

**LESI International Delegates Meeting – Manila, The Philippines
 LESI Committee Report–SUMMARY OF ACTIVITY YEAR-TO-DATE
 [SEPTEMBER 2008 TO June 2009]**

Name of Committee LESI Education Committee.
Chair(s): Hayley Finch & Ada Nielsen
Vice-chair(s): Christi Mitchell, Beesan Babieh

List all members who have been active in the Committee during the period or who have indicated interest going forward:

- Anne Avizou, Thomas Bereuter, Alaya Bettaieb, Carla Blackman, Alfred Chaouat, Linda Chao, Sharon Chiang, Henri Coppens, Richard Cox, Brad DeSandro, Rodney BeBoos, Roman Cholij, Linda Covello, Ted Cross, Jose Carlos Dias, Haley French, Paul Germeraad, Emmanuel Gouge, Chris Hallett, Ian Hartwell, Raul Hey, Julie Henry, Allan Jarry, Jingxian Ji, Gary Keller, Dominique Kleyn, Catherine Lefarge, Michael Levy, Alan Lewis, Sara Ludlum, Gary MacKay, Willy Manfroy, Diana Mansour, Rodolfo Martinez, James MacDonald, Jim McCarthy, Sarah Merrifield, Christi Mitchell, Art Nutter, Francois Painchaud, Judith Paul, Vit Pavalec, Mark Peterson, Jean-Christian Philippe, Patrick Pierre, Rachel Schwartz, John Somich, Elie Srour, Olga Spasic (WIPO), Susan Stoddard, Juliana Viegas, Jeff Whittle, John Walker, Leila Zarif, Brian O'Shaughnessy, Eugene Sweeney, Clarisse Escorel, Nabil Salame, Topahiko Maki.
- (Assistance from Stephanie Silverstein, LESI, and Vicki Hancock, USA-Canada)
- Formal membership numbers 40 in the LESI membership directory.

1. What has the Committee done during this period? List any projects and workshops.

a. Conducted TTT courses around the one-day course from LES South Africa in San Antonio, February 2009, in Montreal, May 2009. There is a scheduled TTT course as well as the offer of IAM 100 in Manila for the LESI Annual Meeting (June 2009) and for USA-Canada's Annual meeting in San Francisco (October 2009). It is expected that more than 100 people will be qualified to teach the one-day course by year-end 2009, a useful offer for individual societies given the requirements of only one day and a minimum of two instructors.

In addition, the one day course is a standard offer for all teams submitting a plan for the International Licensing Plan Competition co-sponsored by LESI and the LES (USA-Canada) Foundation, held in Montreal in May 2009. 4 of the 5 teams were able to stay for the one day course. Their comments are attached about the competition and about the course. Note. There were almost 60 entries this year as compared to 22 in 2008. There were 12 international entries in 2009.

IAM 100 Offers – 2008-2009

Society, Location	Date	Est. Attendees
LESI, Hong Kong	January 2008	70
LESI, Chicago	May 2008	25
LESI, Paris	September 2008	30
USA-Canada, Orlando	October 2008	25
USA-Canada, Chicago	February 2009	57
USA-Canada, San Antonio	February 2009	32
USA-Canada, Dallas	March 2009	18*
USA-Canada, Montreal	May 2009	39
USA-Canada, Houston	May 2009	?
LESI, Manila	June 2009	?
USA-Canada, Chicago	July 2009	?
LES, USA-Canada, NJ	September 2009	?
LES France	September 2009	?
LES, USA-Canada, MD	September 2009	?
LESI, San Francisco	October 2009	?
USA-Canada, Phoenix	Fall 2009	?
USA-Canada, Minneapolis	Fall 2009	?
USA-Canada, Michigan	Fall 2009	?
USA-Canada, Alabama	Fall 2009	?
USA-Canada, Champaign, IL	Fall 2009	?

IAM Train-the-Trainer Offers – 2008-2009

Location	Month
LESI, Chicago	May 2008
LESI, Paris	September 2008
USA-Canada, Orlando	October 2008
USA-Canada, San Antonio	February 2009
USA-Canada, Montreal	May 2009
LESI, Manila	June 2009
USA-Canada, Chicago	July 2009
USA-Canada, San Francisco	October 2009

More than 70 people have completed the TTT workshop. The Education Committee can and will present the TTT course if there are at least 10 people signed up and committed to teach – in conjunction with an open offer of PDS 100.

