LES

GLOBAL **NEWS**



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A D V A N C I N G T H E B U S I N E S S O F I N T E L L E C T U A L P R O P E R T Y G L O B A L L Y CREATING, PROTECTING, AND COMMERCIALIZING INNOVATION | MANAGING AND MONETIZING INTELLECTUAL PROPERTY

President's Message:

Vision For LES— Think And Act From A Business Perspective

By Ichiro Nakatomi, President, LES International



Dear Members,

Summer vacation is over, and everyone is back to work and working hard. Some of you didn't get a summer break and are still working hard; there is only so much you can do in a year, so I have decided to focus on implementing my plan.

My theme this year as LESI President is "Sustainable Innovation and Sustainable Collaboration to Support IP Business Goals." This means that no matter how good a discovery or technology is, it will not last without collaboration. To realize this vision of LES, we must think and act from a business perspective. We can't easily create valuable rights or new ways of innovating by just saying it. If you want innovation, you have to partner with others. What do you think? Are internal and external partnerships working well at LES? First, I would like to see all LES members make better use of the LES network by successfully organizing collaborative events where members can work together, joining in hand, to collaborate with outside parties. We recognize that it is still not easy to move freely around the world due to COVID. But I believe that such collaborations—whether in person or virtual—are very valuable.

Second, I would like to see LES become more engaged with others in our community and the public; LES is an open association. I want you to participate in in-person and in virtual activities in the community and enjoy talking with many people. Sometimes it is good to use our hobbies to do things together. We at LES are not

only executives involved in the serious business of innovative technologies, but we're also an enjoyable organization where relationships built at LES often extend beyond our work lives. I want LES to be an enjoyable organization. I think such global interaction is an important element to maintain within LES. Even a small society can learn a lot by being exposed to ancient history and civilizations. We have the opportunity to touch each other among such members. How can we make the most of such opportunities? I think it would be fun to make new discoveries there.

Third, we need to improve our finances and operations. This is the role of the Board of Directors working with the Executive Director—but with viral infections such as COVID-19, the world is moving toward a more sophisticated virtual society. With this in mind, we believe that rational management is needed in the future and creative new approaches. In particular, this year we have added the following new sponsorship to support the work we do: The LESI Thought Leadership Program (September 2022). This series of programs will be conducted throughout the year and address three specific topics: Standard Essential Patents (SEPs), the Automotive Industry, and Dispute Resolution. These programs will cover a variety of topics and related articles will be published in les Nouvelles. We invite sponsors to support us and become Thought Leaders to further LES

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Call For Content

We request contributions from all societies and individuals about important events, changes in the law in your country or region, conferences, annual meetings, board changes, and the like. You can submit articles or announcements to the editor or use the form on the website at the following address: www.lesi.org/les-societies/les-globalnews/submission-form.

Deadlines: December 1, March 1, June 1 and September 1

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conversations on these issues. The first session to kick off the series was held virtually on SEPs on September 29.

Finally, we encourage LES members and non-members alike to purchase the videos from our LESI 2022 Annual Meeting in Venice. On September 26th, we held a virtual executive summary of the meeting titled "Top Take-aways from LESI 2022"—a one-hour live session to celebrate LESI 2022 hosted by the organizers and session moderators. Following this session, LESI released more than seven hours of recording made in Venice, Italy. These videos are available on the LESI website (www.lesi.org) for \$75 USD for LES members and \$150 USD for non-members. We know that not all LES members around the globe could join us—watching these videos is your chance to stay in the loop as we continue conversations on topics started during the next year leading up to LESI 2023 in Montreal!



From left: Ichiro Nakatomi, LESI President; Ken-ichi Nagasawa, LES Japan President; Chikako Hashimoto, LES Japan, President-Elect; and three commissioners of the Japan Patent Office (JPO).





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LESI Dispute Resolution Committee

LESI Dispute Resolution Committee focus in 2022: Unitary Patent and Unified Patent Court Impact on Licensing and Litigation Strategy—Preview on topics and webinars in 2022/2023

Following the start of the Provisional Application Period in early 2022 which commenced the immediate operational and administrative preparation of the Unified Patent Court (UPC), during the summer of 2022 significant progress has been made in the formation of the new court, including the selection of judges and the progress of the court's IT/CMS system, and currently the UPC is expected to become operational in early 2023. LESI's Dispute Resolution Committee will ride the tide and dedicate its program this year to the UPC and the Unitary Patent (UP), the new type of patent in Europe and how the licensing profession can utilize and benefit from them.

For the remainder of 2022 and in early 2023 the Committee is preparing two webinars focusing on two different angles, one being the UP and UPC's impact on licensing and tech transfer and the other relating to key strategies of litigating in the new system. The Unitary Patent—while being a special type of the well-known European Patent—comes with unique situations when being handled as an asset in transfers and licensing and the new system will affect all existing (and licensed) EP patents as well.

While it is part of most license agreements to deal with allocating control over the licensed IP, the UPC comes with a new side to that, instantly relevant for all existing EP licenses, which is the control over deciding whether or not the licensed EP patent should be litigated before UPC or

not, that is whether or not to opt out. A connecting angle is the right of the exclusive licensee to commence action before the UPC, which may "lock in" the patent in the UPC system and thus has increased significance.

As an asset the UP can be sold as one but may be licensed separately in each country—so the above situations may require a new kind of alignment between the licensor and the licensees in such a scenario. The same goes for co-owned patents and co-ownership agreements, with additional subtleties. The Committee plans to explore the most imminent licensing questions in a webinar towards the end of 2022 bringing practical value to the LESI family.

On the aspect of litigation strategy, the Committee intends to collaborate on a webinar with LESI's European Committee in analysing chances, risks and tactics of litigating at the UPC, showcasing how the new forum can impact various IP stakeholders in Europe, as well as national litigation, including hybrid litigation strategies. These will also be towards the end of 2022.

In a third sequel of the webinar series, in early 2023 the Committee will turn to ADR, particularly to global IP mediation and arbitration trends, including the SEP/FRAND arena. Webinar dates will be published soon—stay tuned via *lesi.org* and join the Dispute Resolution Committee to help shape the new system.

IP Valuation Committee Report

Market Approach To Valuation Of Patents And Trademarks: Horses For Courses

Date: 25 October 2022 • Times: 10 am CET & 3 pm CET

Join us for this webinar that explores the ins and outs of the market approach to valuation of patents and trademarks. We'll discuss in an interactive panel how and when the market approach is of high utility for valuation objectives.

