

# Center for the Protection of Intellectual Property

## 2016 FALL CONFERENCE

### *Intellectual Property & Global Prosperity*

Delivering the Real Thing:  
IP's Role in Getting Products to People

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“Why can we distribute Coca-Cola all around the world, but we can’t seem to get medication to save a child from something as simple as diarrhea?”

Annie Lennox



# Lessons from Coca-Cola

- Appropriability
- Local Distribution
- Local Stakeholders

# Translating Coke's Lessons for Other Products

- Appropriability – IP protection
- Local Distribution - FDI
- Local Stakeholders
  - Local Licensees, Distributors, and Consumers
  - Local innovators and creators

# How might property rights facilitate availability of products?

- Protects the investment in:
  - Establishing distribution networks and marketing
  - Setting up complements
  - Building a brand
- More willing to share know-how and engage in tech transfer that occurs when entering a new market

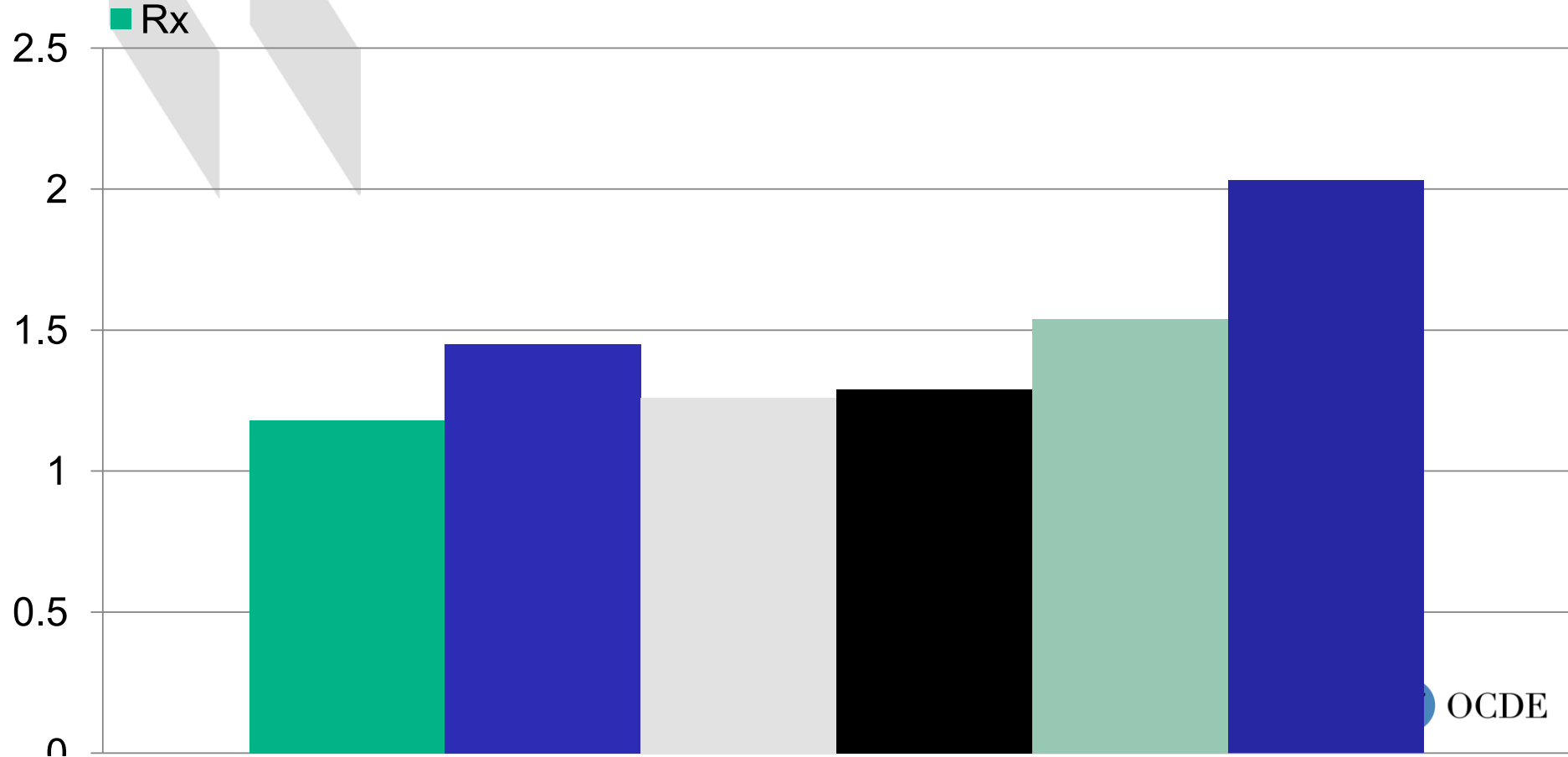
# The Evidence



# Import Volume

- Delgado, et al. (2013)
  - Positive relationship between TRIPS implementation and increased trade in knowledge-intensive goods
- Park & Lippoldt (2008)
  - Strengthening of patent rights strongly positively associated with increased imports of pharma, manufactured goods, and other products to developing countries & LDCs
- Ivus (2010)
  - Stronger patent rights associated with increased import of patent intensive goods

