

Inaugural lecture  
Prof.dr.ir. Rudi Bekkers  
September 14, 2018

**Visiting address**

Auditorium (gebouw 1)  
Groene Loper, Eindhoven  
The Netherlands

**Navigation address**

De Zaale, Eindhoven

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/ Department of Industrial Engineering & Innovation Sciences

**TU/e** Technische Universiteit  
Eindhoven  
University of Technology

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**Technical standards, property rights,  
and the age of grand societal challenges**

Where innovation starts

# Invitation

**Prof.dr.ir. Rudi Bekkers was appointed full-time professor of Standardization and Intellectual Property in the Department of Industrial Engineering & Innovation Sciences at Eindhoven University of Technology (TU/e) on November 1, 2017. He will deliver his inaugural lecture on September 14, 2018.**

Rudi Bekkers (1969) attained a BSc in Electrical Engineering in 1991, and then at Eindhoven University of Technology (TU/e), an MSc in Technology and Society in 1994, followed by a PhD for his thesis on the development of mobile telecommunications standards in 2001. In the same year, he joined Dialogic, a private research firm with which he is still associated today. In 2003, he was appointed Assistant Professor at TU/e, and later Associate Professor. His work focuses on the intersection of standards and intellectual property rights. To put his research into practice, Rudi collaborates extensively with policymakers and stakeholders. He served as appointed Committee Member at the US National Academies of Science (NAS) and was key author of several large studies for the European Commission. Currently, he is a member of the IEEE-SA Europe Advisory Council, and of the Forum Standardisatie, which advises the Dutch government on standardization issues. Rudi is currently Chair of the Technology, Innovation and Society group at TU/e.

## About the lecture

Technical standards and intellectual property (IP) rights greatly influence the actual use and impact of technology: they shape technological progress, align technology development and affect adoption. They create winners and losers. Standards and IP will become even more important in the years to come. We are putting our faith in smart technologies to address the considerable societal challenges in fields such as energy, mobility, health and wellbeing. This is an impossible task with stand-alone technologies: it requires connected technologies, based on interoperability standards. The success of such interoperability standards, however, is challenged by the fundamental tension between standards and IP rights. In his talk, he will discuss why strategic conduct can endanger the wide use and adoption of standards, how regulators can address this tension, and what changes in institutional settings for both standards and IP are required to facilitate the development of technologies that will solve today's great societal challenges.

The Executive Board of Eindhoven University of Technology cordially invites you to attend the inaugural lecture of Prof.dr.ir. Rudi Bekkers on **Friday, September 14, 2018, at 4.00 PM**. The public lecture will be delivered in the Blauwe Zaal of the Auditorium. You do not need to register.

The lecture concerns

**'Technical standards, property rights, and the age of grand societal challenges'**

After the lecture, drinks will be served in the Senaatszaal.

All full professors are invited to join the cortège. If you want to join the cortège, please register in advance with the P&P office which organizes all academic ceremonies, telephone +31 (0)40 247 25 15, e-mail: [penp@tue.nl](mailto:penp@tue.nl).



**Prof.dr.ir. F.P.T. Baaijens**  
Rector Magnificus

After September 14, 2018, the text of the inaugural lecture will be available online at [www.tue.nl/lectures](http://www.tue.nl/lectures).