



THE UNIVERSITY OF
MELBOURNE

Melbourne Law School

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PublicLecture

“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

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.

Generously supported by:



Australian Government
IP Australia



Licensing Executives Society
Australia and New Zealand



Pippa Hall

MELBOURNE

Date: 21 November 2016

Time: 6:15pm - 7:45pm

Venue: Melbourne Law
School, 185 Pelham
St, Carlton

[Click to register](#)

SYDNEY

Date: 22 November 2016

Time: 6:15pm - 7:45pm

Venue: Wesley Conference
Centre, 220 Pitt St,
Sydney

[Click to register](#)

PERTH

Date: 24 November 2016

Time: 12:30pm - 2:00pm

Venue: Wrays, 56 Ord St,
West Perth

[Click to register](#)

Registration is essential for
this free public lecture.

Enquiries: [law-
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03 9035 1111

8TH FRANCIS GURRY LECTURE ON INTELLECTUAL PROPERTY

PUBLIC LECTURE