Dr. Andreas Zagos, Management Partner at InTraCoM (a leading global patent valuation firm), will discuss the market approach to patent valuation, including automated valuation of patents & patent portfolios.

Anders Andersson, CEO of Parallel North IP (ranked by Forbes as one of the top 10 IP valuation service firms in the world), will discuss the market approach to valuation of trademarks—its benefits and disadvantages, areas of applicability and some alternatives.

Call for Nominations for LESI and EPO Awards

here are many opportunities to provide awards to organizations and individuals in our community that recognize their invention, efforts and innovative practices. Here are a few that LES members might consider and submit nominations for:

(1) **2023 LESI Innovation Award**—awarded to the most innovative deals, from bench to market, for practices in innovations and licensing. These awards provide case studies that can be discussed by LES members throughout the world and from which we can derive both best practices and inspiration. Small and large entity awards are selected and announced at the LESI Annual Conference. Criteria include: the value created by the innovation, its market value, and how the agreement or collaboration was developed.

Nominations must be submitted by 30 November 2022. Detailed criteria found at: www.lesi.org/about/lesi-awards/lesi-innovation-award.

- (2) **LESI Organizational Awards**—awarded annually to outstanding active LES members, LES Societies, committees and events in the following categories:
 - LESI Member Society of the Year
 - President's Most Progressive Society of the Year
 - LESI Outstanding Activity/Event of the Year
 - LESI Certificate of Merit
 - LESI Service Recognition
 - LESI Gold Medal (highest individual LESI award)
 - LESI (Peter K. Hess) Award of Achievement (second highest individual award)
 - LESI (Yvonne Chua) Joining Hands Nominations must be submitted by 31 October 2022. Additional information on these awards and certificates can be found at https://lesi.org/about/lesiawards.
- (3) **European Inventor Award**—Lead the quest for bright sparks

Pioneering thinkers and planet saving ideas: the European Patent Office is looking for both and needs your help. Nominate your favourite inventor for the 2023 European Inventor Award or Young Inventors Prize to spotlight technologies and initiatives that are changing the world and celebrate the inventors behind them. The categories of the European Inventor Award are Industry, Research, Non-EPO Countries, SMEs and Lifetime Achievement. But hurry the nomination window closes on Monday, 3 October.

Proposals can be submitted via the EPO's online nomination platform.



EPO Inventor Awards



LESI Innovation Awards 2022



LESI Organizational Awards 2022

LESI Innovation Trends Committee

Committee Leadership

Co-Chairs: Tanja Sovic (LES Austria),

Bayani Loste (LES Philippines), André Gorius (LES France)

Vice-Chairs:

• Communication: Dario Mohammadian Santander

(LES Spain & Portugal)

• Webinars: Antonio di Bernardo (LES Italy)

• Innovation Award: Matthieu Dhenne (LES France)

• Innovation Collaboration: Ia Modin

(LES Scandinavia)

Board Liaison: Madelein Kleyn (LES South Africa)

The Innovation Trends Committee is a horizontal and transversal organization within the structure of LESI Committees. It is responsible for monitoring the factors of change brought by innovation that significantly impact the current intellectual property framework, identifying any shortcomings, and proposing corresponding solutions.

Mission

Innovation is everywhere, and the recent decades have shown that industry and services strongly rely on the latter for their development, if not for their survival. Innovation is also transversal: very seldomly does it impact only one market, sector, or function in the enterprise. Consequently, the pace at which IP and licensing practice must adapt to these changes is more and more critical.

The mission of the LESI Innovation Trends Committee is to detect all the potential innovation trends in areas where LESI is involved, assess long term needs concerning LESI activities, and propose to LESI new, adapted objectives for future activities and focus in coordination with all existing Committees. In doing so, the Committee determines and updates on a regular basis its findings and recommends to the LESI Board of Directors all necessary evolutions of LESI initiatives. The Committee proposes a yearly Innovation Award for companies demonstrating exceptional abilities in the overall innovation processes they manage.

Goals

The goals of the Innovation Trends Committee include the following:

• Foster and encourage communication between existing LESI Committees, *e.g.*, help align medium/long term roadmaps and help building communities

around common, long term innovation trends.

- Develop and maintain a list of priority technology and processes domains in which LESI is/should be active; present streams include New Technologies (e.g., IoT, AI, Robotics, BlockChain, etc.), SMEs and IP, Sustainable Development Goals, New Production of Innovation (e.g., Data, Software, etc.), Innovation Collaboration, Energy, Environment and New Materials, Trade Secrets, Circular Economy and Recycling, Alternative food.
- Analyze Innovation Trends and publish findings in *les Nouvelles*, at least twice a year.
- Organize transversal webinars on focused Innovation Trends, both to enhance communication on the topic and provide efficient platforms to debate on LESI priorities.
- Organize and manage, together with the Awards Committee, the annual LESI Innovation Award.



The Innovation Trends Committee met during the LESI 2022 Annual Conference in Venice.

LESI Innovation Award

The aim of the award is to identify accomplishments and to highlight recent case studies in innovations and licensing—to recognize innovative approaches in licensing technology that lead to long-term market innovations and differentiation.

The winners of the first LESI Innovation Award were announced at the LESI 2022 Annual Conference in Venice, Italy:

- Northrop Grumman winning the 'Large Enterprises' category, and
- Lithoz GmbH, a global market leader in ceramic 3D printing, as the winner in the 'Small Enterprises' category

LES members and other (non-member) licensing professionals globally are invited to submit nominations for the LESI Innovation award 2023 *innovationawards@lesi.org.*

LES Innovation Trends Committee, continued on Page 9



LICENSING - ENABLING THE GLOBAL BUSINESS OF IP

Conference Keynote Speaker:

LORD JUSTICE SIR COLINS BIRSS

Judge of the Court of Appeal of England and Wales and Deputy Head of Civil Justice

Topics to be covered:

- Challenges in global licensing— a judge's perspective
- · How university IP licensing contributes to the global business of IP
- Valuation of IP, restructuring and insolvency
- · Current developments and challenges for licensing in the life sciences sector
- UPC and licensing
- Two new technology licensing challenges: The Metaverse and NFTs

LES100 TRAINING COURSE "Commercialising IP through the Power of Licensing"

Full day introductory course in the Licensing Executives Society's Intellectual Asset Management Series designed for those who are relatively new to licensing. The course will provide an overview of intellectual property and licensing, divided into five modules, with examples, exercises, and interaction between instructors and fellow students including a mock licensing negotiation. Read more...

Visit the <u>WEBSITE</u> to view full details and register!

