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Looking To The Future: A Stronger LES Family – and Closer

By Yvonne Chua,
President, LES International



It is my honor to serve as the 41st President of LES International. I am grateful to you for the trust in my board and me to lead this wonderful organization and for the opportunity to fulfill my passion for LES, which I found 11 years ago. With the rapid global growth of a knowledge-based economy and the significant rise in cross-border IP transactions and exchange, LES has a unique role to play in embracing the opportunities that these changes present and in making meaningful contributions to the IP community and our members.

“A Stronger LES Family—and Closer” is my vision, as well as my challenge for this society year.

I have begun preparatory work in the past year as President-Elect and am blessed to have the strong support of many LES members. They have happily shared the tasks and the presidency initiatives for this term and continue to put in their unwavering efforts to make the same a success for all. We are making significant progress. Updates have been reported in my President-Elect Messages in both the June and September issues of the *LES Global News*.

Joining Hands 攜手



This project, led by François Painchaud, continues to gather momentum and is bringing the whole LESI Family together. Excitingly, LES (USA & Canada) and LES Japan have jointly been awarded the ‘Outstanding Activity/Event of the Year’ (see Page 9). This award singles out the best of Societies’ collaborative efforts within LESI. In parallel, the Valuation Committee and the Life Sciences Committee have both initiated Joining Hands projects and similarly, the Dispute Resolution Committee and the European Committee. At joining-hands@les.org, all experiences and ideas find an echo that may surprise. LES members are not only investing hard work and accumulating knowledge, they also enjoy personal friendships and rejoicing.

On the Move—My Society Visits and President Travels

With this society year being an abbreviated one, I have taken the opportunity of the Philadelphia IMDM to have specific meetings with leaders of LES (USA & Canada), Argentina, Brazil, Poland and Singapore to exchange ideas on how LESI may better support their work. These discussions have been very meaningful and have confirmed that Joining Hands is a key in bringing their plans to fruition.

The month of October has been exciting as I travelled to Seoul, Taipei, Hangzhou and then Hanoi. Commencing in Seoul, the meetings arranged by **LES Korea** with the Commissioner of Korea IP Office (KIPO) and the President of Korea Invention Promotion Association (KIPA), and the interview that followed with the *Electronics Times*, were especially important in introducing the unique role that LES can play in assisting the Korean government as it plans to move the country into an arena of IP commercialization.

At the International Forum in Taipei co-organized by **LES Chinese Taipei**, I was honored to give the opening address to the 450 participants. Together



Meeting with Commissioner Kim Young-min of Korean IP Office.

with Heinz Goddar, we were both panelists in the Session on Calculation of Damages and Royalty Rates, when I took the opportunity of introducing the excellent work of the Global Bio-Pharma Royalty Rates and Deals Survey 2012 conducted jointly by LESI and LES (USA & Canada), which was an LES member-exclusive report, covering industry specific information that cannot be found elsewhere.

I then travelled to Hangzhou, ‘the paradise on earth’, where LES China hosted the **4th Asia Pacific Regional Conference**. This meeting was a wonderful collaborative work of not just the AP region but across all other continents. Combining an excellent intellectual program with a social program for participants to experience the beauty of



International Forum at Taipei.

the city, this meeting was highly commended by all as a great success and an exemplary example of Joining Hands. The spirit of friendship, support and encouragement in the LES family was so heart-warming and will no doubt continue to burn brighter in the region.

On this occasion, building on the solid framework established by LES Japan last year in the inaugural competition, the **Second Asian Students Business Plan Competition** continued as an important AP joint annual event. Five strong teams, respectively from five Societies presented their IP-based business plans in the final round, gaining high applause from all the panel judges. The LESI prize was awarded to the winning team from Hong Kong whose plan will be put forward to the LES International Competition.

As the first Chinese to serve as LESI President, I feel particularly proud of the remarkable work of the Organizing Committee in making this Regional Meeting a most memorable and enjoyable one for all. My heartiest congratulations to President Yu Ping and his board, in particular, Li Yong Shaowei, Yibin Feng and Ningling Wang for their dedication and enthusiasm all through the preparation.

As an invited guest representing LESI at the **APAA Annual Meeting** that followed in Hanoi, I happily introduced our society theme for this term in my address at the President’s Luncheon and invited the NGO leaders present to our forthcoming GTIF in Geneva. With President Kwong, a longtime friend, who is also the first HK Chinese to serve as APAA President, we were both excited by the dual honor for Hong Kong.

In each of these travels, I am indeed moved by the warm welcome extended by each society, and their sharing has been very encouraging as I learned about their active plans on advancing membership value. At the same time, there was constructive exchange with senior officials, judges, IP professors, local and international IP-related associations, all of which is assuring of the unique strength of LES.

GTIF

At GTIF 2014, LESI will join hands with leaders from WIPO, WTO, leading NGOs and industry in a unique forum dedicated



Yvonne Chua (left), as keynote speaker at the AP Regional Meeting, with Naresh Prasad of WIPO and Patricia Bunye, moderator.

