Linking Products to Patent

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This presentation will discuss the process used to construct a database that links products to patents. I plan to go over the following points (open to discussion):

1. What is virtual patent marking (VPM) and what are firms' incentives to mark their products
2. Technical challenges: identifying VPM webpages and extracting the information
3. Proposed solutions
4. Data quality metrics
5. Data sharing: how to strike the right balance between open data and publication incentives

A time slot of 20-30 minutes would be ideal.