Conference kindly sponsored by Appleyard Lees

Committee and Society News

There are numerous items in the following reports, including society news, upcoming events, information on committee activities, and calls to action. There are also numerous reports on national society and committee activities available for review on the LESI website. Please feel free to review the reports that are of interest to you. https://www.lesi.org/about/lesi-meeting-documents/venice-2022

LES Japan

LES Japan Events Celebrating Our 50th Year Anniversary

1. Annual Conference 2022

ES Japan (LESJ) held its Annual Conference on July 8th and 9th, 2022 in Otsu city, Shiga prefecture. The Conference this year was very special and memorable in terms of celebrating our 50th Year Anniversary and, in addition, the first "in-person" annual conference in about three years since the pandemic began.

While there was an in-person and online option for attendance, 90% of participants chose the "in-person" option, which revealed that the "in-person" Annual Conference was the long-awaited event for the LESJ members.

Consequently, many members gathered together in the venue from all over Japan and enjoyed face-toface communication, where the Conference (except for the Banquet and After-Party) were shared with online participants.

Excursions

The venue for the Conference was located on the shores of Lake Biwa, the largest lake in Japan, which supplies fresh water to the Kansai area (including Kyoto and Osaka). Before the Conference started, two excursions were held in parallel on the morning of July 8th.

The Golf Competition was held at Seta Golf Course, one of the famous courses in Japan. It is a strategically demanding course and the participants enjoyed the challenge.

The tour in well-preserved historical townscape in Omi Hachiman city, designated as an important preservation district in Japan, was also held. The participants enjoyed strolling along the old residences of well-known "Omi Merchants" who expanded their business all over Japan since the Edo period (1603-1868).





Opening Ceremony

The Conference under the theme of "Pioneering with Intellectual Property! The Future of Sustainable Development" started with opening remarks by Ms. Tomomi Fujita, the Chair of the Organizing Committee and Vice-President of LESJ, and then Mr. Kenichi Nagasawa, President of LESJ, declared the Conference open.



Mr. Kenichi Nagasawa, President of LES Japan



Ms. Tomomi Fujita, Vice-President of LES Japan

Keynote Speech

Ms. Yukiko Kada, a member of the House of Councilors and past Governor of Shiga prefecture, delivered the Keynote Speech introducing her work for conservation of the environment, especially regarding Lake Biwa. She emphasized the importance of coexistence of people and rich nature for developing a sustainable society.



Ms. Yukiko Kada

Speech 1



Mr. Toshimitsu Arai

Mr. Toshimitsu Arai, past Commissioner of the Japan Patent Office, delivered the next speech referring to recent problems in industries and the IP field, including economic security, and expressed his expectation for IP professionals' contribution to strengthen the competitive power of Japanese industries.

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Mr. Masahito Yamamoto

Speech 2

Mr. Masahito Yamamoto, CEO of TANEYA Co., Ltd., with headquarters in Omi Hachiman city near the venue, delivered the final speech introducing the history of his company, which was started by his forefather in 1872. He explained his company's philosophy in keeping tradition, but to also keep challenging themselves, referring to the

well-known Omi Merchants' philosophy of a "triple-win," which means that the business should be good for the seller, the buyer, and the society.

Banquet

After the thought-provoking speeches, the banquet started with an opening address by our President Mr. Kenichi Nagasawa, a congratulatory speech by Ms. Eri Nakajo, Vice-Governor of Shiga prefecture, followed by a toast by Mr. Ichiro Nakatomi, President of LES International (LESI).

Participants enjoyed stimulating conversations and a dinner course, including special local cuisine. Participants also enjoyed a performance by local musicians playing a special whistle made from a "reed" from a plant living at the edge of Lake Biwa. Participants were keen to hear from the player that he obtained a Japanese patent for the "reed whistle."

During the banquet, the awards ceremony was also held to give an award to Mr. Makoto Ogino, Past-President of LESJ, and Mr. Takashi Suzuki, past Vice-President of LESJ, for their distinguished contributions to LESJ.

After-Party



Makoto Ogino, Past-President of LES Japan



Ichiro Nakatomi, President of LES International



Chikako Hashimoto, President-Elect of LES Japan



Musical performance at the banquet.

Following the closing remarks of the banquet by Ms.

Chikako Hashimoto, President-Elect of LESI, the After-Party was held until late at night, where members further enjoyed friendly face-toface communication in a casual atmosphere.



Concurrent Workshops

The second day of the Conference started in the morning on July 9th with five concurrent workshops on: (1) the latest IP issues in the U.S. organized by the U.S. Issue Working Group (WG); (2) co-creation especially in the healthcare field co-organized by the Cooperation with Industry, Government and Academia WG and the Healthcare WG; (3) SEP licensing co-organized by the ICT Business WG and the Antimonopoly Act WG; (4) the recently revised Japan's Corporate Governance Code guidelines organized by the IP Finance WG; and (5) the contribution of IP for enhancing a company's value organized by the Branding WG.

Panel Discussion



Following the Workshop Sessions, the Panel Discussion was held under the theme of "IP and the Future of Business that Develops Sustainably," with three speakers: Mr. Yoshihiro Endo (Honda Motor Co., Ltd.); Mr. Kazushi Takemoto (Suntory Holdings Limited); and Mr. Toshiya Watanabe (The University of Tokyo), and a moderator, Mr. Hiroki Saito, the immediate Past-President of LESJ, where several issues, including how IP departments will change in line with business, especially focusing on utilization of data, were discussed.



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Closing Ceremony

In the closing ceremony of the Conference, the up-coming Special Symposium celebrating LESJ's 50th Year Anniversary was introduced to be held on September 2nd, 2022. Finally, the Conference was closed with remarks by Mr. Yoshiyuki Iwai, Honorary Advisor of LESJ and past Commissioner of the Japan Patent Office, celebrating the success of the Conference and encouraging the members to open up the developing future with IP.

2. Round-Table Discussions

LES Japan held three special Round-Table Discussions as part of the 50th Year Anniversary Events in June and July, 2022.

Chief Judges of the Intellectual Property High Court

The first Round-Table Discussion was held on June 13th, with the Chief Judge of the Intellectual Property High Court Mr. Otaka, and four past Chief Judges, Mr. Iimura, Mr. Shitara, Mr. Shimizu and Ms. Takabe attending. The event was chaired by LESJ's President-Elect Ms. Chikako Hashimoto, and resulted in a meaningful and profound discussion on recent topics of IP.