NOTE: Attendance at IAM 100 is free for all experienced licensing professionals who also attend TTT and agree to schedule and teach IAM 100 in their home Society within 18 months of taking the course.

d. Evaluation of course framework for licensing courses from USA-Canada with the following policy change: At an Education Retreat for USA-Canada, it was determined that the current course identified as "Intermediate" is actual an advanced course. Only the Intermediate Workshops, 3 hours each, will be available for an Intermediate offer to LESI since there will not be an intermediate course given in USA-Canada. The Advanced Course (PDS 300) is now repositioned and available to teach, albeit requiring any Society offering it to do so in 4 consecutive days followed by completion of 4 x 3-hour workshops.

e. EU TTT

1. We are working through Christi Mitchell with the EU sponsored "CERTIFIED TRANS-NATIONAL TT MANAGER" - Building up a framework to qualify TT- Managers on a trans-national level and with mutual recognition"
2. EU CERT TTT M programme will continue to the next stage as EuKTS – but start up is predicted for September 2009 rather than June.

f. CLP: Christi Mitchell and Ada Nielsen are the liaisons for LESI and the certification program established by USA-Canada under the direction of the Board of Governors of CLP.

g. LES Arab Counties, LES Taipei, and LES USA-Canada have all launched certification programs for licensing professionals.

h. Created an inventory of educational activities by local Societies and updated pool of trained instructors for the IAM 100 Course.

LES Britain and Ireleand has submitted an inventory of their planned courses and workshops for 2009, including the first offer of IAM 300 Workshop on Competitive Intelligence.

LES Arab Countries offers a full schedule and is ready to offer IAM 300.

The committee will institute an annual survey of member Societies regarding the licensed courses either from LES South Africa or from LES USA-Canada.

2. Continuing activities of the Education Committee

a. The Education Committee will work with Societies to promote the Competition and offering the one-day course. (Linda Chao of Stanford chairs the Competition.)

b. Continuing to support qualified instructors to teach PDS courses and offer train-the-trainer courses when numbers warrant it. Materials are available for customization to market the course – as well as a checklist for offering it.

- c. License agreement has been signed between LES South Africa and LESI. Sub-licenses will need to be signed with respect to this course by each Society that offers it.
- d. Pursue collaborative educational opportunities with WIPO.
- e. Collaborate with USA-Canada to offer PDS 100 by as many Societies as possible on Monday, April 26, World IP Day. USA-Canada is targeting a minimum of 10 offers on that day, followed by an LES chapter networking event at every chapter.

3. List any Committee meetings (including any conference calls) held outside the International Delegates Meetings.

Routed e-mails have been the vehicle for discussion in general, although A. Nielsen, H. French and C. Mitchell had a meeting of several hours in London in March.

4. List any Committee publications (including anything posted on the web).

The Education Committee through Beesan Babieh has developed a template which will be used for other committees' website pages. The web page will be populated with content over the next 90 days.

5. How can the Society support the Committee?

- Support the Committee by providing time for a working session in in all places and times for discussion.
 - President's Meeting in January 2010, the 2009 Annual Meeting in the Philippines, and at the International Delegates Meeting in San Francisco, 2009, preferably not on Thursday, October 22.
- Approving the budget
- Attending the Train-the-Trainers workshops in the Philippines, San Francisco and wherever else they are held.

What budget do you want for next year?

Train-the-Trainer - 2 days, including the 1-day course	South America - NOT PLANNED YET	\$15,000
Train-the-Trainer - 2 days, including the 1-day course	The Phillippines	\$10,000
Train-the-Trainer - 2 days, including the 1-day course	Europe - NOT PLANNED YET	\$15,000
IAM Intermediate Workshops	LES Arab Countries	\$15,000
IAM 100 Course	Placeholder - Chile? - NOT PLANNED YET	\$15,000
Website - publications		\$5,000
	TOTAL	\$75,000

Report by (Name) Ada C. Nielsen

Date : May 23, 2009-05-23

REFLECTIONS FROM THE 2009 LESI/LES FOUNDATION COMPETITION...

About the LESI/LES Foundation Graduate Student Business Plan Competition Experience...

