



**LESI Committees:**

***End of Year Report for the 2021 International Management  
and Delegates Meeting – May 19, 2021***

Submitted: \_\_\_\_\_ (date)

## LESI Industry IP Festival (LIIF)

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**Committee Name**

**John Carney, John Paul,  
Audrey Yap**

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**Chairs and Vice Chair**

**Audrey and John Paul**

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**LESI Board Liaison**

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### Action Plan

The plan for the year was to identify a large industry event to elevate the visibility of LESI at events where technology is being highlighted. The group intended to leverage the work underway with the LESI Automotive IAB to identify areas of technology convergence from other markets and promote LESI and the Auto IAB by increasing visibility and grow membership.

The team successfully reached out to the management group from the Consumer Electronics Show for Asia and had a solid commitment for a presence at the CES Asia show planned for May of 2020. Regrettably, the CES Asia event was cancelled due to COVID 19.

A second effort was made to cooperate with the China vehicle OEM and systems supply community at an IP conference sponsored by CATARC, the China Automotive Technology & Research Center. CATARC provides a function similar to NHTSA in the US, certifying vehicles as safe for use in the domestic market. CATARC sponsors an annual IP conference in China. This event was attended by over 500 IP practitioners in 2019 and the 2020 event was targeted for LESI presence, with a LESI keynote and a panel on hydrogen as a transportation fuel organized by the LESI Auto IAB. Regrettably, this LESI role anticipated a funding commitment through LESI, by CATARC, and we opted to decline.

CATARC did elect to provide a member to the Auto IAB and help a successful IP event in 2021 and used our outline to offer a panel on Hydrogen as a transportation fuel. CATARC has elected to join the Auto IAB.

### Other Results

The group, through the Auto IAB, supported a successful 5G webinar sponsored by LES Italy, where John Carney was part of that panel, representing the IAB.

John also wrote an article for Les Nouvelles summarizing the views of a LES US and Canada panel organized on the topic "Technology Convergence and the 21st Century Car" that was accepted and will be published in late 2021.

The IAB also organized a panel for the LESI Annual Meeting, entitled "Connected Cars, Data and IP", featuring representatives from Audi, IP valuation experts and lecturers from Stanford, leading automotive engineering services providers and IP executives from the China Tier I supply community".

### Lessons learned from 2020 / Recommendations for 2021

Interest remains in creating similar events in 2021, leveraging areas of technology convergence. Events including the Wireless Conference held in Barcelona and other technology-based conferences are potential targets. Technology Convergence remains a very hot area within the automotive world and efforts by the Automotive IAB can be leveraged to take forward an LESI presence with topics of interest.

Creating new events for 2021, would best be done as an organic effort from a national society, aided by the Auto IAB. The topic of "creating and protecting IP for start-up companies" identified by the committee for 2020, still seems like a possible point of entry. LES and LESI have done some successful projects in this area, in the past. We should plan for a virtual format with the option for "on site" involvement as the event takes shape.