We invited the Chief Judge of the Intellectual Property High Court, Mr. Ichiro Otaka, and four past Chief Judges, Mr. Iimura, Mr. Shitara, Mr. Shimizu, and Mrs. Takabe and had meaningful and profound discussion on recent topics of IP chaired by our President-Elect, Chikako Hashimoto.

Commissioners of the Japan Patent Office

The second Round-Table Discussion was also held on June 13th, with the Commissioner of the Japan Patent Office Mr. Mori, and four past Commissioners, Mr. Iwai (our Honorary Advisor), Mr. Ito, Mr. Hato and Mr. Komiya. The event was chaired by LESJ's President, Mr. Kenichi Nagasawa, and resulted in a very useful and exciting discussion on the future of IP and innovation, including desirable directions of JPO. The discussion also encompassed creating an IP strategy given the many recent

changes, including those regarding economic security. Mr. Ichiro Nakatomi, President of LES International, observed the roundtable discussion.



We invited the then-JPO Commissioner, Mr. Mori, and four past Commissioners, Mr. Iwai (our Honorary Advisor), Mr. Ito, Mr. Hato, and Mr. Komiya and had a very useful, precious and exciting discussion on the future of IP and innovation chaired by our President, Ken-ichi Nagasawa. LESI President, Ichiro Nakatomi attended, too.

Presidents of LES Japan

The third Round-Table Discussion by current and past Presidents of LESJ was held on July 15th. Mr. Chikao Fukuda (2002-2004), Mr. Junichi Yamazaki (2010-2012), Mr. Katsumi Harashima (2012-2014), Mr. Ichiro Nakatomi (2014-2016, current President of LES International), Ms. Junko Sugimura (2016-2018, current Vice-President of LES International), Mr. Makoto Ogino (2018-2020), Mr. Hiroki Saito (2020-2022), and Mr. Kenichi Nagasawa (current President) gathered together and enjoyed friendly discussion celebrating our 50th Year Anniversary. In the discussion, they looked back on the 50-year history of LES Japan and talked about expectations for the younger members.



Eight current and past-presidents of LES Japan came together to have a talk celebrating the 50th Anniversary.

3. Memorial Symposium

The Memorial Symposium celebrating our 50th Year Anniversary was held on September 2nd, which will be reported soon!

LES Germany

LES Germany Past And Future Activities In 2022-2023

n 20 May 2022 LES Germany held its annual spring conference in Mannheim, Germany. More than 120 participants joined the conference on UP/ UPC. After an introduction to the theme by Miriam Kiefer (Kather Augenstein), LES Germany tried out a new format. In this new format leading industry IP experts and judges were invited to four different panel discussions.

One panel discussion, moderated by Udo Meyer, had leading heads of IP from Siemens, Bosch and Bayer as participants. The second panel, moderated by Edgar Duschl, was focused on small and medium sized companies and their views on the new UP and UPC, namely IP experts from Aesculap, Festo and Vorwerk. The third panel, moderated by Eva Schmid, focused on the international view by inviting experts from Qualcomm, Intel and Ericsson, leading patent filing companies from the US and Sweden. The fourth panel, moderated by Klaus Haft, gave views from German judges from Mannheim and Duesseldorf. The final part of the conference was called an expert

theme focused on UPC in view of license contracts presented by Patrick H. Wilkening (Hengeler Mueller).

Besides being able to meet in person again and having personal discussions, the conference gave a holistic overview on the views of industry, which was highly appreciated by those in attendance.

- The next LES Germany autumn conference is scheduled for 18 November 2022 in Berlin.
- The LES Germany members' meeting is planned for 10 February 2023 as a virtual meeting.

Further, we are organizing our well-established module seminars on a regular basis for two-year terms. These seminars (modules I to VII) are dealing with several licensing topics.

LES Module I is scheduled for 3 February 2023. Module II is planned for 5 May 2023. For further information concerning the module seminars please visit the LES Germany website www.les-germany.org.

LES Israel

AIPLA Delegation Visits Israel And Meets With Israeli IP Organizations

AIPLA delegation, headed by Patrick J. Coyne, AIPLA President (Finnegan) visited Israel between 26-29 June 2022. The AIPLA delegation was also accompanied by Peter Mehravari-U.S. Government IP attaché for MENA (Middle East and North Africa).

On June 28, a meeting was held between the AIPLA delegates and representatives of three Israeli IP organizations: Asa Kling-President AIPPI Israel, Rimma Pugatch Shendelzon—Head of IPAA (Israeli Patent Attorney Association), and Hananel Kvatinsky—President LES Israel. Among those in attendance were Angelica



Andreoli, a U.S. patent attorney; Joel Beider, an Israeli patent attorney; David Colb, an Israeli IP litigator and Treasurer of LES Israel; David Gilat, an Israeli patent attorney; Roy Gross, a U.S. IP attorney; Todd Martin, a multi-jurisdictional patent attorney; Ann Mueting, a U.S. patent prosecutor; Frederick Rein, a US patent attorney and Chair of AIPLA's Israel Committee; and Michael Stewart, a U.S. IP attorney.



The meeting was hosted by the firm Reinhold Cohn in its office in Tel Aviv.

After a light lunch each head of organization presented his/her organization and its activity, and a short discussion was held regarding challenges facing IP organizations in view of COVID and the reduction in number of members.

LES Philippines

LESI President Nakatomi Secures LES Philippines Support For SDG Index Committee During Annual Membership Meeting

ES Philippines held its first hybrid annual general membership meeting on 24 June 2022, with LES International President Ichiro Nakatomi as its special guest. Ichiro recalled that his very first visit to the Philippines was for the 2009 Manila Annual Meeting, and the most recent was last November 2021 when he 'virtually attended' the Young Members Congress, which was also hosted in Manila.

Ichiro informed the members of LES Philippines of the theme of his term which is focused on sustainability and IP, and the newly created Sustainable Development Goal Index Committee to help the industry focus on their compliance with the United Nations SDG by 2030.

LES International Past President Patricia Bunye, speaking on behalf of LES Philippines, confirmed the continuing support of the national society.



LESI Past President Patricia Bunye (middle) confirming to LESI President Ichiro Nakatomi (on-line) the continuing support of LES Philippines as LESP President Bayani Loste looks on.

Activities and Achievements

LES Philippines President Bayani Loste reported to the assembly the activities of the society for the past year, among which were:

1. "Harnessing New Technologies For Faster Product-Market Fit" webinar held on 23 September 2021 in collaboration with the LES Innovation Trends Task



Family photograph of the LES Philippines during the Annual General Membership meeting and panel discussion on 24 June 2022 at the SyCip Law Center, Makati City.