Stephen Dunlap, University of Texas-Dallas

"Some of the key take aways from the LES Foundation Competition was the preparations for the licensing aspect of our technology. Prior to this Competition we really looked at the implementation strategy with direct sales as opposed to licensing our technology out. So this really gave us the opportunity to go back and rework our plan and figure out how we could license our technology. That was the biggest things for us. And we will probably take that and implement that as part of our strategy overall as we go into the marketplace."

"A lot of us are new to the game and it's nice to have experienced entrepreneurs and experts in their respective industries suggesting how they think we should go about this effort."

"It is really nice that LES pays for us to come out. And the fact that there is just one presenting round is unique. There was also more time to interact with the judges."

Ben Morrow, PassPro-tech, University of Texas-Dallas

The judges here have been phenomenal. They have been better than any of the judges we have seen at our other competitions. Specifically, because we got great written feedback from the first round of judges before arriving for the finals. Then, during the finals for every team the judges found something that the team needed to work on and they were able to give the team ideas about what they should do in the future. It felt less like an evaluative process and more like an idea generating process. That was really beneficial and it pushed us to really keep on going and to keep on trying to success at this entrepreneurship venture.

Chris Shoemaker, Pax Neuroscience, University of Illinois-Chicago

"It's unique to participate in a competition where people understand exactly what we're talking about. We've participated in a lot of competitions and the LES judges have been second to none. They have given us extremely constructive feedback and guidance that will be tremendously helpful as we move forward."

Seth Jones, Team Advisor to Swinburne University of Technology-Australia

"This Competition offers the students a lot of opportunities on an international scale to widen their networks. One of the key realities in our marketplace is that you have to do business off shore if you really want to grow your business. You can't grow it or get to that critical mass locally. The add-on benefits of being involved in the LES Conference after the Competition is also of significant benefit to the students."

About PDS 100 Course...

Keith Solsvig, Gound Up Biosolutions, University of Arkansas

"The LES Foundation Business Plan Competition was excellent in terms of getting you exposure to the judges and other contacts within the industry so that you can really use that to gain information as well as to build contacts and network. The second highlight is the educational component of the Competition. The PDS 100 course was excellent in terms of giving us some knowledge about how we need to structure deals

going forward and how we need to look at all of the IP as well as licensing opportunities we might have with our company."

Brandon Barr, Ground Up Biosolutions, University of Arkansas

"I think what differentiates this competition from other competitions we've been to is that LES looks to educate you and to help make your business more successful in the future. No one else actually puts on a course where you get to learn about something specific that's going to help your business. LES puts on the PDS 100 course which has been very beneficial in helping us understand our business better and what we need to do to make ourselves more successful."

Josh McCullough, Ground Up Biosolutions, University of Arkansas

"The key thing that I will take away from this Competition is the importance of IP and the different elements of protecting the IP. I was assuming a lot more risk than I realized. Knowledge is the first step and taking steps to reduce that risk. I've acquired a lot of tools I'll be able to put in my kit bag as I move forward in business development."

Aben Cooper, Pax Neuroscience.

"After we had our business plan developed, I attended the PDS 100 course in Chicago and I learned a lot about licensing and royalties. I also used my student LES membership to get online and look at the Royalty Rate Survey. I used all of this information to enhance our business plan in preparation for the LES Foundation Competition and we have kept it in the plan ever since."

"The networking at LES may be the most important thing that came out of this experience. Lots of people have shown an interest in this technology and this general area of health."

Linda Chao, Office of Technology Licensing, Stanford Univ., & Chair of the Competition

"Our judges had a tough job. This was a very competitive group of committed, entrepreneurially-minded students who developed really impressive business plans around cutting edge technologies."

Arthur S. Rose, LES Foundation President

"In today's competitive business environment constant innovation is a requirement for survival. We believe it is critical for Students to understand the licensing Tools Available for intellectual property commercialization in order to promptly capitalize on the value of innovations as they are developed."

Adam Liberman, LES International President

"We are very happy to continue to support the international component of this great Competition. These students are not only the future of LES as a worldwide organization, but also the future so far as the business of IP is concerned, in whatever industry they ultimately join."

Sandra Miller of the Kauffman Foundation.

"Unlike most student business plan competitions, the LES Foundation's Graduate Student Business Plan Competition uniquely focuses on the critical role that intellectual property licensing plays in business strategy, which is critical for success in these economic times."