

# Breakout Sessions

**@ the LESI Winter Planning Meeting**

*Padua, Italy*

*February 2020*



## **Breakout Session Groups:**

- 1. *Developing Professional Communities: Women in Licensing Alliance (WILA)***  
Facilitator: Fiona Nicolson
- 2. *Drawing on Senior Leadership: National Presidents Council (NPC)***  
Facilitator: Francois Painchaud
- 3. *Engaging Industry: LESI Industry IP Festival (LIIF)***  
Facilitator: Audrey Yap & John Paul
- 4. *Plugging into the innovation ecosystem: Engaging, Educating, and Supporting High-Growth Enterprises, SMEs, Startups (HGEs)***  
Facilitator: Thomas Bereuter, Ichiro Nakatomi, Yu Sarn Chiew
- 5. *Adapting LESI strategy for the future: Innovation Trends (LIT)***  
Facilitator: Patrick Terroir

## LESI Winter Planning Meeting – Breakout Session RESULTS

Revised 2/22/2020

Breakout	Focus	Results / Action Steps
<b>Group #1: Developing Professional Communities: Women in Licensing Alliance (WILA)</b>	<b>Focus:</b> Continue and grow efforts started in 2019, including its network of regional WILA ambassadors and a pilot mentoring scheme which is currently underway.	<b>Top Line:</b> Continue the Success of WILA <ul style="list-style-type: none"> <li>Consider adding additional information to the speakers database on gender; allow members to sort by gender</li> <li>More proactively use the LinkedIn group to share articles etc... make the group open (current and potential members); identify a point person, perhaps from YMC to post articles regularly</li> <li>Consider including success stories in Les Nouvelles (a reoccurring feature – around international women’s day?)</li> <li>Consider scheduling Webinars or Monthly calls for WILA?</li> <li>Consider adopting something to the IPO Diversity Toolkit (like this but create something unique to LESI)</li> </ul>
<b>Group #2: Drawing on Senior Leadership: National Presidents Council (NPC)</b>  <b>Facilitator:</b> Francois Painchaud	<b>Focus:</b> The LES National presidents are an untapped resource for international collaboration, and direction is needed beyond sharing best practices. This group will facilitate a needed conversation with past LES presidents to provide feedback and direction on organizational activities.	<b>TopLine:</b> Individual members do not understand where to go to get more information; all information can be shared more effectively (ex. emails with links). Specific efforts should focus on: <ul style="list-style-type: none"> <li>Put together a Welcome Package for National Presidents (orientation book);</li> <li>Sharing meeting information better – including: Gathering links of webinars/podcasts already available and post links; and</li> <li>Other ideas to be discussed further.</li> </ul>
<b>Group #3: Engaging Industry: LESI Industry IP Festival (LIIF)</b>  <b>Facilitators:</b> Audrey Yap & John Paul	<b>Focus:</b> LESI’s Industry IP Festival” (LIIF pronounced as “Life”). This activity seeks to bring together High Tech, CEEM and Consumer Products Committees and focus more resources on engaging industry.	<b>Topline:</b> Focus of this group was to consider putting together an event or other activities that focus not only on education but on bring parties together to further licensing and collaboration. Initial proposal suggested an event in China <ul style="list-style-type: none"> <li><b>Problem/Gap:</b> Particularly in areas where there is “disruptive technology” / namely where technology areas may be merging for the first time, LESI may be in the best position to connect and educate parties - about licensing and IP and about growing that business around the technology.</li> <li><b>Deliverable:</b> Create a “Platform” for players in this space to connect. Unclear whether that would be a stand-alone event or to identify partners to co-host. Could also be an add on to an existing LES or other organization event (co-branded with LES)</li> </ul>

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		<ul style="list-style-type: none"> <li><b>Partners to work with:</b> identify another organization to work with to organize such an event or meeting, such as CTA (the Consumer Electronic Show – In Shanghai in June, in Las Vegas in January)</li> </ul>
<p><b>Group #4: Plugging into the innovation ecosystem: Engaging, Educating, and Supporting High-growth Enterprises, SMEs, Startups (HGEs)</b></p> <p><b>Facilitators:</b> Ichiro Nakatomi, Tom Bereuter, Yu Sarn Chiew</p>	<p><b>Focus:</b> High-growth Enterprises, SMEs, Startups (HGEs) are increasingly important sources of innovation. If LES is to remain relevant and continue to advance the business of IP globally, LESI needs to solve the innovation and IP challenges of HGEs as well as it did in the past for large companies in the early history of IP licensing.</p>	<p><b>Top line: New innovation eco-system in High Growth, Tech based</b> – effort seek to engage: 1) early stage startups &amp; 2) scale ups – address this need</p> <p><b>How do we address the needs of HGE - increase the membership of HGEs?</b></p> <ol style="list-style-type: none"> <li>1) Build on the EPO partnership – lessons learned from the successful event in Dublin (targeted CEOs and managers – 2 track conference)</li> <li>2) Education committee – 2 day “Train the Trainer” in Berlin to identify other knowledgeable facilitators/trainers</li> <li>3) Identify a point person on High Growth in national society to help discuss which local agencies are best to work with, etc.</li> <li>4) Consider adding a regular section in Les Nouvelle – how IP comes in to capitalize on the value?</li> <li>5) Consider developing Podcasts on HGEs / targeting HGEs</li> </ol>
<p><b>Group #5: Adapting LESI strategy for the future: Innovation Trends (LIT)</b></p> <p><b>Facilitator:</b> Patrick Terroir</p>	<p><b>Focus:</b> To identify change factors in the fields of innovation that have significant impact on professional practice across industries as represented in LESI. Determine whether the IP system in line with (and supporting) the innovation trend.</p>	<p><b>Top Line:</b> IOT, AI and data science issues are all things LESI should focus on and determine possible impacts on licensing. Scope of planned work:</p> <ul style="list-style-type: none"> <li>o identifying factors of change in the fields of innovation that have significant impact on IP system and thus professional activity either in industry or professional</li> <li>o define a LESI strategy for the future</li> <li>o identify the roadmap for further and deeper analysis and responses and propose methods to follow up on WPM discussion.</li> </ul>



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***Developing Professional Communities: Women in Licensing Alliance (WILA)***

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***Group #2:***  
***Drawing on Senior Leadership: National Presidents Council (NPC)***

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***Group #3:***  
***Engaging Industry: LESI Industry IP Festival (LIIF)***

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***Group #4:***

***Plugging into the innovation ecosystem: Engaging, Educating, and Supporting High-growth Enterprises, SMEs, Startups (HGEs)***

**Facilitators:** Ichiro Nakatomi, Tom Bereuter, Yu Sarn Chiew



***Group #5:***

***Adapting LESI strategy for the future: Innovation Trends (LIT)***

***Facilitator:*** Patrick Terroir