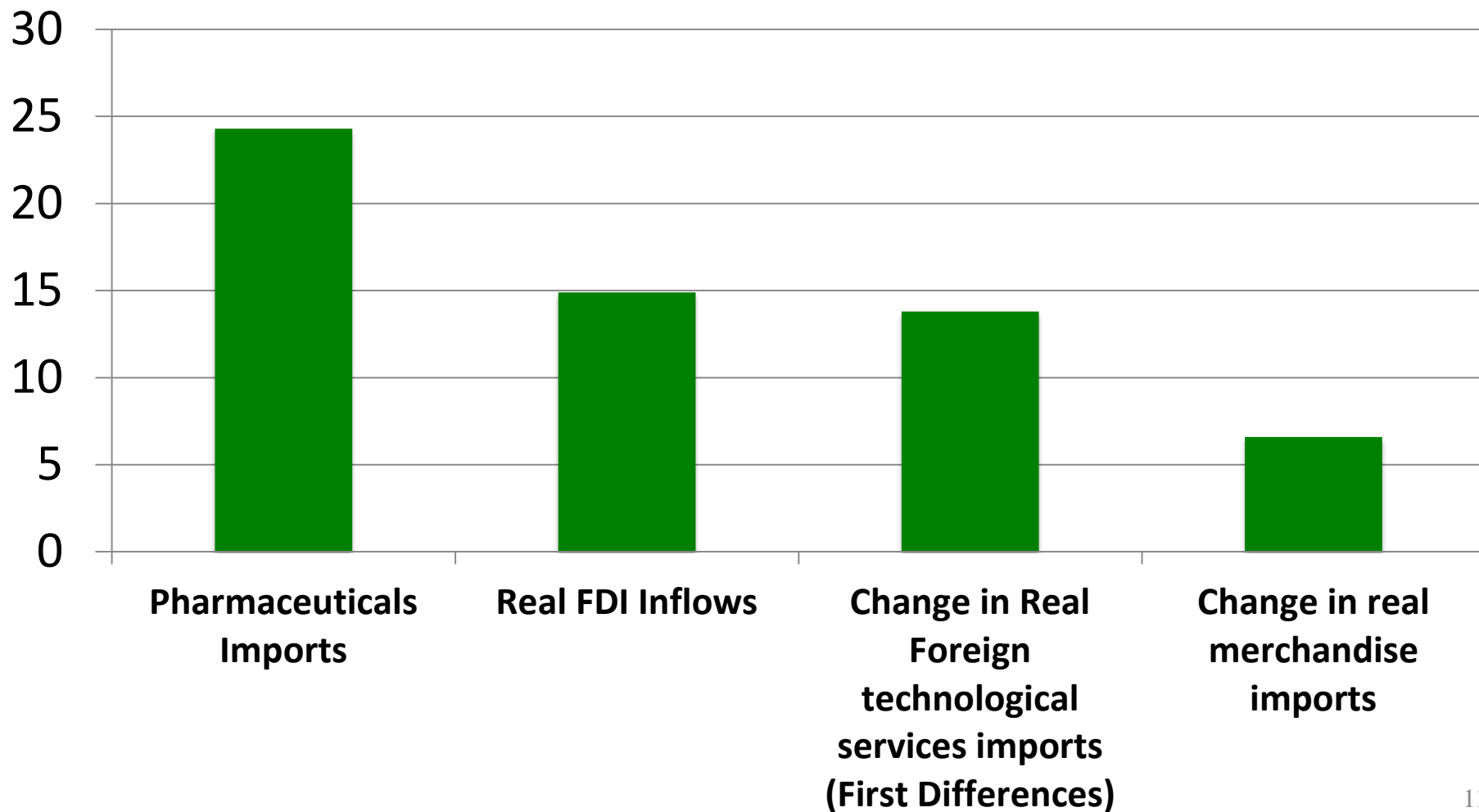
# Dev'g Co & LDC merchandise imports: % change associated with 1% change in Patent Rights Index, 1990-2005



# Lippoldt & Schultz

## Trade Secrets & Trade

(for each one point change in the Trade Secret Protection Index, % change in X)

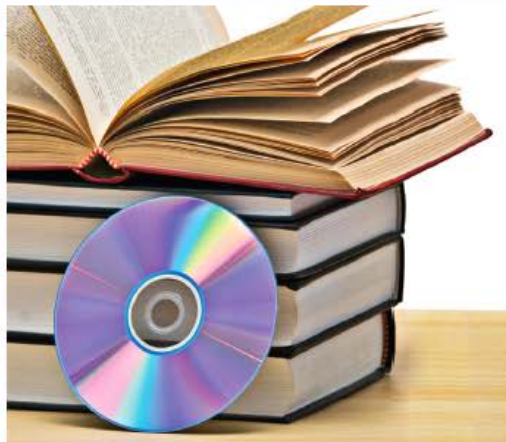
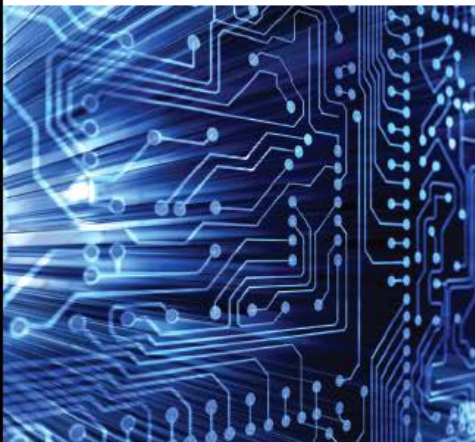




# Conclusions

- IP facilitates
  - Export of products
  - Establishment of local manufacture, distribution, and partnerships
  - Local supporters of IP
- Several studies find a relationship between stronger IP rights and access to products
  - More imports
  - Faster launches
  - More products, manufactured goods, and drugs available





Thank you  
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