

# “What does a good IP system look like? Good for whom?”

Presented in conjunction with  
**The Institute of Patent and Trade  
Mark Attorneys of Australia**



## Pippa Hall

Chief Economist, United Kingdom  
Intellectual Property Office



*Pippa Hall*

In a world where the intangible assets of intellectual property are of increasing commercial significance, governments are looking to IP as the engine of economic growth. Governments are also asking how can we ensure that the IP system is fit for purpose and meeting its objectives?

Knowing how to answer this question has never been more timely, given the Productivity Commission's review of the IP system in Australia.

Pippa Hall will use economic theory and evidence to assess the relative costs and benefits of the IP ecosystem, and how this translates into evidence-based policy-making and law reform.

She will share the UK's experiences of reforming its IP regimes (copyright, patents, trade marks, designs), and help us to know what a good IP system looks like - and for whom it is good.

**Pippa Hall** is the Chief Economist at the UK Intellectual Property Office, where she leads the 15-strong Economics, Research and Evidence team.

As Chief Economist, Pippa ensures that the IPO's policy development addresses the key issues and has a robust evidence base. Her focus is on the contribution of IP to innovation and growth, infringement and enforcement of IP, and valuation of IP.

Prior to her appointment as Chief Economist, Pippa had responsibility in the IPO for policy on copyright law, in which capacity she led the implementation of the Hargreaves Review.

Pippa has a bachelor's degree in Economics from Sheffield University, and a master's degree in Industrial and Financial Economics from Royal Holloway.

### MELBOURNE

**Date:** 21 November 2016

**Time:** 6:15pm - 7:45pm

**Venue:** Melbourne Law School, 185 Pelham St, Carlton

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### SYDNEY

**Date:** 22 November 2016

**Time:** 6:15pm - 7:45pm

**Venue:** Wesley Conference Centre, 220 Pitt St, Sydney

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### PERTH

**Date:** 24 November 2016

**Time:** 12:30pm - 2:00pm

**Venue:** Wrays, 56 Ord St, West Perth

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8<sup>TH</sup> FRANCIS GURRY LECTURE ON INTELLECTUAL PROPERTY

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