

STRIKE

Science and Technology Research
in a Knowledge-based Economy

ORGANISATION
FOR ECONOMIC
CO-OPERATION
AND DEVELOPMENT



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CALL FOR PAPERS AND CONFERENCE ANNOUNCEMENT

2nd Workshop on:

“Trade Marks and Trade Mark Data”

Organization for Economic Co-operation and Development (OECD), Paris,
France, July 16th & 17th, 2009

The [EPIP Association](#) and the STRIKE network will hold a workshop on the economic and statistical analysis of trade marks at the Organization for Economic Co-operation and Development (OECD) in Paris, France.

A first workshop on the “Economic Analysis of Trade Marks and Brands” was held in Alicante last year. This second workshop is intended to bring together researchers interested in empirical and theoretical research on trade marks and brands, as well as legal analysis of trade marks. At present much effort is going into the development and exploration of trade mark data so it is expected that the workshop will have one focus in this area. A second focus will be on the legal and economic foundations of trade marks. Scholars from economics, business studies and the law are invited to submit papers.

The workshop is partly financed by STRIKE. Funding will cover travel and accommodation expenses of STRIKE participants. Other participants can apply for a refund of travel and accommodation expenses.

Keynote Speaker: Professor Stacey Dogan

Among the topics to be discussed are:

- (a) Value of trade mark protection.
- (b) Trademarks as indicators of innovation.
- (c) Strategic effects of trade mark use and brand building.
- (d) Normative goals of trademark law.

Deadline for paper submission: **12th June, 2009**. Acceptance of papers: **17th June 2009**.

Conference Scientific Committee: Dietmar Harhoff, Dominique Guellec, Stefan Bechtold, Annette Kur, Georg von Graevenitz

Those who wish to present at the workshop should send their papers electronically to graevenitz@lmu.de or otherwise to:

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