

Promoting Evolution and Change Within the Global IP System



Richard Wilder, a speaker at the **marcus evans IP Law Summit Fall 2010**, shares his thoughts on IP protection.

Interview with: Richard Wilder, Associate General Counsel for IP Policy, Microsoft

FOR IMMEDIATE RELEASE

Intellectual Property (IP) Counsel face daunting challenges in promoting **IP protection** on behalf of organizations and governments striving to keep pace with the speed of innovation, says Richard Wilder, Associate General Counsel of IP Policy at Microsoft. A speaker at the **marcus evans IP Law Summit Fall 2010**, taking place in Las Vegas, Nevada, September 12-14, Wilder discusses how these concerns impact markets, how various levels within the global IP system are responding to these challenges, and what **IP Counsel** can do to be part of the solution.

In your view, what are the most prominent challenges facing IP Counsel today?

Richard Wilder: Exponential growth in IP activity in recent decades has presented some significant challenges for the global IP system as a whole, as it seeks to evolve its own infrastructure and practices to better support the rapid pace of innovation taking place around the world. The emergence of new and powerful industries, as well as expanded geographic participation, have placed a tremendous burden on the system at both the local and global levels, spurring heightened concern among IP Counsel worldwide about whether the system can keep up.

What are the implications of these challenges, and what is being done to address them?

Richard Wilder: The primary symptom of an overburdened IP system is an increase in pendency, or the length of time **Patent & Trademark Officers** need to process patent applications. Unfortunately, this can also translate into a shorter effective term for these assets, which

undermines the objective of those seeking IP protection in markets which are highly competitive and evolving rapidly. It also means that third parties have to live with uncertainty until **patents** that are applied for are ultimately granted or rejected.

Fortunately, organizations governing this process at the national, regional and international levels have recognized these concerns, and have been taking active steps to engage both public and private sector participants in the improvements to the infrastructure necessary for this system to support IP protection efforts more effectively well into the future.

Through the improvement of long-standing arrangements like the Patent Cooperation Treaty, and the emergence of bi-lateral like patent prosecution highways, as well as through direct input with regional/national patent offices, there are numerous diverse opportunities for IP Counsel to make an active contribution. In the US, for example, the USPTO has been actively soliciting broad input in recent months to address work-sharing and patent quality issues through its three-track proposal.

How does Microsoft view its own participation in this process?

Richard Wilder: Microsoft is one of the biggest investors in research and development in the world, having spent over USD 9 billion on research and development (R&D) this past year. While we may lag behind others in the industry in terms of sheer volume of patent filings, we do strive to maximize the value of that R&D by capturing the IP it produces and filing patent applications of high quality – particularly on innovations that are aligned with our business strategies.



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As a result, we feel it is our responsibility to promote strong IP protection globally and take an active role to support a balanced, effective patent system to both ensure high quality as well as continued innovation and opportunity for both inventors and technology consumers.

What actions would you recommend for other IP Counsel concerned about these issues?

Richard Wilder: IP Counsel in all regions and sectors should view it as their responsibility to take an active role and to contribute where

possible to advance both the efficiency and efficacy of global IP system. While it is up to each organization to determine the most appropriate channel, we all shoulder the burden of ensuring that the continued growth and vitality of our local and world economies can be promoted through a prosperous and progressive system equipped to protect the value of the assets that arise from innovation.

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About the IP Law Summit Fall 2010

This unique forum will take place at the Red Rock Casino Resort & Spa, Las Vegas, Nevada, September 12-14, 2010. Offering much more than any conference, exhibition or trade show, this exclusive meeting will bring together esteemed industry thought leaders and service providers to a highly focused and interactive networking event. The summit includes presentations on maximizing the potential of IP portfolios, IP budget tactics and strategies for combating counterfeits.

For more information please send an email to info@marcusevanscy.com or visit the event website at www.iplawsummit.com

Please note that the summit is a closed business event and the number of participants strictly limited.

About marcus evans Summits

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