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**WIPO SEMINAR SERIES ON  
“THE ECONOMICS OF INTELLECTUAL PROPERTY”**

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WIPO/IP/ECON/GE/3/11/INF.1  
ORIGINAL: ENGLISH  
DATE: APRIL 26, 2011

**The International Trade in Knowledge: Licensing,  
Technology Services Trade and the Role of Intellectual  
Property  
(Professor Suma Athreya)**

*Organized by*  
the World Intellectual Property Organization (WIPO)

**Geneva, May 2, 2011**

13.30 – 13.40 Introduction

Moderator: Mr. Sacha Wunsch-Vincent, Senior Economic Officer,  
Economics Section, Economics and Statistics Division,  
World Intellectual Property Organization (WIPO), Geneva

13.40 – 15.00 The International Trade in Knowledge: Licensing, Technology Services  
Trade and the Role of Intellectual Property

Speaker: Dr. Suma Athreya, Professor of International Strategy,  
Brunel Business School, Brunel University, United  
Kingdom

Abstract: This presentation will review recent theoretical developments in the analysis of disembodied technology trade which have brought it to the forefront again as an important mode of technology transfer amongst countries. It will also survey the empirical evidence on the extent of trade in licensing and other types of technology service (technology related services and R&D services) and argue for a more nuanced role for intellectual property protection as well as make plea for better data on this important subject

Time will be reserved for an open discussion.

*The session will start at 13.30 p.m., on Monday, May 2, 2011, at the headquarters of WIPO, 34, chemin des Colombettes, Geneva (Conference Room B).*

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