Force (now Innovation Trends Committee) with Director of the Bureau of Patents Lolibeth Medrano as the main speaker and Dr. Tanja Sovic of the Vienna Technical University discussing the newly launched Innovation Award;

- 2. Young Members Congress Asia Pacific online conference held on 26 November 2021;
- 3. LES Kids IP Day with two micro-workshops led by Past President Leslie Anne Cruz on 17 March 2022;
- 4. #ProjectCollab signing of the Memorandum of Understanding with The Storytelling Project on 5 May 2022 to help in kickstarting the habit of reading among underprivileged schoolchildren, followed by a Storytelling Workshop on 28 May 2022 attended by Leslie, together with Patricia, Bayani, and LESP President-Elect Vida Panganiban-Alindogan; and
- 5. Webinar on geographical indications with Director Jesus Antonio Z. Ros of the Bureau of Trademarks held on 31 May 2022.

LES Philippines treasurer Victor De Leon reported on the financial state of the Society and confirmed, notwithstanding the pandemic, that the local chapter continues to thrive.

New Members Inducted

After Ichiro's talk, Patricia inducted three new members into the local Society:

- 1. Ruby Jalit, intellectual property practitioner working with C&G Law, based in Makati City;
- 2. Francis Joseph Cruz, General Counsel of Ginebra San Miguel, Inc., a Philippine beverage company; and
- 3. Marie Antoinette Pascua, Associate Legal Counsel of GMSI.



LESI Past President Patricia Bunye (left) inducting new LES Philippines members Marie Antoinette Pascua (online), Ruby Jalit (middle), and Francis Joseph Cruz.

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Forum on the State of Philippine R&D

Right after the annual meeting, Bayani moderated the panel discussion on the state of Philippine research & development, focusing on the agriculture and aquatic sector, startup ecosystem, and university. Director Noel A. Catibog of the Department of Science and Technology-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development gave his insights on the agri-aqua sector's challenges. Christopher Cruz, Legal Counsel of De La Salle University (DLSU), Manila, outlined the successful R&D initiatives undertaken by DLSU during the pandemic. Manuel Igual of QBO Innovation Hub, substituting for QBO Executive Director Ms. Katrina Chan, expounded on the new technologies like last-mile logistics and non-cash-based payment platforms that silver-lined the Philippine startups' efforts to adapt to the new normal.

The three gentlemen concurred that there is a need to increase the government budget for the national R&D portfolio so that the Philippines can finally be at par with its ASEAN neighbors. The absorptive capacity of R&D institutions to receive the aspired-for funding must also be enhanced, noted Director Catibog, by upgrading the skillset of researchers to transform their studies into useful technologies for the public.

DLSU's Cruz, on the other hand, reminded the audience that aside from changing the mindset of the academe from its publish-or-perish mentality, industry and the private sector must also play their part in engaging with universities and higher educational institutions. Cruz, who also works as the Director of the Intellectual Property Office and Manager of the Innovation and Technology Support Office (ITSO) of DLSU, cited the Triple Helix model as the best way by which government, industry, and the academe should interact to drive the needed innovation in the Philippines.

At the end of the forum, Bayani invited everyone to mark the YMC Asia Pacific conference on their calendars, which is being organized by the team led by LES Philippines Corporate Secretary Reena Ventanilla, on 25 November 2022.



Director Noel A. Catibog (left) stresses a point during the panel discussion as QBO's Manuel Igual, DLSU's Atty. Christopher Cruz (both online), and LESP's Bayani Loste listen in.

President-Elect Vida Panganiban-Alindogan of SyCip Salazar Hernandez & Gatmaitan graciously hosted the AGM and panel discussion at the SyCip Law Center, where social events that Friday evening were also held.



LES Philippines members on location at the SyCip Law Center, Makati City, with their guests.

LES Philippines President-Elect Vida Panganiban-Alindogan (left) accepting the Certificate of Appreciation for hosting this year's Annual General Membership meeting and panel discussion from LESI Past Presi-



dent Patricia Bunye and LES Philippines President Bayani Loste.



LES Philippines Annual General Membership meeting and panel discussion organizing team led by member Karl Simon Revelar (right) of Pinoy IP Works, Inc.



LES Philippines Past President Leny Villareal propounds a question to the panelists during the 24 June 2022 forum.



LES Philippines members with their guests enjoying their merienda sena and drinks after the Annual General Membership meeting and panel discussion at the SyCip Law Center on 24 June 2022.

LES South Africa

LES South Africa Hosts Annual General Meeting

Les South Africa (SA) successfully hosted an inperson mini conference and its annual general meeting at the SeVen Villa Hotel and Spa by The Capital in Sandton, Gauteng.

The mini conference was addressed by:

- **Mr. Thandanani Cwele**, the South African Registrant of Patents, who shared valuable information on the current activities at the Patents Offices as well as plans going forward.
- Ms. Jetane Charsley, the Head of the National Intellectual Property Management Office, which controls all intellectual property creation, reporting, registration and commercialisation conducted by government-funded institutions in South Africa. Jetane reported on current policy evolutions at NIP-MO, the results from recent surveys, as well as the significant commercial successes being achieved under NIPMO's guidance.
- Mr. Modise Sefume, who is intimately involved in new generation examples of how intellectual property and licensing evolve and adapt to technology changes and societal trends. He gave a fascinating insight into the interaction between intellectual property and licensing in sports and entertainment agreements as well as influencer agreements.
- **Dr. Cynthia Motsi**, senior manager at the South African Agricultural Research Council. She explained the diverse role that the ARC plays in the agricultural research field at its ten campuses across South Africa and shared information on the global impact that the ARC's more than 500 Plant Breeders Registration commercialisation projects have.
- Mr. Fred Makgato, CEO of the Franchise Association of South Africa. Fred explained the significant contribution which franchising businesses make to the South African economy (almost 14% of GDP), as well as the broad range of different sectors where franchising models are used. Franchising brings together and utilises diverse types of intellectual property and translates the intellectual property into businesses that drive economic growth and employment.

