



### **2012 Around the World (ATW) with LES International**

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Each year on April 26<sup>th</sup>, chapters of the Licensing Executive Society around the world hold events under the umbrella of “LES Around The World (ATW)”. These events stem from the creation of World IP Day by the World Intellectual Property Organization (WIPO) which chose April 26<sup>th</sup>, the day on which the WIPO Convention came into force in 1970.

The goal of LES ATW is to increase general understanding of what IP really means and offers an opportunity each year to join with others around the globe, to highlight, discuss and demonstrate how intellectual property helps shape our world. Across the globe events are held that bring together intellectual property stakeholders, experts, and novices from within the LES organization and in partnership with other organizations and outsiders.

While the overall objective and vision is common, the approach taken by these chapters is varied ranging from special entertainment events and networking, business plan and innovation competitions, intellectual property seminars, conferences and educational events. The objective of this overview of LES ATW 2012 is to provide a summary of the kinds of activities that are being conducted, some of the outcomes reported, and to provide a resource and reference for future events.

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LES ATW is a unique event in its outreach to include members and non-members from affiliated organizations and those interested in intellectual property, these events are open to anyone. During 2010 & 2011, LES hosted more than sixty (60) Around the World (ATW) with LESI events, with over 2,000

## ACTIVITIES BY LES NATIONAL SOCIETIES



*Top:* LES Spain and Portugal -“Science as Business: the Need to Obtain IPR” and “IP Databases”

*Middle:* LES Arab Countries: World IP Day 2012, “Patents: from Idea to Commercialization” Forum, Saudi Arabia (350 participants). Experts (right to left): Ali Jazairy (WIPO), Gary Keller (Xomix), Andreas Winkler (Boehmert), Heinz Goddar (Boehmert), Omer Hizirolu (Inovent), Mohammad Shariff (U. Putra), and Raja Saliba (Sughrue)

*Bottom Left:* LES Czech Republic - Mr. Milos Hraba speaking about technology transfer to Russia

*Bottom Right:* LES Czech Republic - Mr. Emil Jeneral from the Czech IPO speaking about European Patent Convention

participants in several countries and local areas throughout the US and Canada. Tom Filarski, Past President of LES states "Connecting and collaborating with professional colleagues across industries and among allied groups is critical for fostering the innovation that is needed to fuel economic growth around the world. Our Around the World with LESI events will provide opportunities for professional

connections that will help to bring new products and services into the marketplace, and ultimately, into the hands of consumers for the benefit of all."

In 2012, LES held over forty six (46), an increase of over 50% from the annual average of the past two years. These events including networking receptions, conferences, educational programs, speaker and panel events, essay competitions study grants, and business plan presentations and IP games. These events engaged a wide spectrum of attendees including IP thought leaders, government officials, policy makers, business professionals, IP lawyers, licensing professionals, graduate student, and teenagers. Following is a summary of the activities by international LES societies and the chapters of LES USA Canada to gain an insight into LES ATW events of 2012 as a resource in planning for LES 2013.

**LES Arab Countries** held a "Patents: from Idea to Commercialization" Forum. This conference was sponsored by King Abdulaziz City for Science and Technology (KACST). The 3-day conference, with 350 participants, featured WIPO and LESI speakers on intellectual property, innovation and commercialization.

**LES Argentina** held with Universidad Austral a half-day seminar to discuss "What IP do non-lawyers need?" including two panels of speakers on this topic.

**LES Australia New Zealand** ran an essay competition and coordinated LES ATW with other events in early May as this coincides with LES ANZAC day. Rosemary Lenaghan was the winning author and the title of essay titled Commercialising Innovation to Save the World! which has been submitted to les Nouvelles for publishing in the next edition.

**LES Austria** held "World IP Day – Erfindervergütung, an overview on employees' remuneration for inventions, including an overview on the legal basis in Austria and Germany. The event included industry sector speakers followed by a panel discussion on employee inventor's remuneration in the different branches of trade and industrial sectors and by an Austrian research promotion organization

**LES Benelux** held a free evening seminar on the European Commission's latest initiative to boost research, innovation and competitiveness in Europe —Horizon 2020, which will replace Framework Program 7 (FP7), followed by a networking cocktail reception.

