

les Nouvelles LIVE | July 8, 2020



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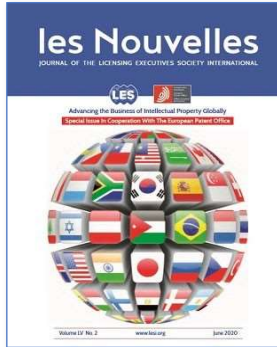


Advancing the Business of IP Globally

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les Nouvelles LIVE		
EPO-LESI High-growth technology business edition, June 2020		
Agenda	Topic	Speakers
	Introduction	Dana Robert Colarulli , Executive Director, LESI (Moderator)
	Welcome messages from LESI and EPO	Audrey Yap , LESI President Yann Ménière , Chief Economist, EPO
	Insights from the editors	David Drews , Editor, and Thomas Bereuter , Guest editor of les Nouvelles
	People as Enablers	Thomas Bereuter , European Patent Academy, EPO
	Transactions Powered by Intellectual Assets	Juergen Graner , Founder and CEO, Globalator
	Technology push and Market pull	Bowman Heiden , Co-Director, Center for Intellectual Property (CIP), University of Gothenburg
	Questions & answers	Dana Colarulli
	Closing remarks	Audrey Yap and Yann Ménière

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LES
LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Advancing the Business of IP Globally

Audrey Yap, President
June 12, 2020

LET'S INNOVATE!

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Who is LESI?

The **Licensing Executives Society International (LESI)** is an umbrella association of 33 national and regional Member Societies in more than 90 countries.

LES Andean Community
 LES Arab Countries
 LES Argentina
 LES Australia & New Zealand
 LES Austria
 LES Benelux
 LES Brazil
 LES Britain & Ireland
 LES Chile
 LES China
 LES Chinese Taipei
 LES Czech Republic & Slovakia

LES France
 LES Germany
 LES Hungary
 LES India
 LES Israel
 LES Italy
 LES Japan
 LES Korea
 LES Malaysia
 LES Mexico
 LES Philippines
 LES Poland

LES Russia
 LES Scandinavia
 LES Singapore
 LES South Africa
 LES Spain & Portugal
 LES Switzerland
 LES Turkey
 LES Thailand
 LES USA & Canada



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Who is LESI?

- Provides local and international networking opportunities with industry and IP professionals
- Hosts 30 management, industry and professional and regional committees open to all members
- Provides leadership on key issues important to licensing professionals in companies, firms and other organizations
- Maintains an international and diverse board where women prominently serve in the leadership
- Offers a variety of meetings, conferences, webinars and certifications to inform and educate professional
- Offers and established network of professionals globally – for business, for mentoring, for education and for leading/connecting critical policy discussions with global impacts



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Current LESI Board of Directors (2020-2021)

Audrey Yap	President	LES Singapore
John Paul	President-Elect	LES USA-Canada (Washington, DC)
Fiona Nicolson	Immediate Past President	LES Britain & Ireland (London)
Michael Lasinski	Treasurer	LES USA-Canada (Ann Arbor, MI)
Pamela Cox	Corporate Secretary	LES USA-Canada (Chicago, IL)
Tatiana Campello	VP	LES Brazil
Christopher Shaowei	VP	LES China
Sergey Dorofeev	VP	LES Russia
José-Miguel Lissen	VP	LES Spain & Portugal
Russell Levine	Counsel	LES USA-Canada (Chicago, IL)
Mattia Della Costa	Counsel	LES Italy
Dana Robert Colarulli	Executive Director	Washington, DC



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Value Proposition for Companies and Licensing Professionals

LESI seeks to:

- Create a global platform that enables businesses, professionals, and industry players to network, learn, encourage IP transactions and understand licensing, amongst licensing professionals around the world.
- Engage with global organizations and policy forums to highlight the economic significance and importance of licensing and intellectual property rights and to improve resources available to enhance commercialization and technology transfer.



LESI: Advancing the Business of Intellectual Property Globally

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Value Proposition for Companies and Licensing Professionals

We do this through:

- IP and Licensing Education and Certifications
- Exclusive Membership Directory
- International Networking and Mentoring opportunities
- Publications with a global perspective
- YMC (Young Members Committee)
- WILA (Women in Licensing Alliance)
- Licensing Royalty Rate Survey
- Programing through meetings, webinars



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