

EPIP 2022 conference



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‘OPENING IP FOR A BETTER WORLD?’

Cambridge, 14-16 September 2022

Please note the new dates!

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CALL FOR PAPERS AND THEMED SESSIONS

EPIP, the [European Policy for Intellectual Property](#) association, invites **submissions** for its 17th annual conference. The conference will take place in **Cambridge (United Kingdom)**, from **14-16 September 2022 (please note the new dates!)**, hosted by the [Innovation and IP Management \(IIPM\) Laboratory](#) and the [Centre for IP and Information Law \(CIPIIL\)](#).

EPIP is an international, independent, interdisciplinary, non-profit association of researchers on economics, management, law, policy, engineering and other areas. EPIP 2022 will be organized as a hybrid conference with the option to attend physically in Cambridge and online.

With this call we invite contributions from all over the world: **Full manuscripts or extended abstracts of papers** as well as **proposals for themed sessions**.

Research scholars, academics, practitioners, policy makers and anyone interested in economic, managerial, legal, and political aspects of IP are encouraged to submit and/or to attend the conference. To assist our planning, we ask you to indicate your preferred choice of attendance (in-person or online) during the submission process. We especially encourage participation from lower- and middle- income countries (LMIC). Details related to possible fee discounts for LMIC participants will be issued on the conference website at a later date.

‘OPENING IP FOR A BETTER WORLD?’

Massive challenges lie ahead to create a better world, a world with less poverty and hunger, a world in which everyone has access to clean water, medicine, affordable and clean energy, reduced inequalities, where cities and communities are sustainable, human rights are not abused, with strong institutions, peace and justice, including climate justice striving towards Carbon Net Zero emissions.

Innovation and creativity are said to be paramount for achieving a better world, addressing global challenges, such as the Sustainable Development Goals (SDG), fighting the current COVID-19 pandemic and limiting global temperature rise to a maximum of 1.5 degree.

For the climate crisis, for instance, it is estimated that to date only 50% of climate change mitigation or adaptation (CCMA) technologies, have yet been developed or are affordable at scale needed to achieve Carbon Net Zero. At the same time, we witness unequal access to and dissemination of existing, often IP-protected innovations. Often they are hardly accessible in countries most affected by the climate crisis (e.g. in the Global South) – even though these countries have contributed comparably little to rising temperatures. Similarly, while many exclaimed ‘no-one is safe until everyone is safe’ when COVID-19 vaccine

development utilised significant amounts of government funding, it is mostly poor countries that are unable to access vaccines and related medical technologies sufficient to treat vulnerable populations.

Innovation is not limited to novel technologies, products/services or business models, but refers to novel educational models, institutions, governance mechanisms, legal frameworks and policy instruments as well. However, we have to be mindful of its 'dark side'. Some innovations, for instance the mass commercialization of the internal combustion engine and widespread accessibility of refined fossil fuels, have undoubtedly contributed to economic growth and development, but have also created some of the current problems, such as air pollution and global rise of CO₂ levels in the atmosphere. And while many innovations have benefitted those able to afford and utilise them, their use has not infrequently had severe consequences for other (usually poorer) populations, and even more so on other living beings on this planet, including biological diversity as such.

Intellectual Property (IP) rights such as patents, copyrights, trade marks and design rights are established instruments to encourage creativity and incentivize inventiveness. In addition to 'formal' IP rights, intangible assets, such as know-how, algorithms, data, and trade secrets are increasingly valuable for businesses as well, which possibly raise new tensions including with data protection rights. While the financial and economic benefits for IP owners and their licensees are relatively well accepted, the use of IP and its associated legal systems for creating social and environmental benefits for all, such as to support the achievement of sustainable development goals (SDGs), needs significant research.

Although sometimes linked to innovation, there is also less consensus as to the role of trade marks and their legal protection in tackling global challenges. On the one hand, it might be argued that strong protection of trade marks has played a role in generating artificial need and facilitating consumption practices which lie behind the environmental crisis. If so, it might be thought desirable at the very least to pare back such legal protection to the minimum necessary to prevent real deception of purchasers. However, it has also been suggested that trade marks allow brand owners to be held to account by consumers, who can limit their custom to those brands who support good labour practices, have good human rights records, environmental performance, etc. In the latter case, trade marks as legal instruments still depend on their exclusive use to indicate origin, except perhaps in the case of "certification marks" and other qualitative endorsements where anyone who meets the specified standards might be entitled to use.

