



Highlights

Society News

Meetings

New Members

Reviews

ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY
CREATING, PROTECTING, AND COMMERCIALIZING INNOVATION | MANAGING AND MONETIZING INTELLECTUAL PROPERTY



President's Message:

Moving Forward On Our Priorities... And Plans For The Annual Meeting In Venice

By John Paul, President, LES International

Thank you for being a member of LES and all you do to make this a great community! Presidential Addresses tend to end with this line, but I'd like to say that up front!

During the past few months, so many LES members have been working hard on our priorities and producing concrete things that are valuable to:

- our LES organization—things that make LES stronger and more effective
- members of LES—things that interest them and help them do their day job better
- the public—things in our expertise that help the general public and those in need

Moving Forward On Our Priorities

In the last LESI President's Message, I named seven priorities. Here's a progress report:

1. Educating Our Members

Job Training—The updated online one-day basic and advanced courses in IP licensing and commercialization are well on their way to completion. Martin Schneider is leading.

A shorter interactive online course in licensing just created by LES Brazil is being internationalized. Tatiana Campello and Karina Muller are leading.

Recent Developments—The publication on global updates affecting licensing and other transactions has made a good start. Law firms in some countries have started preparing summaries. Law firms in some other countries have volunteered to prepare summaries. Law firms in yet other countries are still needed. Volunteers are welcome. Please let us know if you are interested in preparing summaries for your country. David Drews, Larry Plonsker, Alex Haertel, and Masahiro Otsuki are leading.

Hot Topics—Pop-up courses are being prepared for a number of highly requested topics, including trade secrets, data protection, and privacy, and will be scheduled for the next months. These courses will have a more interactive format to allow LES members to share their views and experiences. Let us know other hot topics you would like presented. Natalie Raffoul is leading.

Coordination of Education—The education committee is working with other industry and professional committees to de-

velop a coordinated education schedule, better communicate about live programs and provide better access to recorded programs. Martin and Natalie are leading.

Case Studies of Success—The collaboration with the EPO continues strongly, with CEOs addressing business and licensing strategies, growth financing, and how to build-to-sell. Three sessions are happening this autumn. Jurgen Granger, Sonja London, Willem Bulthuis, and Thomas Bereuter are leading.

2. Building Community

Building Committees and Offering Programs—The industry and professional committees and affinity groups like the Young Members Congress (YMC) and Women In Licensing (WILA) continue to expand their ranks, create leadership positions and steering committees with representatives from the national societies, and offer programs. The many committee chairs are leading. The most alliterative and fun sounding program is by the YMC on "Food, Fashion, and Furniture," offered virtually from Milan!

Building Industry Advisory Boards and Hosting Meetings—The automotive industry group continues to plan meetings of its industry advisory board every few months to discuss topics chosen by that group and then produce a report that is shared with other LES members about the discussion and observations. Recent topics include autonomous driving and cybersecurity. John Carney is leading.

The energy industry group is expanding from its roots in LES Spain and Portugal to internationalize, governance documents for the group are now drafted, and outreach to energy industry members in other national societies will begin. Jose Miguel Lisen is leading.

The industry and professional committees, the affinity groups, and the industry advisory boards are participating in planning the annual meeting. (More on that later.)

3. Recognizing accomplishments and presenting awards

Innovation Awards—The LESI Innovation Trends Task Force (Andre, Bay, Tanja) is working with the LESI Awards Committee (Patricia, Madelein) on a new awards program. They have now prepared plans for a program to identify achievements and present awards in creating, protecting, and commercializing innovation, and achievements in managing and monetizing intellectual

President, continued on Page 2

Inside LES Global News

Highlights

–Pages 1-6

Society News, Committee Reports

–Pages 8, 10-16

Meetings & Delegates

–Pages 7, 9, 17-20

International Calendar

–Page 6

Quick Links:

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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-global-news/submission-form.

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President, continued from Page 1

property. They have prepared an announcement with criteria for the award and a submission form and will reach out to national societies to seek nominations.

