

**Under Secretary of Commerce & Director of the USPTO David Kappos**

**IP and Green Tech: Promoting Global Innovation**

**June 1, 2011 – 9:30AM**

**Welcome Remarks with the Diplomacy Matters Institute**

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- Good morning everybody and thank you for joining us. I want to begin by thanking Lynn Van Fleit of the Diplomacy Matters Institute, as well as each & every one of you, for both making today happen and taking part in this important conversation.
- For decades it has been clear that the way we produce and consume energy is not sustainable. And one need not look any further than to the local gas pump to realize the toll this can exact on families throughout the world.
- Our often-irresponsible levels of energy consumption don't just jeopardize our wallets—the unsustainable costs ripple throughout sectors and put our economies, our nations' security and our environment at grave risk. That's why, in order take this country in a new direction, President Obama has been working with Congress to pass comprehensive energy and climate legislation to cut down on the carbon pollution that contributes to the destabilizing effects of climate change.
- But solutions to the exceptional, generational challenges we face as a global community have never been simply legislated. They have long

been rooted in the innovation and cutting-edge ideas that citizens build together and bring to the table.

- Because no one nation can meet this challenge alone, the United States has engaged more allies and partners in finding a solution than ever before. That's why all of us here today have the chance to play a part in creating a new energy future and growing a robust innovation economy.
- Now this is especially critical because we stand at a crossroads in each of our country's economic evolution. Determined to accelerate the pace of fiscal development, government and business alike strive on a daily basis to do more while working with even less.
- As we recover from this recession, the transition to clean energy has the potential to grow our economy and create millions of jobs – but only if we **accelerate** that transition. Only if we seize the moment. And only if we rally together and act as one nation – workers and entrepreneurs; scientists and citizens; the public and private sectors.
- The path towards a low-carbon, sustainable energy future necessitates a well-orchestrated collaboration among a variety of stakeholders. And it also requires that governments at home and abroad, local and national, do what they can to prioritize clean tech research & development, while creating an environment ripe for small businesses to thrive. The nation that harnesses the power of clean, renewable energy will be the nation that leads the 21st century—which means all

of your efforts, your research, your technologies and your insights, have the ability to drum up solutions and write the next chapters of economic growth.

- Whether it's weather-resistant frames for houses plagued by tornadoes in the south, or modified crops that are flood resistant, or reusable coffee grounds that allow farmers to plant fresh seeds more cost-effectively, or even new fuel cycles that conserve energy—all of you represent the potential to bridge research and solutions in a way that builds a stronger energy infrastructure for generations to come.
- And that's why the USPTO is proud to play a role in accelerating socially conscious technologies. Under our Green Technology Pilot Program, patent applications involving reduced greenhouse gas emissions, energy conservation and environmental quality are accelerated in their review. And at no cost to the inventor.
- By advancing a commitment to building a more sustainable future, the US Patent and Trademark Office is able to spur additional innovation and promote green collar jobs that provide our world with alternatives to harmful energy practices.
- Because ultimately that story of boom and growth will be one that creates jobs and continues to find new ways to address social needs.

- It's the story of companies like, Calera, in Los Gatos, California, which is finding new ways to capture carbon dioxide (CO<sub>2</sub>) from the burning of fossil fuels and convert it into building materials such as cement.
- By patenting a process that accelerates the absorption of gas and minerals from harmful carbon emissions and turn them into sustainable building blocks for housing construction, companies like Calera are leading the way in using smarter technologies to address everyday needs, while curbing the risk of pollutants to citizens everywhere.
- Our Administration is also taking concrete actions to improve the environment for high-growth innovation through the Start-Up America Initiative.
- By building partnerships with the private sector, the Department of Commerce and the Small Business Administration match up to \$2billion for private funds that invest in early-stage R&D, invest in businesses in underserved communities, and invest in small entities that face difficult challenges in accessing capital.
- These nation wide partnerships not only help break down barriers that independent entrepreneurs may face in seeking funding, they also encourage and incentivize direct partnerships between venture capital firms and small companies.

- But part of unleashing cutting edge tools to take on generational challenge means harnessing capital, ideas, and social enterprise in a way that businesses of all sizes can grow, and in a manner that efficiently disseminates a product.
- That's why the USPTO is undertaking comprehensive patent reform so as to improve the quality and efficiency by which your ideas are protected and ushered to the marketplace. But these modern realities are also why today's conversation is vital.
- Because by looking to the challenges universities, Embassies, businesses and trade associations face today, we'll be able to start developing a blueprint of best practices to diffuse the very technologies that will create a smart energy infrastructure and an environment that our children and their children can play in.
- No nation, however large or small, wealthy or poor, can escape the impact of climate change. Rising sea levels threaten every coastline. More powerful storms and floods threaten every continent. More frequent drought and crop failures breed hunger and conflict in places where hunger and conflict already thrive.
- And yet, by working together, we can reverse it.
- Joint collaboration will help facilitate policy solutions that develop green public transportation, high efficiency building codes for

insulation and appliances, local generation of solar, wind, geothermal and bio-fuels, and higher fuel and mileage standards in tandem with expanding infrastructure for electric automobiles. Many of the nations represented here by the variety of Embassy officials are already leading the charge in these areas. But though many of us have taken bold actions and share in this determination, we did not come here to simply rest of the laurels of progress. We gather here because there is much more progress to be made. We gather because there is much more we are committed to do.

- We must continue making large investments in renewable energy and through loan guarantees, tax credits and more efficient patent protections, we must encourage entrepreneur so continue building the wind turbines, solar panels and hybrid cars that will carve out new industries and jobs.
- But our work has only just begun. Now is the time to confront this challenge once and for all. Delay is no longer an option. Denial is no longer an acceptable response. The stakes are too high. The consequences, too serious. While the USPTO works to do everything it can to ensure strong and balanced intellectual property protections to protect and grow new ideas—we'll need your ongoing help.
- We need new ideas to lift businesses off the ground, and we need to hear about what trends you're seeing on how IP can help equally

distribute the tools that address our environmental woes in both the hands of farmers in Nebraska to villagers in Nairobi.

- So I look forward to today's conversation—as the ideas generated here won't just be investments in alternative energy solutions, but they will also allow our countries to be more secure and competitive in the 21<sup>st</sup> century.
- Thank you.

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