



LESI Committees:

End of Year Report for the 2023 International Management and Delegates Meeting – April 30, 2023

Submitted: March 31, 2023

Committee Name	CONSUMER PRODUCTS COMMITTEE
Chairs and Vice Chairs	Matteo Sabattini - Co-Chair Gary Ma - Co-Chair Guido Quiram - Vice Chair
LESI Board Liaison	Tatiana Campello

Committee Highlights from the Year

Objectives and Strategy for the Past Year:

- Promote more dialog and activity within committee.
- Provide a platform to exchange ideas and discuss topics that are relevant to the Licensing community and our members.
- Attract more members to join committee.
- Organize relevant and interesting programs.
- Promote interactions with other LESI committees.

Results/Challenges:

- In the 2021-2022 year, we began holding monthly committee meetings by videoconference to facilitate more interaction and collaboration amongst members. These meetings included discussions on various IP licensing related topics around the world and brainstorming on topics for webinars, articles, and LESI meetings. We intended to continue holding these meetings in the 2022-2023 year, but by Fall 2022, attendance had fallen to where only the chairs and vice-chairs attended the meetings. Indeed, for a meeting in which we invited a speaker to provide updates on the UPC, a very hot and relevant topic at the time, no other members attended despite the meeting being promoted on the LESI website and email distribution lists.
- In light of the lack of attendance for the monthly meetings, the Chairs and Vice-Chair decided to cancel monthly meetings and focus on ways to reenergize the committee. The Chairs and Vice-Chair corresponded and held meetings to discuss this issue, including with Dana Colarulli and Board Liaison Tatiana Campello, and those discussions are ongoing.
- Some questions/issues the committee leadership has identified and are discussing include the following:
 - How do we generate more interest in the committee and differentiate the committee from the many other LESI committees?
 - What is a good frequency for committee meetings to keep members engaged?
 - When we organize meetings and webinars, how can we more effectively promote them to the members of LESI? We tried to promote our programs through LESI’s communication channels, but this still did not help attendance.
- We welcome comments and suggestions from the LESI Board on the issues listed above.