

**FTC HEARING ON
THE EVOLVING IP MARKETPLACE**

Markets for Intellectual Property
April 17, 2009

601 New Jersey Avenue, NW
Washington, DC

KEYNOTE ADDRESS

9:30-10:00

James E. Malackowski, President & CEO, Ocean Tomo

PANEL 1: ROUNDTABLE DISCUSSION

10:15-12:30

Some of the most significant recent changes in markets for intellectual property have occurred through the emergence of new business models involving the buying, selling and licensing of patents. This panel will discuss valuing and monetizing patents, strategies for buying and selling patents and the role of secondary markets for intellectual property.

Panelists:

Keith Bergelt, CEO, Open Invention Network

Marcus Delgado, Chief IP Counsel, Cox Communications, Inc.

Steven J. Hoffman, CEO, ThinkFire

James E. Malackowski, President & CEO, Ocean Tomo

Laura G. Quatela, Chief Intellectual Property Officer & Vice President, Eastman Kodak Co.

Paul Ryan, Chairman & CEO, Acacia Research

Tracey R. Thomas, Chief IP Strategist and License Negotiator, American Express Co.

LUNCH BREAK

12:30-2:00

PANEL 2: RECENT SCHOLARSHIP IN PATENT MARKETS

2:00-4:15

As markets for intellectual property have developed and evolved, so has the scholarship analyzing them. This panel will showcase some of the recent academic thinking about the development and functioning of markets for intellectual property and the policy implications surrounding them.

Panelists:

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

Stuart Graham, Assistant Professor, College of Management, Georgia Institute of Technology

Mark Lemley, William H. Neukom Professor of Law, Stanford Law School

Samson Vermont, Associate Professor, George Mason University School of Law

Polk Wagner, Professor, University of Pennsylvania School of Law