

# World Intellectual Property Report 2022

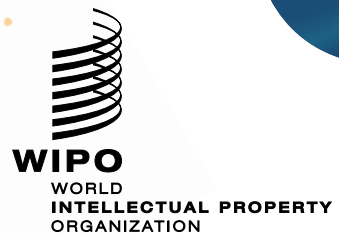
## The Direction of Innovation

Launch followed by a panel discussion on  
**Are we at a crossroads of major change  
in the direction of innovation?**

**Thursday, April 7, 2022**  
1.00 p.m. – 3.00 p.m.

**WIPO New Conference Hall**  
34, chemin des Colombettes, Geneva

*To find out more about the World Intellectual  
Property Report, visit [wipo.int/wipr](http://wipo.int/wipr)*





**How do events – such as wars or pandemics – affect the evolution of innovation? The *World Intellectual Property Report* analyzes why and how critical technologies develop over time, and highlights how policymakers, entrepreneurs, and researchers play a crucial role in driving technological change, globally and locally, for decades to come.**

The report describes how innovation decisions were made for vaccine development during World War II, the race to space during the Cold War, and the rise of information technologies in East Asia. It explores today's challenges in making key innovation decisions on mitigating climate change, handling the COVID-19 pandemic, and harnessing digital transformation.

Published every two years, the *World Intellectual Property Report* offers fresh insights into the role of innovation in market economies and, in doing so, fosters evidence-based policy-making. Each edition focuses on specific trends in an area of intellectual property.

## Program

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**1.00 p.m. – 1.10 p.m.**

### Opening remarks

Mr. Marco M. Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), WIPO

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**1.10 p.m. – 1.30 p.m.**

### Presentation of the *World Intellectual Property Report 2022*

Innovation Economy Section team, IES, WIPO

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**1.30 p.m. – 2.30 p.m.**

### Panel discussion – “Are we at a crossroads of major changes in the direction of innovation?”

Mr. Victor Aguilar, Chief R&D and Innovation Officer, P&G, United States of America (U.S.)

Dr. Xiaolan Fu, Professor of Technology and International Development, Founding Director of Technology and Management Centre for Development, University of Oxford, United Kingdom

Mr. David J. Kappos, Partner at Cravath, Swaine & Moore, former Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO), U.S.

Dr. Caroline Ylitalo, Division Scientist, 3M Company, St Paul, Minnesota, U.S.

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**2.30 p.m. – 2.50 p.m.**

### Discussion

Open Floor and Virtual Moderated Questions

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**2.50 p.m. – 3.00 p.m.**

### Final remarks



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**Mr. Victor Aguilar****Chief R&D and Innovation Officer, P&G,  
United States of America (U.S.)**

Victor Aguilar is P&G's Chief Research, Development and Innovation Officer. He leads P&G's Research & Development (R&D) organization, global innovation program and strategy, its nearly \$2 billion annual investment in R&D and end-to-end packaging transformation. He also serves as liaison to the Board of Director's Innovation and Technology Committee. Victor brings over three decades of P&G experience spanning three continents, and across Fabric and Baby Care, Future Works and Corporate R&D. As a long-time leader in Fabric Care, Victor has led innovation that has accelerated growth through a commitment to superiority, agility and consumer-inspired solutions, and, most recently in Corporate R&D where he has made an immediate impact, accelerating the value of our Transformative Platform Technologies.



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**Dr. Xiaolan Fu****Professor of Technology and International  
Development, Founding Director of Technology  
and Management Centre for Development,  
University of Oxford, United Kingdom**

Xiaolan Fu is the Founding Director of the Technology and Management Centre for Development, Professor of Technology and International Development at the University of Oxford, and a Fellow of the Academy of Social Sciences. Her research interests include innovation, technology and industrialization; trade, foreign direct investment and economic development; and emerging Asian economies. She is appointed by the Secretary-General of the United Nations to the Governing Council of the Technology Bank for the Least Developed Countries and to the Ten-Member High Level Advisory Group of the UN Technology Facilitation Mechanism. She is a winner of Falling Walls Scientific Breakthrough Award. She has published extensively in leading international journals. Her recent books include *Innovation Under the Radar*, *China's Path to Innovation*, *China's Role in Global Economic Recovery*, and *The Rise of Technological Power in the South*.



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**Mr. David J. Kappos****Partner at Cravath, Swaine & Moore, U.S.**

Mr. David Kappos is a partner at Cravath and leader in the field of intellectual property, including IP management and strategy, the development of global IP norms, laws and practices and the commercialization and enforcement of innovation-based assets. From 2009 to 2013, Mr. Kappos served as Under Secretary of Commerce and Director of the U.S. Patent and Trademark Office (USPTO), where he advised the President on IP policy matters. He was instrumental in achieving the passage and implementation of the 2011 Leahy-Smith America Invents Act. From 2003 to 2009, he served as IBM's chief intellectual property lawyer.



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**Dr. Caroline Ylitalo****Division Scientist, 3M, U.S.**

Ms. Caroline Ylitalo is a Division Scientist in the 3M Personal Safety Division. She joined 3M in 1992 after obtaining a Ph.D. in Chemical Engineering from Stanford University. Throughout her career, she has focused on developing new technologies that can be used across many 3M businesses including printing inks, graphics films, antimicrobial technologies, and respiratory protection products. She holds 52 issued patents with additional 35 pending applications and has 16 journal publications. Ms. Ylitalo is a board member of the Twin Cities Regional Science Fair, chapter president of SOAR (Society for Orphaned Armenian Relief) and an alumni interviewer for Stanford University OVAL (Outreach Volunteer Alumni Link).

