



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Licensing Executives Society
FOUNDATION
**Graduate Student
Business Plan Competition**
May 5, 2009 • Montreal

Finalists receive cash prizes, all-expenses paid trips to the LES (USA & Canada) Spring Meeting in Montreal, world-class mentorship & networking opportunities!

The LES Foundation in cooperation with The Licensing Executives Society (U.S.A and Canada), Inc., and The Licensing Executives Society International (LESI), invite MS/MBA/JD/PhD students from around the world to participate in the **2009 LES Foundation Graduate Student Business Plan Competition!**

Qualifications:

To participate entrants must submit a comprehensive business plan with a core intellectual property (IP) licensing component. Entries are evaluated by seasoned industry professionals, who provide valuable feedback to each team. Entries are judged on a variety of factors including attractiveness of the venture, quality of the product/service offered, market opportunity and investment potential. For more details on Competition guidelines visit www.lesfoundation.org.

Montreal Finals:

Finalist teams receive all-expenses paid trips to compete in Montreal and attend the 2009 LES Spring Meeting. This includes transportation, hotel and meeting registration costs for student members and a faculty advisor (up to 3 individuals per team). In Montreal, teams will present their plans and enjoy an unique opportunity to network with licensing professionals representing all aspects of the industry. The winning team will be announced during the meeting and will receive \$10,000 and valuable in-kind prizes. Each runner-up team will win \$1,000. Finalist teams will also compete for LESI's \$5,000 Global Award.

Key Deadlines:

- **March 4, 2009** All business plans due
- **April 8, 2009** Finalist teams invited to participate in the Montreal activities
- **May 5, 2009** Final round competition in Montreal
- **May 6 – 8, 2009** LES Spring Meeting in Montreal

The Licensing Executives Society, (U.S.A. and Canada), Inc., is the preeminent professional organization in the field of IP transfer and commercialization in the U.S.A., and Canada. It's a member of the Licensing Executives Society International (LESI), which has over 12,000 members worldwide. The LES Foundation was established by LES (U.S.A. and Canada) to increase public awareness and understanding of the licensing of intellectual property rights and to communicate the critical role licensing plays in bringing creativity and innovation to commercial realization.

If you have any questions, please contact **Linda Chao** at bplan@lesfoundation.org and/or visit www.lesfoundation.org for more Competition details.

Graduate Students from the University of Texas at Dallas captured first place in the 2008 Competition for their plan to commercialize a new wireless medical device to eliminate chronic pain. Art Rose, President of the LES Foundation, congratulates Jordan Curnes and Evelyn Hu.



Mr. Chikao Fukuda, President of LESI, congratulates Khai Yip Mun from Swinburne University of Technology on the receipt of the 2008 Global Award.