

**FTC HEARING ON THE EVOLVING IP MARKETPLACE**

**THE OPERATION OF IP MARKETS  
MARCH 18 & 19, 2009**

601 New Jersey Avenue, NW

**LUNCH BREAK :**

12:15-1:45

**PANEL 3: MANUFACTURING AND DIVERSIFIED COMPANIES**

1:45-3:15

Panelists:

Jennifer M. Stec, Intellectual Property Counsel, Ford Global Technologies

Gary Griswold, retired President and Chief IP Counsel, 3M Innovative Properties

Carl Horton, Chief IP Counsel, GE

Steven W. Miller, Vice President & General Counsel - Intellectual Property, The Procter & Gamble Company

Richard F. Phillips, Chief Attorney, Technology, ExxonMobil Chemical Company

**BREAK:**

3:15-3:30

**PANEL 4: LIFE SCIENCES INDUSTRIES**

3:30-5:00

Panelists:

Christine P. Bellon, Vice President of Intellectual Property & Legal Affairs, Hydra Biosciences

Steve Jensen, Partner, Knobbe Martens Ols

**THE OPERATION OF IP MARKETS  
MARCH 19, 2009**

**KEYNOTE ADDRESS**

9:00-9:30

Herbert F. Schwartz, retired partner, Ropes & Gray, Adjunct Professor of Law, University of Pennsylvania Law School and New York University Law School

**PANEL 1: ECONOMIC PERSPECTIVES ON IP AND TECHNOLOGY  
MARKETS**

Panelists will examine how patents facilitate technology transfer, whether markets for technology and IP operate efficiently and transparently, and what could be done to improve their operation. The effect of recent Supreme Court decisions on licencing decisions will be discussed.

9:30-11:30

Panelists:

Professor Ashish Arora, Heinz College, Carnegie Mellon University and Fuqua School of Business, Duke University

James E. Bessen, Lecturer in Law, Boston University School of Law; Director, Research on Innovation

Professor F. Scott Kieff, Washington University School of Law and Senior Fellow, Hoover Institution

Robert Hunt, Ph.D., Assistant Vice President, Federal Reserve Bank of Philadelphia

Professor Scott Stern, Kellogg School of Management, Northwestern University

**LUNCH BREAK :**

11:30-1:00

**PANEL 2: FULFILLING THE PATENT SYSTEM'S PUBLIC NOTICE FUNCTION**

1:00-5:15 (break from 3:00-3:15)

Experts from acade