Meeting with President Yu Ping of LES China.

to the use of IP for regional economic development and for the betterment of mankind. The Forum will feature a range of panels, including on ‘Trends in International IP Policy’, ‘Collaboration to provide Innovation to Developing Countries’, to practical issues such as “Technology Dissemination in Practice.” LESI is honored to have U.S. Chief Judge Randall Rader, Mr. Francis Gurry of WIPO, and Mr. Anthony Taubman of WTO as our keynote speakers. In addition, presidents of AIPPI, AUTM and All-China Patent Attorneys Association, as well as representatives from USPTO, Gates Founda-



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President's Message, continued from Page 3

tion and other leading corporations will also take part. Such an inspiring program has only been made possible by the hard work of the Planning Committee, including co-chairs Jim Malackowski and Hector Chagoya as well as Martin Schneider, Raymond Reuteler, Mark Wilson and Gary Keller; joining hands with our various member Societies. GTIF 2014 will undoubtedly be an important global event and please mark the dates 19-21 January 2014 to join in. For more information, please visit www.gtiforum.org.

Planning Meeting in January 2014

With the next LESI society year commencing after the Moscow meeting in May 2014, there will be a Planning Meeting by President-elect Arnaud Michel in Geneva on 19 January 2014, just before GTIF. All National Society Presidents and LESI Committee leaders are invited to actively take part in mapping plans for the next term.

Driving Membership

John Walker leads this initiative in driving membership throughout LES. His working group is a true diversity—representing Societies from different regions, sizes and at various stages of ‘maturity’. I was pleased to join them as they led a useful discussion at the Meeting of the National Presidents Council in Philadelphia, focusing on two main issues: (a) how to demonstrate LESI’s value at the individual member level; and (b) how LESI can assist member societies—particularly our smaller Societies. Having studied the membership trends of each Society in the recent years, the group is working on potential added services by LESI to member Societies, reviewing the LESI Value Proposition and updating the LESI pamphlet for use by all member Societies. It is also looking into developing better ways for interaction amongst members across the globe, particularly those having common business interests or are involved in the same industry sectors. Please read more in the Driving Membership page in this issue of *LES Global News* (see Page 1).

Celebration of Outstanding Contributions

The volunteer spirit of LES members has been the legacy that LES continues to stand for. In further recognition of some of the outstanding volunteers, I am pleased to introduce three new honours by LESI. The first, namely, ‘Outstanding Activity/Event of the Year’ is awarded to LES (USA & Canada) and LES Japan jointly, as unanimously agreed at our Philadelphia International Delegates Meeting. This award will be presented at our next LESI Annual Meeting in Moscow when also the other two Awards, namely ‘LESI Service Recognition award’ and ‘Most Progressive Society of the Year’ will also be announced and presented in a celebration ceremony by the whole LESI family.

As LESI turns 41, our very special group of distinguished

LESI Past Presidents /Gold Medal Awardees will share in a new column in *Global News* starting with this issue, highlights of their LES involvement as personally experienced by them through their significant volunteer service in LES (see Page 1). Their untiring devotion to LES is a great example for all to follow.

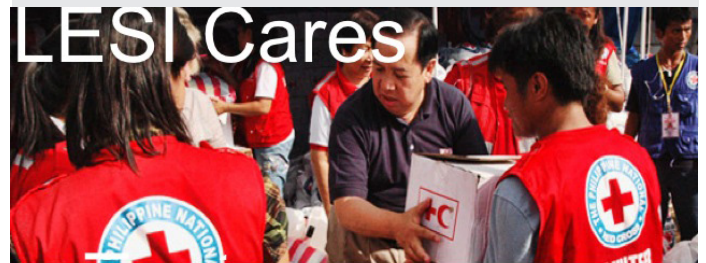
Establishment of a New LES Society

Project Chair Patricia Bunye, Advisor Heinz Goddar and LES Japan as the provisional mentor Society have been working closely with the Thailand organizing group and making good progress, on the establishment of an LES Society in Thailand, since they set the action plan in November 2012. Most recently, constructive discussions on the way forward have taken place during visits to Thailand by Heinz and Patricia in August and October. Let me express my deep thanks again to all these LES volunteers for their continued leadership and mentorship in seeing this project to reality.

This issue of *LES Global News* offers us a glimpse of some of the recent remarkable events and outstanding work within LES, and reminds us of how blessed we are in the LES family. In unity, there is strength. Joining hands with my Board and Chris, and with your active involvement, we are confident of advancing the value and uniqueness of LES as a world-leading IP organization and in making this society year a special memory and pride for all. ■

How to Help Typhoon Haiyan Survivors

Typhoon Haiyan has affected almost 9.5 million people across the Philippines. LES International encourages voluntary donations by individual LES members to the Philippines Red Cross www.redcross.org.ph/donate. The Philippines Red Cross is recommended by LES Philippines and a donation has been made by them to the fund. ■



Support the Super Typhoon Relief Efforts **ACT NOW>>**
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