The **LES SA 2022 AGM** followed, during which the outgoing LES SA president, Danie Dohmen, highlighted some of the significant LES SA events held over the past year. These included:



- 26 August 2021—the AGM was followed by an online talk by Dr Ian Basson, the CEO and founder of TECT Geological consulting, who addressed the members and LES SA guests on the journey of a consulting geologist and the value chain of mineral exploration. The event had 50 attendees.
- 21 October 2021—an online afternoon talk on patenting of inventions created by artificial intelligence—a South African perspective by Pieter Visagie from Adams & Adams which had 71 attendees.
- November 2021—3-day IP Valuation Training Course (in-person) hosted by LES SA together with the Moolman Institute at the boutique Leipzig conference venue and hotel. The trainers were Dr. Sean Moolman, Alan Lewis, Theo Doubell and Dr. Madelein Kleyn. There were 15 students in attendance.
- November 2021—the YMC committee hosted two in-person year-end events. An American style food and bourbon whiskey tasting in Gauteng and a talk on plant breeders rights followed by some Mexican delicacies and home craft beer in the Western Cape.
- 27 January 2022—an online afternoon talk on protecting your "digital" intellectual property, which



Danie Dohmen opening the LES SA conference and AGM in Johannesburg.

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LES South Africa, continued from Page 18

was presented by Professor Danny Myburg. The event had 35 attendees.

- 17 March 2022—an online afternoon talk on New Breeding Techniques and Genetically Modified Organism Regulation in South Africa, which was presented by Dr Hennie Groenewald and hosted by the Life Sciences Sub-Chapter of LES SA.
- 17 March 2022—Kids IP Day—an updated slide deck on IP was distributed to various schools and organizational bodies for educational use. The video was also available on the LES SA website.
- 9 June 2022—an online panel discussion on Strategies to bolster enforceability of confidentiality agreements, facilitated by Pieter Visagie and hosted by the CEEM committee. The panel included Dr Torsten Peters, Vice President Mergers & Finance Laws, Sasol South Africa Limited; Arno Visser, Head of In-House Legal, TurnCoin; Stephanus Marais, CEO, Maravion (Pty) Ltd; Rajen Naidoo, Commercial Executive, Afrigen Biologics; and Dr Madelein Kleyn, Director, Technology Transfer at Innovus, Stellenbosch University and founder of Mad K IP Consulting (Pty) Ltd. The event had 39 attendees.
- 4 August 2022 —an in-person panel discussion on The intersection between artificial intelligence (AI), advanced materials and synthetic biology with particular emphasis on the life sciences industry was hosted in collaboration between the LES SA Life Sci-



Left to Right, Danie Dohmen (LES SA President); Mr Modise Sefume (Founder of Sefume Attorneys); Dr Cynthia Motsi (Senior Manager: Intellectual Property Management & Commercialisation at the Agricultural Research Council); Thandanani Cwele (Senior Manager: Patents and Designs at CIPC); Ms Jetane Charsley (Head: NIPMO) and Mr Fred Makgato (CEO of the Franchise Association of South Africa).



Guests networking after the LES SA Annual Meeting and Conference.

ences and IUGT committees at SARIMA's annual conference at Wanderers, Johannesburg. The panel included Mrs Nolene Singh, Stellenbosch University; Dr Joanne van Harmelen, ENSafrica—Prof Petro Terblanche, Afrigen—Dr Charleen Rupnarain, Adams & Adams, and Dr Madelein Kleyn, Stellenbosch University (South Africa) and CEO of Mad K IP Consulting (Pty) Ltd.

• 25 August 2022—an online webinar on Roundtable Discussion on NFTs presented by the LES SA and LESI Entertainment, Media and Copyright committees which had 107 (mostly international) attendees.

Danie also handed over the reins of the LES SA Presidency to Johan du Preez. The event provided an opportunity for LES SA members to meet old acquittances, put faces to the names which were met over virtual platforms and emails over the last two years, and to connect with new colleagues. The AGM was followed by a cocktail and networking function.

The conference and AGM were sponsored by Adams & Adams and ENSafrica.

Innovation & Technology Transfer (I&TT): Artificial Intelligence Panel (SARIMA)— 4 August 2022

The Licensing Executive Society (LES) South Africa hosted a very successful panel discussion at the South African Research and Innovation Managers Association (SARIMA) AGM on 4 August 2022, including speakers from the legal, university and start-up fields. The highly topical subject related to the intersection between artificial intelligence (AI), advanced materials and synthetic biology with particular emphasis on the life sciences industry. Although there are many opportunities for businesses seeking to operate in this space, there are also many challenges, not least

LES South Africa, continued on Page 20

LES Turkey

LES South Africa, continued from Page 19

relating to the navigation of protection, management and commercialisation of intellectual property (IP) in this extremely IP-rich space. Topics covered by the panel included:

- how to deal with inventorship and patentability of AI inventions.
- landscaping and freedom to operate reviews in the fast evolving field of AI and deep tech;
- best practices when implementing collaborative frameworks, including considerations relating to IP ownership, protection of confidential information, licensing, and liability mitigation given the fast pace of innovation and development;
- a case study relating to IP strategies in the deep tech space for a start-up company developing a mRNA vaccine platform, including against SARS-CoV-2; and
- case studies relating to funding and incubation of deep tech and AI technologies in the academic environment.

Upcoming Events

Realising Value from Intangible Assets: IP Valuation Course 2-4 November 2022 (In-person—Western Cape, SA)

From start-up technology to university inventions and company brands, IP is integral to building and deriving value. The need to value IP arises whenever it is part of a transaction, whether it is an investment, acquisition, liquidation, auction, infringement suit, transfer or licence. It can also be required for taxation, accounting and management purposes. To do IP valuations or damages assessments, you must understand valuation methodologies, and how valuation is impacted by commercial, regulatory and other considerations.

In this hands-on 3-day course, you will learn the basics of IP valuation and damages assessments, its regulatory and commercial context, and how to apply your knowledge through case studies and group exercises.

Registration and detailed information can be found here: Intellectual Property Valuation Course—Western Cape—Licensing Executives Society NPC

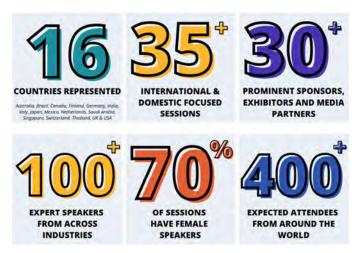
LES Turkey—IP.Camp PCAMP, organized by LES Turkey since 2014, is a must-go event for professionals who are active in the IP management and licensing field. This year, we are focusing on "Strategic Patent Portfolio Management", and we will host several prestigious IP trainers and participants in Çeşme, which is one of the best places on the Aegean coast. You can check the program and registration details here: https://www.ipcamp.org/. "STRATEGIC PATENT PORTFOLIO MANAGEMENT" 29-30 September-1 October 2022 Boyalık Beach Hotel, Çeşme/Izmir WORKSHOP SPONSOR LEAD SPONSORS GÜN + PARTNERS LexisNexis' AVUKATLIK BÜROSU IPCAMP.ORG > LES-TURKEY.ORG

LES USA & Canada

2022 Annual Meeting Is **Right Around The Corner**

Will we be seeing you in San Francisco in a few weeks?

s Chair of the 2022 Annual Meeting, and on behalf of the LES USA & Canada Board I would like to welcome the LES community to San Francisco. We are about two weeks away from the LES 2022 Annual Meeting in San Francisco—our first in-person gathering in three years! I have been an LES member for over 20 years and the Annual Meeting is one of my personal highlights every year. As you can see from the meeting highlights below, this meeting is shaping up to be a vibrant, exciting and fastpaced global gathering of IP professionals, innovators and dealmakers just like yourself.

