

# JOIN!

## Licensing Executives Society International (LESI)

LESI @ 50

- A global network of businesses and professionals for nearly 50 years
- 33 member societies in more than 90 countries
- Creating, protecting, and commercializing innovation, and managing and monetizing IP
- Business leaders, IP managers, licensing executives, financiers, licensing companies, brokers
- Expertise and experience in law, valuation, protection, transfer, and enforcement of IP
- Advancing the business of intellectual property

## Benefits

### 1. Connection and access to a global community of businesses and experienced professionals

*Leaders in every industry, in every legal speciality throughout the world*

### 2. Education on best practices growing revenue, profit, value, cash flow through IP

*Creating, protecting, and commercializing innovation, and managing and monetizing IP*

### 3. Access to a full spectrum of member activities and perspectives

*Education and support for your day job in business and university environments*

### 4. Access to numerous resources

*Tool kits, industry and professional committees, education, mentoring, royalty rate and deal term surveys*

### 5. Part of a community devoted to thought-leadership, public service, inclusion, diversity, and equity in the business of IP for nearly 50 years

*Education and support for your day job in business and university environments*

## LESI ACTIVITIES FOCUS ON:

- ▶ Building community
- ▶ Educating our members
- ▶ Thought-leadership
- ▶ Public service
- ▶ Recognizing accomplishments

## BUILDING COMMUNITY

- ▶ Industry focus groups: life sciences, communications, automotive, software, chemicals, materials, energy, environment and more
- ▶ Legal focus groups: focusing on licensing patent and technology, trademarks and branding, copyrights and software
- ▶ Affinity groups: Young Members Congress (YMC), Women In Licensing Alliance (WILA), LES Society presidents, other leaders in licensing, and more
- ▶ Global industry advisory boards: advising the board and committees

## EDUCATING OUR MEMBERS

- ▶ Job training: basic licensing and advanced commercialization courses
- ▶ Recent developments: court decisions, legislation, regulatory summaries
- ▶ Pop-up courses: "hot topics" for licensing professionals
- ▶ Scholarly articles: quarterly journal
- ▶ Master classes: deep dives taught by the best in the field
- ▶ Meet the masters: IP leaders discuss their work, achievements, plans
- ▶ Case studies of success: CEOs address business and licensing strategies, growth financing, and how to build-to-sell
- ▶ Primers: IP management, IP licensing, IP valuation
- ▶ Check lists: key issues to consider in licensing and valuation

## PROVIDING THOUGHT-LEADERSHIP

- ▶ Collaborate with WIPO, EPO, and local patent and IP offices on policy, education, and best practices
- ▶ International Standards Organization task force on intellectual property
- ▶ Les Nouvelles: A quarterly journal of scholarly articles
- ▶ Royalty rate and deal term surveys focused on life sciences, high technology, chemicals, energy, environment, materials

## PROVIDING PUBLIC SERVICE

- ▶ Mentoring, role models, and cultivating success in others
- ▶ Focusing on Inclusion, diversity, and equity initiatives
- ▶ Hosting "Ask me anything" sessions and pro bono referrals
- ▶ Facilitating tech transfer and educating the developing world
- ▶ Sustainable innovation, development, and reduced environmental impacts
- ▶ Educating innovators and small enterprises with instruction and case studies
- ▶ Educating the community of future scientists and deal makers in our schools

## RECOGNIZING ACCOMPLISHMENTS AND PRESENTING AWARDS

- ▶ Identifying and publicizing accomplishments in creating, protecting, and commercializing innovation, and managing and monetizing IP
- ▶ Presenting awards for outstanding accomplishments

Become a member of this global community!  
Join your local society today!

▶ [www.lesi.org/societies](http://www.lesi.org/societies)