**LES Brazil** hosted a reception with the Brazilian IP Association and the Brazilian IP Agents Association.

**LES Britain and Ireland** held a "Introduction to Biologics" meeting followed by a reception.

**LES Chile** attended the inauguration of the new Chile Patent and Trademark Office Headquarters. The event included the receipt of certificates by students who participated in a workshop to teach them intellectual property through the design and development of video games. The video link is <http://www.youtube.com/watch?v=sqKrbDQMEz0&feature=relmfu>.

**LES Czech Republic** held a one-day workshop "News in International Patent Protection" (USA, EPO, PCT, Russia/CIS) together with the Czech Industrial Property Office and Czech Union of Inventors and Rationalizers at the Industrial Property Office in Prague. The workshop focused on IPR development in the various parts of the world (Europe, USA, Russia/CIS) and included speakers from the Industrial Property Office speakers a presentation on "EU-Russia Technology Transfer Specifics in the field of pharmaceutical industry".

**LES France** held a conference around Innovation with Inventors whose inventions have become successful on the market, and Business with international panelists from RPX and IPXI followed by a cocktail reception.

**LES Hungary** held a half day conference in conjunction with the Hungarian Intellectual Property (HIPO), with four presentations including key talks and panels on "Competition law and intellectual property", "National Symbols in the trademark law", and "Unusual and special solutions for the proposed "unified" European patent System"

**LES Israel** held an event on "Famous Trademarks Licensing".

**LES Italy** concluded a 2012 Study Grant to the author of the best unpublished audiovisual production, focusing on the protection and economic enhancement of Intellectual Property rights.

**LES Japan** held a workshop on government, university and industry transactions in downtown Tokyo. Including talks on university-industry relations, incubations of university technologies and experienced in industry, venture capital and academia followed by a reception.

**LES Philippines** hosted a half day forum on leveraging technology, "Leveraging Cutting-Edge Technology to Control Legal Costs and Drive Client Value". The forum included talks by industry executives on key technology issues including Cloud Computing, Growing the ICT Industry: Network Traffic Trends and Infrastructure Investments, Integration of Tablet Technology in the Classroom, and Leveraging Technology for Bench

**LES Scandinavia** held mini seminars. One in Tampere, Finland focused on Visionary Innovators – individuals whose ingenuity and artistry have broken molds, opened new horizons and made a lasting impact. The second held in Stavenger, Norway, centered on learning experience through interesting presentations and case studies, and an opportunity to discuss "hot" issues such as IP valuation, Intellectual Asset Management, and Investor relations.

**LES Singapore** held a combined event "Innofest" with the National University of Singapore's industry liaison office and included a licensing workshop run in conjunction with AUTM's meeting in Singapore as well as supporting a WIPO workshop for an ASEAN delegation.

**LES Spain and Portugal** held two conferences in the headquarters of the Spanish Patent and Trademarks Office, Madrid, on 26 April 2012. The themes were "Science as Business: the Need to Obtain IPR" and "IP Databases" followed by a reception at the Spanish Patent and Trademarks Office.

[LES USA Canada](#) had LES ATW events at 22 LES chapters in North America including Arizona, Calgary, California, Colorado, Florida, Illinois, Massachusetts, Michigan, Montreal, New Jersey, New York, North Carolina, Oregon, Ottawa, Pennsylvania, Quebec, Seattle, Texas, Vancouver, Washington State, Washington DC and Wisconsin. Following is a summary of the LES ATW 2012 activities of the chapters.



*Left:* LES Chicago Chapter – Elevator pitching by a business school student. *Right:* LES Chicago Chapter - LES ATW group photo

[The Arizona Chapter](#) held a talk “Living With the IP licensing Deal: the Good, the Bad, the Very Bad” on living with the IP licensing deal, sharing stories of IP licensing success realized by ASU’s industry partners and investors. The event was held at the offices of Snell & Wilmer and webcast.

