les Nouvelles LIVE | July 8, 2020

**Agenda**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>Dana Robert Colarulli, Executive Director, LESI (Moderator)</td>
</tr>
<tr>
<td>Welcome messages from LESI and EPO</td>
<td>Audrey Yap, LESI President</td>
</tr>
<tr>
<td></td>
<td>Yann Ménière, Chief Economist, EPO</td>
</tr>
<tr>
<td>Insights from the editors</td>
<td>David Drew, Editor, and Thomas Bereuter, Guest editor of les Nouvelles</td>
</tr>
<tr>
<td>People as Enablers</td>
<td>Thomas Bereuter, European Patent Academy, EPO</td>
</tr>
<tr>
<td>Transactions Powered by Intellectual Assets</td>
<td>Juergen Graner, Founder and CEO, Globalator</td>
</tr>
<tr>
<td>Technology push and Market pull</td>
<td>Bowman Heiden, Co-Director, Center for Intellectual Property (CIP), University of Gothenburg</td>
</tr>
<tr>
<td>Questions &amp; answers</td>
<td>Dana Robert Colarulli</td>
</tr>
<tr>
<td>Closing remarks</td>
<td>Audrey Yap and Yann Ménière</td>
</tr>
</tbody>
</table>

**Advancing the Business of IP Globally**

Audrey Yap, President
June 12, 2020
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

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
Current LESI Board of Directors (2020-2021)

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

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.
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
- Programming through meetings, webinars

LESI: Advancing the Business of Intellectual Property Globally