



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL

International Delegates Meeting – San Francisco 2009  
Thursday, 22 October – Friday, 23 October

## **LESI Society Report**

Summary of activity (June to October 2009)

**Deadline: 16 September 2009**

Name of Society: *Licensing Executives Society Chile Asociación Gremial*

**Society Meetings/Seminars/Conferences** held between Manila (June 2009) and San Francisco (Oct. 2009)\*  
\*Regular meetings do not need to be listed separately – “six evening meetings” may be listed instead

Dear Sirs:

I was voted in as the new President of LES CHILE in April 2009.

The new committee and I designed a plan of action for the second semester of 2009 consisting in:

1.- Several round tables focusing on the promotion of LESI AUGUST, NOVEMBER, DECEMBRE 2009

2.- Several contacts with the media, RADIO, TV, NEWSPAPERS, in order to promote LES CHILE and highlight the importance of IP management

3.- A project consisting in the investigation of public resources for the promotion of innovation in Chile conducted by Juan Cristobal Gumucio and others.

4.- A project focused on the LES FUNDAMENTALS course in charge of a special committee (Carmen Paz Alvarez and others)

1. Identify special meetings and state why they were notable (special speaker, # of attendees, etc.).

As president of LES CHILE I have organized round tables with relevant people regarding our objectives:

- In the first round table (August 2009) we invited Mr. **Octavio Gutiérrez**, Microsoft's lawyer in Chile who gave an excellent speech about the importance of the management of the IP assets particularly regarding copyrights. Mr. Gutiérrez is one of the best IP experts in Chile.

- For the second roundtable, (November) I invited Mr. **Maximiliano Santa Cruz**, who has just been appointed as the Chief of the Intellectual Property Department in Chile. He will address LES CHILE members to explain us his goals in the Chilean IP department and how LES CHILE can coordinate its objectives with the public sector.

- For December we invited Mr. Alejandro Ferreiro, former Minister of Economy of Ms. Michelle Bachellet, who accepted to make a speech for LES CHILE about the impact of the management of IP assets for the development of Chile

2. Has the number of meetings changed (increased/decreased) significantly? Explain why.

I assumed LES CHILE presidency with 40 members.

All information concerning the decrease of members during the last presidency was informed by the last president. My expectation is to raise the current number of members very soon.

### **Membership**

1. Has the number of members changed (increased/decreased) significantly? Explain why.

I assumed LES CHILE presidency with 40 members. My expectation is to raise the current number of members very soon. The new members will come from the activities I am promoting during the second semester of 2009.

2. What steps are being taken to increase membership?

1.- Several round tables focused on the promotion of LESI AUGUST, NOVEMBER, DECEMBRE 2009

2.- Several contacts with the media, RADIO, TV, NEWSPAPERS, in order to promote LES CHILE and highlight the importance of the IP management.

A couple of a weeks ago one of the most important Chilean radio station: RADIO UNIVERSIDAD DE CHILE, devoted a programme exclusively to LESI and LES CHILE This programme was very succesfull and was heard by 70.000 people.

3.- A project consisting in the investigation of public resources for the promotion of innovation in Chile conducted by Juan Cristobal Gumucio and others.

4.- A project focused to have in Chile the LES FUNDAMENTALS course in charge of special committee (Carmen Paz Alvarez and others)

### Delegates

1. If your society does not send delegates to the International Delegates meeting, explain why.

We are sending delegates

### LESI Committees

1. Are any of your society members interested in joining an LESI committee? List their names.

We have no information so far

### Assistance

1. List any ways that LESI can assist in your societies' activities.
  - By continuing to provide the magazine,
  - By sharing LESIS experience,
  - By assisting us in the courses we are planning.

### Legislation/Information

In licensing, innovation and intellectual property matters we can mention the following:

- Approval of law N° 20,241 (2008). This law allows companies to receive a tax credit in favor of them to reduce taxes that must be paid on a year to year basis; companies that sign I+D contracts with investigation centers to supply investigative resources for those centers. During 2009, in Chile 7 companies have signed these I +D contracts.
- At the Chilean congress an amendment to the law of copyright is being processed. This project regulates the suitability of the Chilean law to the FTA (with USA) in matters of copyright. The principal points of the law project to be approved within the next months are: establishment of new exceptions and limitations to copyright, regulation of the responsibility of internet services providers for infractions to the laws of copyright, judicial measures against piracy through the increase of penalties and greater efficiency of proceedings.