



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

WIPO/IP/ECON/GE/4/10/
ORIGINAL: ENGLISH
DATE: SEPTEMBER 8, 2010

**Copyright and Transaction Costs
(Mr. Hal Varian)**

Organized by
the World Intellectual Property Organization (WIPO)

Geneva, September 14, 2010

13.30 – 13.40 Introduction

Moderator: Mr. Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO), Geneva

13.40 – 15.00 Copyright and Transactions Costs

Speaker: Mr. Hal Varian, Chief Economist, Google and Professor (emeritus), Department of Economics, University of California, Berkeley, United States of America

Transactions cost of copyright clearance can be prohibitively expensive for both the rights holder and the potential rights acquirer. These transactions costs can prevent valuable transactions from taking place. This presentation explores the nature of these transactions costs and addresses ways that they might be reduced.

Time will be reserved for an open discussion.

The session will start at 13.30 p.m., on Tuesday, September 14, 2010, at the headquarters of WIPO, 34, chemin des Colombettes, Geneva (Conference Room A).

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