[The Boston Chapter](#) held a networking event including drinks, food and socializing at the Cambridge Brewing Company.

[The Charlotte Chapter](#) held a Networking Lunch for IP and business professionals.

[The Chicago Chapter](#) held a social networking event at the offices of Levenfeld-Pearlstein. The event featured three minute elevator pitches from local graduate student teams presenting their business plans submitted to the LES Foundation Graduate Student Business plan competition.

[The Florida Chapter](#) held an evening seminar, Intellectual Property Management Strategies – Knowledge and Insight Working Well, at the University of Miami Life Science and Technology Park.

[The Houston Chapter](#) held an Around the World with LES Celebration where attendees learned about branding in the wine industry while enjoying wine and hors d’oeuvres at RDG and Bar Annie.

[The Inland Northwest Chapter](#) held a panel discussion on “Careers that Change the World” at Gonzaga University School of Law followed by a networking and a reception at the offices of Lee & Hays.

[The Michigan Chapter](#) held a luncheon speaker event on the topics of Patents by Numbers and Value Creation in Technology Commercialization Brinks Hofer Gilson and Lione.

[The Montreal Chapter](#) held the IP & Licensing Basics: A One-Day Review Around the World at Centre CDP Capital followed by a reception for IP Celebration Cocktail at Hotel W.

[The New Jersey & Philadelphia Chapter](#) held a Grand Networking Reception at the Basking Ridge Country Club featuring the newly created “LES Insights e-News Quiz Game”, an audience participation

question-and-answer game in which the winners will receive terrific prizes and the chance to boast on how much they know about the great news stories that LES delivers weekly.

[The New York City Chapter](#) held an event on Medical Devices – New Rules, New Opportunities at Pryor Cashman, LLP. A distinguished panel of experts explored the macro trends and current conditions in the medical device industry from the perspective of start-ups and large, well-established manufacturers. The discussion focused on deal structures / business development activities, differing regulatory paths of international vs. US approvals of devices, as well as new IP considerations resulting from recent legal developments.

[The Ottawa Chapter](#) held an evening event that featured a panel discussion on “Striking a New Balance: Copyright Exceptions under Bill C-11” at Gowling Lafleur Henderson LLP. The panel provided views regarding copyright exceptions under Bill C-11, including: Fair dealing exceptions; Educational exceptions; and Non-commercial and personal exceptions.

[The Québec City Chapter](#) held a networking event that included licensing success stories at Norton Rose Canada S.E.N.C.R.L., s.r.l.

[The San Diego Chapter](#) held an evening networking event with LES, SDIPLA and SDCBA Intellectual Property Law Section members at the San Diego Marriott La Jolla.

[The Seattle Chapter](#) held an evening event focused on the America Invents Act reforms and the US patent system “Effects of Patent Reform on Licensing and Acquisitions” at Bracewell & Giuliani LLP. The discussion explored how the numerous changes to the US patent system may impact valuation, licensing and acquisition of patents and some techniques to consider when addressing various risks that these changes may bring, including from the licensor/licensee and buyer/seller perspectives.

[The Toronto Chapter](#) held a presentation of “The Ron & Don Show”: discussing the Top 10 IP cases from the past year at The Duke of Westminster.

[The Vancouver Chapter](#) held a networking reception in the Wine Room at Steamworks Brewing Co.

[The Washington DC Chapter](#) held a seminar “Visionary Innovators and Intellectual Property” at the United States Patent and Trademark Office. The morning speakers addressed issues including the importance of technological innovation and visionaries, as well as the social balance and value of Intellectual Property in society. The talks included the history of technology, intellectual property law and the American patent system “Promoting Innovation from Sewing Machines to Smartphones,” and “Philosophy, The Patent Law, and Innovation.” The afternoon included talks by thought leaders and IP organizational leaders on key aspects of innovation.

[The Wisconsin Chapter](#) held a talk “Recent Damages Decisions – What is the Effect” discussing recent court decisions from the past couple of years and discuss the effect they have on patent damages at the University Club.