark Office (USPTO)• David Teece, Professor, Haas School of Business, University of Ca., Berkeley• Greg Raleigh, Venture Advisor, New Enterprise Associates (NEA)• Jonathan Barnett, Director, Media, Entertainment & Technology Law Program and Professor of Law, University of Southern California, Gould School of Law