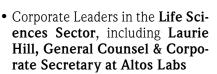


Reason #1: Join Our Global Community. The LES USA & Canada Annual Meeting is much more than just another IP conference – LES is a community of professionals who stay connected long after the conference is over. Our community includes colleagues, mentors, clients and friends. The Annual Meeting is the once-a-year opportunity to come together in person and maintain these relationships, which then carry into our local chapters, sectors, committees and special events.

Reason #2: Networking with Industry Leaders. The LES USA & Canada Annual Meeting, a premier event for the IP community, brings together IP and licensing leaders from over 15 different countries, professionals with diverse skill sets related to licensing and IP. Networking with the meeting attendees will establish valuable relationships and business opportunities.

Some of the leaders you will meet in San Francisco include:

• Corporate Leaders in the **High Tech Sector**, including Shayne O'Reilly, Head of Licensing and Open Source at Meta





Efrat Kasznik, LES USA & Canada 2022 Annual Meeting Chair

- Corporate leaders in the **Energy** Sector, including Melody van Denzen, Senior Legal Counsel, Intellectual Property at ConocoPhillips
- University Tech Transfer leaders, including Karin Immergluck, Associated Vice Provost, Stanford Office of Technology Licensing

Reason #3: Diverse Learning Opportunities. The meeting agenda features three keynote panels, 27 Workshops and 16 Discussion Tables focused on cutting-edge topics, including: new frontiers in healthcare, environmental sustainability, innovations in blockchain and NFTs, IP valuation in the new era of licensing, and more. Download the Schedule-at-a-Glance to personalize your conference experience!

Reason #4: Interact with the SF Bay Area and Silicon Valley Business Community. Under the theme of "Commercializing Innovation," the meeting will be infused with the spirit of entrepreneurship that is so unique to the San Francisco Bay Area and Silicon Valley, and is likely to attract many of the leading companies based in the region. Many of the planned social events will also highlight San Francisco and Bay Area themes, and the attendees will even have the opportunity to attend the season opener of the NBA Champion Golden State Warriors as they take on the LA Lakers!

Reason #5: Practical Education. Whether you are just starting out or have 30 years of experience, there's always room to grow your knowledge. LES Education courses at the Annual Meeting include a one-day version of our popular series, Mechanics of a License Agreement, as well as the Certified Licensing Professionals (CLP) Review Course. Legal CLE credits will be available in select states.

We hope you will consider joining us in person for the LES 2022 Annual Meeting in the beautiful San Francisco Bay Area, October 16-19! If you have any questions that we can assist in to make your registration process smoother, please contact us at meetings@les.org.

You can register for the event here: https://web.cvent.com/ event/8aaa6401-1b5b-4ece-8ce2-0203ce4db460/summary.

Sincerely,

Efrat Kasznik,

LES USA & Canada 2022 Annual Meeting Chair

LES China

LES China Event Updates—June-September 2022

1. LES China was invited to attend the Inauguration Ceremony of CIETAC Intellectual Property Arbitration Center and Seminar on Intellectual Property Protection and Dispute Resolution

n 22 July 2022, the Inauguration Ceremony of the Intellectual Property Arbitration Center and Seminar on Intellectual Property Protection and Dispute Resolution, hosted by the China International Economic and Trade Arbitration Commission (CIETAC), was successfully held in Beijing. Ren Hongbin, Chairman of China Council for the Promotion of International Trade (CCPIT). Zhang Minggi, Vice Chairman and Secretary General of China Law Society, and Lu Penggi, Deputy Commissioner of the China National Intellectual Property Administration (CNIPA) attended the inauguration ceremony and delivered speeches. A representative of World Intellectual Property Organization (WIPO) and Director General Daren Tang-Liu Hua, Director of WIPO Office, delivered an online speech.



As one of the sponsors of this event, LES China was invited to attend the inauguration ceremony and seminar and congratulate the establishment of CIETAC Intellectual Property Arbitration Center.



Tong Xin, Chief Licensor of ZTE Corporation, Co-Chair of LESI Dispute Resolution Committee and board member of LES China, was invited as a speaker to attend the panel discussions on "Diversified IP Dispute Resolution—Current Situation and Challenges."

CCTV, Xinhua News Agency and more than ten Chinese leading media covered this event. Nearly one hundred representatives including intellectual property authorities, judges, arbitrators, scholars, lawyers, patent agents, corporate counsels and journalists



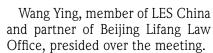
Tong Xin

attended the event, and more than 1.8 million people around the world watched the event live online.

2. IP Commercialization Seminar Successfully **Held Online**

On 31 August 2022, an IP Commercialization Seminar jointly hosted by LES China and the Intellectual Property Committee of ICC China was successfully held online. Experts and representatives from companies, law firms, intellectual property agencies, trade associations and universities attended the meeting virtually.

Zhou Zhongqi, President of LES China, delivered the opening remarks on behalf of LES China. President Zhou Zhongqi expressed his gratitude to the Intellectual Property Committee of ICC China for cooperation in holding the seminar. He also summarized some important projects carried out by LES China this year and urged the LES China members and attendees to actively participate in the LES events and activities.



Fernando Da Cruz Vasconcellos, Véronique Blum and Levente Pethö, Vice Chairs of the LESI IP Valuation Committee, delivered speeches on the topic of IP valuation, respectively.

Véronique Blum introduced the strategic significance of intellectual property in innovation and business, and analyzed the role of technology, financing, marketing, human resources and other factors in IP valuation.



