

INTELLECTUAL PROPERTY RIGHTS AND THE PROSPECTS FOR U.S.-JAPAN COOPERATION IN ASIA

8:30 AM REGISTRATION W/
CONTINENTAL BREAKFAST

9:00 AM WELCOME & OPENING REMARKS
DAVID WEINSTEIN
Carl S. Shoup Professor of the Japanese Economy, Department of Economics, Columbia University; Associate Director for Research, Center on Japanese Economy and Business

9:10 AM THE CURRENT STATUS OF U.S.-JAPAN IPR SYSTEMS: CONVERGENCE, COOPERATION AND CONFLICT
Chair
WILLIAM RAPP
Henry J. Leir Professor of International Trade and Business, New Jersey Institute of Technology

Presenters
TOSHIKO TAKENAKA
Associate Professor, School of Law, Director, Center for Advanced Study and Research on Intellectual Property (CASRIP), University of Washington

ROBERT MYERS
Senior Consultant, Fairfield Resources International Inc. Adjunct Professor, Columbia Business School

LEE BRANSTETTER
Associate Professor of Finance and Economics, Columbia Business School

Q&A

10:45 AM COFFEE BREAK

11:00 AM THE FRONTIER OF INTELLECTUAL PROPERTY RIGHTS: BUSINESS METHOD PATENTS
Chair
CURTIS MILHAUPT
Fuyo Professor of Japanese Law and Legal Institutions; Director, Center for Japanese Legal Studies, Columbia University

Presenters
JEFFREY BRANDT
President, JLB Consulting, Inc.

IAIN COCKBURN
Professor of Finance and Economics, School of Management, Boston University

AKIRA GOTO
Professor, Research Center for Advanced Economic Engineering, The University of Tokyo

Q&A

12:30 PM LUNCHEON
Dag Hammarskjold Lounge, International Affairs Building, 6th Floor
Keynote Speaker
BRUCE A. LEHMAN
President and CEO, International Intellectual Property Institute

2:00 PM MANAGING INTELLECTUAL PROPERTY RIGHTS IN DEVELOPING COUNTRIES: THE UNITED STATES, JAPAN AND CHINA
Chair
MERIT E. JANOW
Professor in the Practice of International Trade, Columbia University

Presenters
NICHOLAS LARDY
Senior Fellow, Foreign Policy Studies, The Brookings Institution

KEITH MASKUS
Professor of Economics, University of Colorado at Boulder

STEPHEN CHIANG
Director of Patent Licensing, Boeing Company

JAMES FOLEY *
Vice President, Business Development, Japan/Pacific, Glaxo Smith Klein

Q&A

4:30 PM CLOSING REMARKS
HUGH PATRICK
Director, Center on Japanese Economy and Business, Columbia Business School

4:45 PM ADJOURN/RECEPTION

* Invited

INTELLECTUAL PROPERTY RIGHTS AND THE PROSPECTS FOR U.S.-JAPAN COOPERATION IN ASIA • FRIDAY, FEBRUARY 15, 2002

Advance registration and payment are required. Registration fee is \$150 per person, including continental breakfast, lunch, and reception. To find out about the academic/non-profit rate you may contact Tomoko Sugiyama at the Center on Japanese Economy and Business of Columbia University at: 212-854-5936, ts64@columbia.edu.

Registration deadline is 12:00 noon on Friday, February 8. Cancellation deadline is 12 noon on Monday, February 11.

Payment must be made by check payable to Columbia University. All registration and payment is to be sent to: Tomoko Sugiyama, Center on Japanese Economy and Business, Columbia Business School, 322 Uris Hall, 3022 Broadway, Mail Code 9155, New York, NY 10027.

Enclosed is a check made payable to Columbia University for: _____

Name: _____ Title: _____

Company/Organization: _____ Address: _____

Telephone: _____ Fax: _____

Technological progress and increased globalization have raised the importance of intellectual property rights (IPR) issues. As countries at the technological frontier, the United States and Japan have risen to the forefront of building a framework for IPR systems and international negotiations. To what degree and in what way have the US and Japanese IPR systems converged? What are the economic, business and political implications? How do business method patents fit into this global strategy? Do we need to rethink whether a global approach to IPR works in developing countries? How can the US and Japan support the implementation of IPR commitments that China has made? This conference will focus on these and related issues with presentations by a select group of distinguished business professional, lawyers and academics from the United States and Japan.

Intellectual Property Rights and the Prospects for U.S.-Japan Cooperation in Asia

FRIDAY, FEBRUARY 15, 2002
 Kellogg Conference Center
 International Affairs Building, 15th Floor
 Columbia University
 420 West 118th Street
 New York, NY 10027

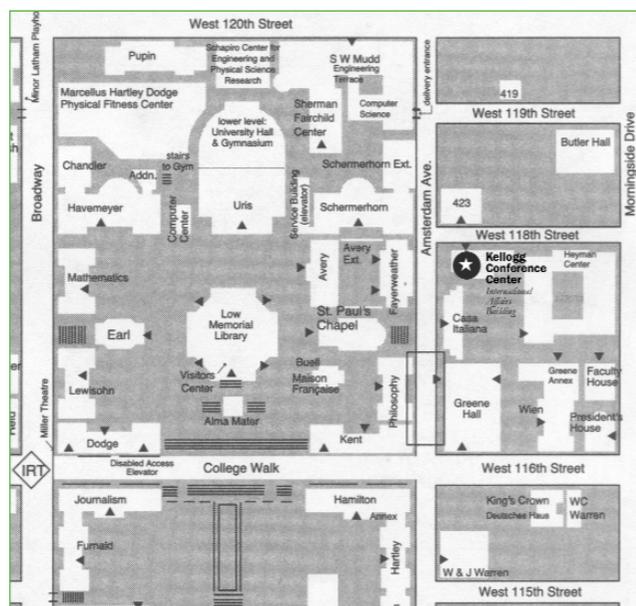
DIRECTIONS

Columbia University is located on the Upper West Side of Manhattan at West 116th Street between Broadway and Amsterdam Avenue. The International Affairs Building is at West 118th Street between Amsterdam Avenue and Morningside Drive.

SUBWAY: IRT #1 or #9 local trains stop at 116th Street/Columbia University. IRT #2 or #3 express trains stop at 96th Street, where it is necessary to cross the platform and board the local train. The International Affairs Building is a five-minute walk from the 116th Street station.

BUS: M104, M4, and M11 buses all stop within one block of the Columbia University campus.

CAR: Private parking facilities are available on West 114th Street between Broadway and Amsterdam Avenue and on West 120th Street between Claremont Avenue and Riverside Drive.



PLACE
STAMP
HERE

Columbia University
 321 Uris Hall
 3022 Broadway, Mail Code 9155
 New York, NY 10027



COLUMBIA
BUSINESS
SCHOOL

The Center on Japanese Economy and Business

and
 Center for Japanese Legal Studies

present

INTELLECTUAL PROPERTY RIGHTS AND THE PROSPECTS FOR U.S.-JAPAN COOPERATION

IN ASIA

Friday, February 15, 2002