IP related disputes often focus on balancing the exclusivity nature of IP rights as innovation incentives with affordable access at scale to innovations, often particularly those that are successful. Examples include the impact of patents on maximising R&D investments for the development of life saving medicines (e.g. HIV drugs) - which might not have been developed at all without these incentives - and the behaviour of particular IP owners maximising the exploitation of IP rights, such as in the pharmaceutical industry with negative effects on affordability and accessibility.

Copyright and paracopyright, such as technological measures, have sometimes emerged as impediments to research and innovation that has been enabled through technological innovation. This led some countries to introduce exceptions to facilitate text and data

mining. Recent developments such as digitalization, data sciences, machine learning and artificial intelligence, space research, quantum computing and synthetic biology further strengthen the necessity to understand and address complexities and challenges involved in steering the use of IP for betterment of human society.

Apart from IP related ownership and exclusivity aspects, questions on how IP is/could/should be used/shared with others for effective collaborative development of solutions for a better world needs further scrutiny. All kinds of actors, including individuals, companies, not-for-profit organisations and universities employ various forms of contractual agreements to govern IP usage/sharing, such as for joint/collaborative research and development and internal, national as well as international technology transfer.

Challenges associated with the sharing of IP tend to arise, for example, when multiple actors develop complex solutions together, particularly, if these are developed along R&D trajectories in cumulative innovation processes with (incremental) improvements building upon each other (e.g. global satellite systems for weather monitoring or flood warning). Tensions related to sharing of IP are prone to arise also in ecosystems where incumbents need to collaborate with new entrants, such as in circular economy ecosystems where Original Equipment Manufacturers (OEM) have to give remanufacturing companies access to their IP (e.g. material information, assembly data). For creating a better world, governance approaches, such as policy frameworks, but also tools for private sector actors to share IP effectively (e.g. responsible licensing principles and templates) need further research.

For instance, while patent pools have been used before the pandemic to make IP accessible (e.g. Medicines Patent Pool), during the COVID-19 pandemic different models have been tried to share IP more openly. An example is the Wellcome Trust's initiative to orchestrate a coalition of publishers to freely release copyright-protected research publications (open access) and datasets openly (open data) during the pandemic. Another example being the Open Covid Pledge that promotes the free use of patented technologies through a specifically developed licence until the WHO declares the pandemic to be over. The paradox of openly sharing IP and its associated challenges however remains insufficiently understood.

Will open IP sharing models take centre stage for achieving SDGs? Will they help us minimise global temperature rise? Which IP sharing models can have a significant impact on addressing global challenges? And what impact does IP protection have in areas where access to raw materials or other inputs, manufacturing capacity, skilled work forces and tacit knowledge are decisive for the ability of market actors to utilise and benefit from IP-protected subject matter? Will opening IP help us to create a better world and how?

The question of how far, if at all, a concept of "openness" can be made meaningful for trade mark law, remains relatively poorly explored. Further insights might be garnered here from historical experiences with rules relating to "genericism" and "abandonment" in which private marks become converted into marks that can be used by all traders in relation to the goods in relation to which a sign has lost its exclusive association with a particular trader.

Along these lines of thought, we encourage contributions to the 2022 EPIP conference that consider ownership related aspects of IP protection, as well as bilateral or multilateral IP

sharing models/approaches (e.g. licensing, open source/access/data) and policies/frameworks on use of IP to help address global challenges, such as promoting the SDGs, ending the COVID-19 pandemic, achieving climate neutrality or Carbon Net Zero, whether in the context of low/middle/high income countries.