Zhou Zhongqi



Wang Ying



Véronique Blum

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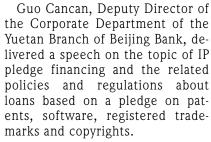


Fernando Da Cruz Vasconcellos

then illustrated the valuation methods based on cost, market, income, options and other factors through specific cases. Levente Pethö talked about the IP

Fernando Da Cruz Vasconcellos

valuation certificate project and its pilot in France of Association for Management and Valuation of Intangibles (AMAVI).



After the speeches, the speakers conducted in-depth discussions with

Levente Pethö the audience regarding the IP valuation method, pledge rate





Christopher Shaowei

In the closing remarks, LES China Vice President Christopher Shaowei stressed the importance of international exchanges on IP commercialization.

3. LES China was invited to attend the International Forum on Industrial Design and Intellectual Property Protection at the 2022 China International Fair for Trade in Services.

LES China was invited to attend the International Forum on Industrial Design and Intellectual Property Protection at the 2022 China International Fair for Trade in Services (CIFTIS) on 1 September 2022, hosted by the WIPO Office





in China, Beijing Municipal Intellectual Property Office and Beijing Intellectual Property Court.

The theme of this forum was "Design makes better Life, Hague system empowers going abroad." Senior experts in the field of intellectual property, scientific and technological innovation and design creativity at home and abroad were invited to share insights on international protection of industrial designs and the Hague system and discuss new approaches to leverage intellectual property to empower urban development and improve the quality of life.

Heads of China National Intellectual Property Administration (CNIPA), Beijing Municipal Intellectual Property Office, Beijing Intellectual Property Court and WIPO Office in China attended the forum in person and delivered speeches. Representatives from embassies, consulates and business associations attended the forum and the add-on high-end dialogue. Representatives from companies, universities, research and development institutions, law firms and IP agencies and relevant government agencies attended the forum virtually or in person.

LES China Vice President Christopher Shaowei and Secretary Huo Aimin were invited as guests to attend the forum in person.

4. LES China was invited to attend the 6th China Forum on Standardization of Trade in Services at the 2022 China International Fair for Trade in Services

On 4 September 2022, the 6th China Forum on Standardization of Trade in Services was successfully held in Beijing, China. The forum was hosted by the China Council for the Promotion of International Trade (CCPIT) and organized by the Department of Trade and Investment Promotion of CCPIT, the Department of Legal Affairs of CCPIT, CCPIT Commercial Sub-Council and China Association for Standardization.

LES China, continued from Page 24

LES China was invited to attend the forum, which was held in a hybrid fashion, virtually and in person, with the theme of "Standardization of Services, Internationalization of Standards," focusing on some hot issues, including the development of trade in services and global economic recovery, the standardization development and latest trends in Chinese and foreign service trade, and standardization promoting the economic growth of trade in services.

Ke Liangdong, Vice Chairman of CCPIT, attended the forum and delivered the keynote speech. Li Yubing, Deputy





Director of the Department of







ty, excellence, cooperation, agility and globalization, and pointed out the significance of global cooperation in promoting the international standardization for trade in services.

Huo Aimin, Secretary of LES China, and Wang Jun, Chairman of the Copyright Licensing Committee of LES China and Partner of Beijing TA Law firm, attended the forum in person. Mr. Wang Jun was invited as a guest speaker in the panel discussions on "new trends of business services, new demands of service standards."

Standardization of services and internationalization of standards have become a consensus. In the future, LES Chi-





na will actively participate in the standardization of intellectual property services and commercialization. 5. LESI President Mr. Ichiro Nakatomi has been invited to deliver a video speech on behalf of LESI at



the Intellectual Property Parallel Forum in the 2022 ZGC Forum.

The ZGC (Zhongguancun) forum, founded in 2007, has become an influential global, comprehensive and open highend event on high-tech innovation. Chinese President Xi Jinping delivered a speech via video at the opening ceremony of the 2021 ZGC Forum on 24 September 2021.

The Intellectual Property Parallel Forum in the 2022 ZGC Forum is co-organized by the Beijing Municipal Intellectual Property Office and the WIPO Office in China and will be held later this year in Beijing. It is a hybrid event, held both online and offline. It is scheduled initially to be held on 26 September but has been postponed until further notice. LES China has been invited to attend the event in person and LESI President Mr. Ichiro Nakatomi has been invited to deliver a video speech on behalf of LESI at the Intellectual Property Parallel Forum in the 2022 ZGC Forum. LES China has coordinated with LESI and the event organizers to help LESI President Mr. Ichiro Nakatomi give the video speech at the 2022 ZGC Forum.



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les Nouvelles

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A guideline for authors can be found on our Web site at the following address: www.lesi.org/lesnouvelles/ advertise.asp#submission

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Licensing And Intellectual Property Organizations Meetings

For more information on LESI Meetings, go to www.lesi.org

2022

October 10-11

LES B&I 2022 Annual Conference & LES100 **Training Course** London

October 17-19

2022 LES USA & Canada **Annual Meeting**

San Francisco, California USA

November 2-4

LES South Africa "Intellectual Property Valuation Course" Western Cape

November 13-16

LES Benelux 2022 **Licensing Course** The Hague

November 18

LES Germany 2022 Autumn Conference

Berlin November 22

LES France

"SEPs and FRAND" Paris

April 30-May 2 LES International **Annual Conference**

Montreal

Notice: Meetings are a hybrid mix of in-person and online. See the website for webinars and online education courses.

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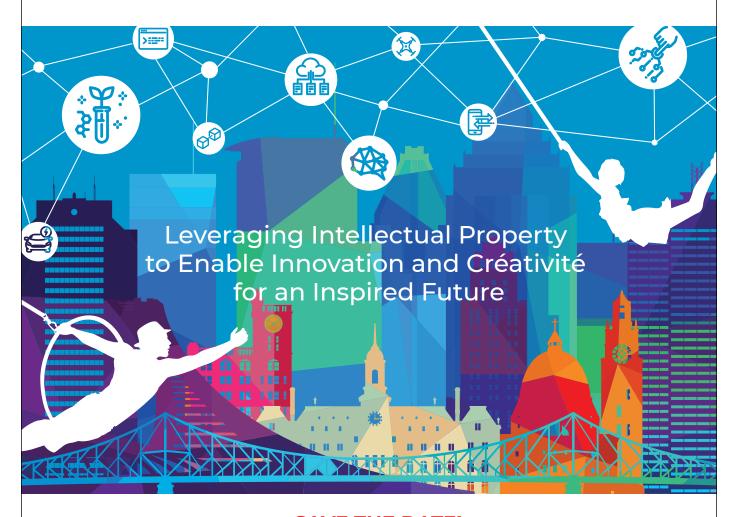


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