



LESI International Management & Delegates Meeting (IMDM)
Montréal, Canada
30 April 2023

2023 LES Society Fact Sheet

Thank you for providing us with an updated LES Society Fact Sheet. This information helps us share your annual activities with the LESI Board and the Membership Committee. We have also asked for (optional) data on your members (while helpful, we appreciate that not all societies might have this data).

SOCIETY INFORMATION

SOCIETY NAME: Licensing Executives Society China, Hong Kong Sub-Chapter

CONTACT PERSON

(This person is responsible for communication with & timely submissions to the LESI Office. You may alternatively update your information directly on the website [here](#) and indicate below that it is up to date)

Name: Rosita LI

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CURRENT SOCIETY OFFICERS

President: Rosita LI

Secretary: Annie TSOI

Treasurer: Janet WONG

Society Administrator(s): N/A

Delegates: Annie TSOI

Janet WONG

(please provide delegate e-mail addresses)

Term of Current Society Officers/ Date of Next Change of Officers: 1 January 2023 to 31 December 2024;
 Next change will be 31 December 2024.

Apart from the society officers stated above, the Vice President is Michael Lin

Annual Membership Dues: HKD1,400 from 1 January 2023 to 31 December 2024

(please note currency and any categories of membership)

MEMBERSHIP DATA

Category	Total Number	% Change from last year
Total Number of Members: <i>(please also note separately categories of membership)</i>	31	-6%
Young Members (< 40 years of age):	4	-20%

SOCIETY ACTIVITIES

Date and Location of Next Annual General Meeting (AGM): December 2024

Notable Society Activities / Educational Events during the past year:

(please include the date, purpose and number of attendees)

(1) 8 June 2022 - Webinar – “Expectations, Trends and Challenges for IP Licensing through the Lens of Industry Insiders”

Speaker: Ms Noletta Chiu from Medialink Group Limited and Mr James Chang from Geb Impact Technology Company Limited

Ms Chiu and Mr Chang were invited to do a webinar sharing and discussion on their experience and thoughts on IP Licensing.

- LESCHK as organizer

(2) 1 December 2022 - Business of IP Asia Forum 2022 – Joint Session: “The Evolution of Brand Strategy – 2023 and Beyond”

The discussion was about the evolution of brand strategy for modern businesses and the historical and future-facing business opportunities and strategies for protecting and enforcing brands and marks. The speakers further walked through the Madrid Protocol process and highlighted the importance of IP audit and due diligence.

- This session is jointly organised by LESCHK, The Hong Kong Law Society & The Hong Kong Bar Association

- Michael Lin, Vice-President of LESCHK, was the moderator and Annie Tsoi, Secretary of LESCHK was one of the speakers

(3) 1 December 2022 - General Meeting and Dinner

We had our EGM on 1 December 2022 followed by a dinner with the members.

Keynote speech at dinner: “SOI Code One-Stop Growth Solutions - Global Bank-grade OMO Digitalization, Consumer Marketing & Anti-counterfeiting Solution”

Ms Zoie Lam is invited to be the keynote speaker of the dinner and sharing about a solution that combines anti-counterfeiting blockchain with patented clone-proof QR code which can identify and track fake products, as well as enable brand owners and licensees to build a comprehensive customer database rather than leave valuable customer data with retailers.

Please List Your Professional Committees (e.g., Education, Life Sciences, Transportation):

Legal Committee; Industry Liaison Committee

Does your society have (or plan to start) a Young Members Congress (YMC)? Would your Society be interested in becoming more involved in WILA? If so, please provide a contact for each.

We are interested in becoming more involved in WILA. Contact: Ms Rosita Li

We do not officially have a YMC as it is difficult for us to introduce the YM category and charge a lower fee due to the reason stated below.

How can LESI or other LES Societies further support you?

We would like to introduce other types of membership to attract more members e.g. young membership fee. However, we have a problem of further reducing the rates.

Given that we, Hong Kong Sub-Chapter, have to pay a due (RMB500 per member) to LES China each year, we can only introduce other categories of members if the due to LES China is reduced. I understand that it is not possible for LES China to reduce the due to them as they pass on the due received from us to LESI. I wonder if there are other sub-chapters like the Hong Kong group which may have similar problems.

Report completed by : Rosita Li

Date : 31 March 2023

Appendix

Additional LES Society Membership Data

If known:

	Total Number	% Change from last year
Lawyers or patent agents in --		
private practice:		
law/patent firm:	19	0
production or sales company (goods and materials):	3	0
IP consulting or transaction entity (NOT production/sales):	3	-25%
Non-lawyers/non-patent/trademark agents in --		
law/patent firm:		
production or sales company (goods and materials):		
IP consulting or transaction entity (NOT production/sales):	6	-14%
Other members (please define):		
Female Members:	18	-5%