We invite submissions related to all types of IP, including informal IP assets (e.g. data, algorithms, contracts) not limited to the economic, managerial, legal and political aspects of the following conference theme related topics:

- Conceptions, definitions, typologies and measures for IP openness (open science, open research, open source, open access, open data, etc.)
- Approaches, methods and measures for assessing the social and environmental value/impact/contributions of IP
- IP openness in the context of global challenges, sustainable development goals (SDGs), sustainability transitions, carbon net zero, climate change mitigation or adaptation (CCMA) technologies, green innovation, and circular economy
- Roles of IP rights not limited to patents, but also copyright, trade marks and other rights towards creating a better world
- Novel models, approaches and mechanisms (bilateral or multilateral) for sharing IP, such as licensing, contracts, patent pools, open-source models, crowdsourcing and patent pledges
- IP, licensing and technology transfer models, such as within and between Global North and South economies, including technology protected by trade secrets rather than patents
- Differences with regards to IP as incentives for inventors and investors and licensing principles between climate change adaptation and mitigation technologies to help developing/deploying them at scale
- IP challenges in sustainability transitions, i.e. substituting less sustainable technologies with new ones, e.g. phasing out fossil fuels and phasing in renewable energy
- IP policy instruments, such as for achieving Carbon Net Zero/Carbon Neutrality, or to support low- and middle- income countries (LMIC) becoming (local-led) innovators for climate change adaptation technologies
- IP related mechanisms to implement the Paris Agreement, in particular those in support of transfer and diffusion of CCMA technologies
- Analysis of national IP policies to achieve Carbon Net Zero, or sustainability targets
- IP challenges for SMEs leading Europe's twin transitions to green and digital economies, but also for addressing global challenges and post-COVID recovery
- Analysis of IP rights regimes of LMIC for facilitating SDGs
- The role of IP for access vis-à-vis other factors, and its potential to increase or reduce global inequalities
- The role of open data for sustainable development and sustainable entrepreneurship
- The relationship between IP protection and the need to ensure the transparency and portability of personal data and the explainability of its use especially in online platforms
- Open IP and licensing strategies for data-driven and sustainable business models, particularly for emerging technologies

- IP challenges (e.g. tensions, uncertainties, risks) and frameworks/models/approaches to govern competition and collaboration (co-opetition), e.g. by small/large companies, incumbents/new entrants when (jointly) addressing global challenges
- New datasets, measures, econometric analyses and IP analytics approaches (e.g. machine learning/artificial intelligence) for addressing global challenges, e.g. utilising Y02 patent classes

SUBMISSION GUIDELINES

We invite two types of submissions:

- ✓ **Full papers or extended abstracts:** Preference will be given to full paper submissions. Both theoretical/conceptual and empirical papers are welcomed, using a range of methods. We encourage original papers from, but not limited to legal, economics, management, political and engineering sciences, particularly calling for interdisciplinary contributions. There is no required length or structure for submissions. Conditional on acceptance, as a general rule, presenters can only present one paper at the EPIP conference. In the submission system, please indicate whether your submission is also eligible for:

- 1) The Young Scholar EPIP Award (only full papers considered)
- 2) Any sponsored/themed session
- 3) PhD workshop

- ✓ **Proposal for themed sessions:** A proposal of approximately 500 (but not more than 1000) words for a dedicated session focusing on a specific topic of interest within the purview of the broader conference theme. Theme proposals should mention potential contributions (or how they will be sought) and a list of potential participants.

If you are considering other types of submissions that might be of interest (e.g. industrial case studies, practitioner papers, workshops), please contact the organisers at submissions@epip2022.org.

All submissions will be peer reviewed and must be made via the submission system that will be made accessible from the conference website (www.epip2022.org).

YOUNG SCHOLARS AWARDS

The EPIP Association awards Young Scholars Awards, typically for the best full papers submitted by PhD students in economics/management and law (500 Euros each). Further details will be made available on the conference website.

PHD WORKSHOP

A dedicated PhD workshop will be held on Wednesday 14 September 2022, preceding the conference. PhD students will be eligible to attend at **no extra cost, if they register**. The workshop will focus on empirical methods. Please also note that the EPIP association can support PhD students through reduced registration fees. More information will be made available on the conference website.

For questions about the PhD workshop, please contact us at phdworkshop@epip2022.org

DEADLINES AND KEY DATES

Submissions open: **1 February 2022**
Deadline for all submission types: **30 April 2022**
Review outcome: **Mid-June 2022**

PhD Workshop date: **14 September 2022**
Main conference dates: **15-16 September 2022**

Please note: On Friday, 16 September the LML/CeBIL Symposium on Repositioning Drugs will also take place in Cambridge.

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We look forward to welcoming you to EPIP 2022!