



***Can Government Intervention Sustain
Economic Incentive, Technological Innovation, and Capital Flows?***

Geneva Side-bar Panel Event

**Convened During the Fifteenth Session of
The WIPO Standing Committee on the Law of Patents**

October 12, 2010

Moderator

**Lawrence A. Kogan, Esq.
Institute for Trade, Standards and Sustainable Development**

Location

**World Intellectual Property Organization
34, chemin des Colombettes
CH-1211 Geneva 20, Switzerland
Room B**

Time

1:00-2:45pm CET

Program

1:00 – 1:15	Welcome
1:15 – 1:25	Panel Convenes/Introductions
1:25 – 2:25	Panelist Discussion
2:25 – 2:45	Q & A
2:45	Panel Adjourns

Panelists

Jonathan Zuck

Jonathan Zuck is a software developer, technology entrepreneur, innovation policy advocate, public speaker and writer. He is President of the Association for Competitive Technology (ACT), a Washington, DC-based trade association promoting law enabling environments that inspire and reward technological innovation. ACT represents the interests of more than 3,000 small and mid-size information technology (IT) companies around the world.

Prior to leading ACT, Mr. Zuck was Director of Technical Services at the Spectrum Technology Group of Washington, D.C., a consulting firm specializing in client/server, Internet and data warehouse solutions development, which he joined in 1997 following its strategic combination with Financial Dynamics. In 1996, Jonathan Zuck served as Vice President of Technology at Financial Dynamics, where he focused on technical architecture, career management and employee empowerment matters. During his tenure, company revenues doubled and his leadership helped position the firm for its strategic combination with the Spectrum Technology Group.

In 1988, Mr. Zuck founded and served as President of User Friendly, Inc., a Washington, D.C.-based consulting and software development services firm. He also established U.S. operations for a French software firm and helped to build the company into an \$11 million business.

In his current role at ACT, Jonathan Zuck continues to provide analysis, commentary and background information on a wide range of technology issues to the media, industry, the U.S. Congress and the public.

Benoît Müller

Benoît Müller is a registered attorney at the bar of Geneva and operates his own Geneva-based private practice. He serves as a consultant on international, regional and national normative and policy initiatives in the area of intellectual property, technology and trade.

Prior to establishing his own practice in 2008, Mr. Müller served as Director Software Policy Europe, Business Software Alliance (Brussels, 2004-2008), Secretary General, International Publishers Association (Geneva, 2000-2003), and as Legal Counsel, International Publishers Association (Geneva, 1996-2000).

He has also served on the boards of directors of the Swiss Forum for Communication Law (Zurich, 2003-2004); the International Federation of Reproduction Rights Organizations (Brussels, 2001-2003); the International Digital Object Identifier Foundation (Washington DC, 1999-2003).



Benoît Müller was educated in Geneva, Zurich and San Rafael. He graduated from Geneva University law faculty in 1992 and was admitted to practice as attorney at the bar of Geneva in 1995.

Dr. Martin Hinoul

Dr. Hinoul, is a technology entrepreneur, diplomat, academician and prolific author, and holds a Ph.D. degree in Physics and a postgraduate degree in Business Administration from the Catholic University of Leuven (K.U. Leuven). He has also done postdoctoral research at the Stanford University, at M.I.T., and at several other laboratories in Europe, the U.S. and Japan.

Since 1998, except for a two-year period during 2001-2003 when he served as Chief of Staff for the Flemish Minister for Economy, Martin Hinoul has remained the Business Development Manager for the "Knowledge Economy Region of Leuven", based at the HQ of K.U. Leuven Research and Development (the Technology Transfer cell).

Prior to his long tenure at K.U. Leuven R&D, Dr. Hinoul served, during 1984-1998, as the Technology and Science Attaché at the Embassy of Belgium in Washington, D.C. and at the Belgian Consulate in Los Angeles.

During 1978-1983, he worked within Bell Telephone - ITT in Belgium, where he headed the Materials Research Department, and within the Shelton Connecticut ITT Research labs for the development of the digital switch "System 12"; he also was involved in the joint venture between Bell Telephone and the PTIC in China.

Dr. Hinoul is a prolific researcher and writer and author of several well known published articles and books, including "Silicon Valley" (1998), "The European Knowledge Economy" (2006), "The Threat of the Dragon – Fiction or Reality?" (2007), and "Networking" (2008).