



**WIPO SEMINAR SERIES ON
“THE ECONOMICS OF INTELLECTUAL PROPERTY”**

WIPO/IP/ECON/GE/4/11/INF.1
ORIGINAL: ENGLISH
DATE: AUGUST 10, 2011

**Patents and Innovations for Growth in a Converging World
Economy: Intellectual Property Strategy and Technology
Commercialization
(Professor Ove Granstrand)**

organized by
the World Intellectual Property Organization (WIPO)

Geneva, September 5, 2011

13.30 – 13.40 Introduction

Moderator: Mr. Sacha Wunsch-Vincent, Senior Economic Officer, Economics and Statistics Division, World Intellectual Property Organization (WIPO), Geneva

13.40 – 15.00 Patents and Innovations for Growth in a Converging World Economy: Intellectual Property (IP) Strategy and Technology Commercialization

Speaker: Mr. Ove Granstrand, Professor in Industrial Management and Economics, and Founder of the Center for Intellectual Property Studies, Chalmers University of Technology, Sweden, Author of “The Economics and Management of Intellectual Property – Towards Intellectual Capitalism” (Edward Elgar, 2000)

Abstract: The presentation will probe a number of IP-related managerial and policy issues in detail, in particular how firms create, manage and enforce their intellectual property rights and how they conduct related product and technology commercialization.

Time will be reserved for an open discussion.

The session will start at 13.30 p.m., on Monday, September 5, 2011, at the headquarters of WIPO, 34, chemin des Colombettes, Geneva (Conference Room B).

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