



Intl. Management & Delegates Meeting (IMDM)
Virtual Meeting
17 May 2020

LESI Society Fact Sheet

Thank you for completing this LES Society Fact Sheet. This information helps us share your annual activities with the LESI Board and the Membership Committee. We have also included additional (optional) data questions as an appendix (while helpful, we appreciate that not all societies might have this data).

SOCIETY INFORMATION

SOCIETY NAME: LES Argentina

CONTACT PERSON

(This person is responsible for communication with & timely submissions to the LESI Office. You may alternatively update your information directly on the website [here](#) and indicate below that it is up to date)

Name: Verónica Canese

Company: Marval, O'Farrell & Mairal

Address: Av. Leandro N. Alem 882 – CABA (1001)

Phone: 5411-43100100

E-mail: vmc@marval.com

Website: <https://www.marval.com/>

Twitter handle:

CURRENT SOCIETY OFFICERS

President: Gustavo Giay

Secretary: Ignacio Beretervide

Treasurer: Verónica Canese

Society Administrator(s):

Delegates: Gustavo Giay (gpg@marval.com) – Verónica Canese (vmc@marval.com)

Term of Current Society Officers/ Date of Next Change of Officers:

(please notify LESI with a complete list of officers when the change takes place)

Annual Membership Dues USD 3,000.

(please note currency and any categories of membership)

MEMBERSHIP DATA

Category	Total Number	% Change from last year
Total Number of Members: <i>(please note any categories of membership)</i>	25	0

SOCIETY ACTIVITIES

Date and Location of Next Annual General Meeting (AGM): TBD

Notable Society Activities / Educational Events during the past year:
(please include the date, purpose and number of attendees)

Please List Your Professional Committees (e.g., Education, Life Sciences, Transportation):

Does your society have (or plan to start) a Young Members Congress (YMC)? Would your Society be interested in becoming more involved in WILA? If so, please provide a contact for each.

Participating in WILA could be of interest. We wonder if there is information viable that we could distribute to the LES members who may, in turn, re distribute to other women that may be interested in joining WILA.

How can LESI or other LES Societies further support you?

In February 2020, a meeting of some LES members including Gustavo P. Giay, Verónica Canese and Ignacio de Apellaniz, was held at Marval, O'Farrell and Mairal offices to discuss possible activities of LES for the year. The suggestions discussed were later put forward to the rest of the LES Society Officers, Helena Noir and Ignacio Beretervide who added further comments and suggested names of possible speakers. Basically, we identified interesting issues/ subjects for local practitioners that could be discussed at breakfast roundtables that could be held throughout 2020, which include the following:

1. Licensing audiovisual content. Who's who in the entertaining business. Dos and dont's. Possible Speaker: Martin Massini (Former Dori Media in house lawyer)
2. Agrobusiness. Possible speaker: Gloria Montarón Estrada from Bioceres
3. Licencing image rights. Influencers and social media. American rules. Possible speaker: Federico Vibes – ESPN
4. Latest Presidential Decree (DNU). Licensees' new obligations and rights. Note: Could entail new regulations on fair trade – Possible speaker: TBD
5. Registration of agreements with the TMO. Proceedings. Best practices. Possible speakers: Pablo Ancarola and Rosana Bardi.
6. Licensing fiscal structures. Possible speakers: TBD
7. Retail business: TODO MODA/ ISADORA. Sharing the experience of its business structure and growth.

8. The new Civil and Commercial Code and franchise agreement. How do the new rules impact on license agreements?

In late February we advertised among the LES members the invitation to attend the LES conference in Sao Paulo Brazil scheduled for March 19/20.

Due to the lockdown which came into force on March 13, 2020 all activities have been put on hold. However, we plan to reconnect with LES Committee members to resume discussions and to consider setting up an online activity of one of the subjects indicated above before mid 2020 and then evaluate how to move forward.

Report completed by : Verónica Canese / Gustavo Giay Date : May 5 2020

Appendix

Additional LES Society Membership Data

If known:

	Total Number	% Change from last year
Lawyers or patent agents in --		
private practice:	2	
law/patent firm:	23	
production or sales company (goods and materials):		
IP consulting or transaction entity (NOT production/sales):		
Non-lawyers/non-patent/trademark agents in --		
law/patent firm:		
production or sales company (goods and materials):		
IP consulting or transaction entity (NOT production/sales):	1	
Other members (please define):		
Women Members:	7	
Young Members (< 40 years of age):	2	