This program provides opportunities for LESI and national societies to reach out to members and potential members with the opportunity for members and others to share their achievements and compete for an award. The case studies will be publicized and used for subsequent education programs.

Please let us know of any interesting achievements.

Innovation awards—The LESI Innovation Trends Task Force has proposed a new LES program to highlight successful licensing deals that further technology and innovation. They have now prepared plans for a program to identify such achievements and allow the LES community to talk about what made them a success. They prepared an announcement with criteria for the awards and are seeking nominations from national societies and all LES members. Our goal is to present awards that recognize achievements in creating, protecting, and commercializing innovation, and managing and monetizing intellectual property. These case studies will be publicized and used for subsequent education programs. André Gorius, Tanja Sovic, and Bayani Lose are leading. Please let us know if you have any interesting achievements to contribute!

4. Growing and Retaining Membership

Value Proposition—We have completed a one-page information sheet—a value proposition of talking points—listing the many concrete things LESI does and will do shortly that provides value to our members and the public. We will soon share this value proposition with the national societies for outreach to grow and retain membership.

Outreach Plan—We are preparing plans for outreach to potential members starting with identifying a number of leading multinational companies to approach. To begin, we circulated to the LESI board a list of 300 leading multinational companies that file the most patent applications and asked them to identify organizations where they knew people or were willing to reach out to people to begin a conversation about the value of LES and membership. We also asked the national society presidents to consider doing the same, talking to their boards and other leaders about compiling a list of leading companies for outreach and preparing a plan for outreach.

Engaging and supporting LES national societies—I have begun to arrange individual calls with the national presidents to understand their perspectives, strategies, and activities, as well as successes and challenges, on membership growth and retention, and whatever other priorities they have where LESI can help. I will be working with the LESI Membership Committee to prepare observations on what is being done and how to increase membership. And we will discuss these observations and possible next steps at the National Presidents Council call.

5. Providing public service

“Ask Me Anything” Programs—The plan to create a pro bono legal referral program has taken its first step. LESI will host a series of three “Ask Me Anything” programs, where legal and licensing experts from three different countries, one from each major region, will answer general questions about IP and licensing. We have prepared agreements with disclaimers for those who participate. Chris Shaowei and Fiona Nicolson are leading.

Educating Innovators and Small Businesses—As mentioned above, our case studies of success—the collaboration with the EPO aimed at innovators and small businesses—continues strongly, with CEOs addressing business and licensing strategies, growth financing, and how to build-to-sell.

Sustainable Development, Sustainable Innovation, Environmental Impact—The Chemicals, Energy, Environment, and Materials Committee and Industry Advisory Board is studying these topics and considering programming around them. Ningling Wang and Dallas Wilkinson are leading.

Facilitation and Education on Tech Transfer to the Developing World—The LESI Global Technology Impact Forum (GTIF) has begun to plan a number of events for the year. Mark Wilson and Omer Hizioglu are leading.

Kids IP Day will repeat again this year. Madelein Kleyn is leading.

6. Obtaining Additional Funding

Sponsorship, Sustaining Sponsors, and Patrons—We are working on plans to expand our funding model to fund the programs we are presenting and the programs

President, continued on Page 3

President, continued from Page 2

we want to develop. And we are expanding our funding model to make our work for members and the public so appealing that people and organizations that want to support the work we are doing and the work we plan to do will become patrons and sustaining sponsors. We have started to have more organizations funding individual programs we present. More plans to come!

7. Communicating better about what we do

Weekly Email Blast—The list of programs and conferences offered by LESI and national societies continues to expand as more national societies more actively submit more information about their activities to Dana Colarulli and Esha Cruickshank, who coordinate the blast.

Defining the LES Identity and Differentiating LES From Other IP Organizations—This was one of the four topics discussed at the winter planning meeting. After further discussion with various industry advisors over the last several months we have an additional tagline that can help with identifying what LES does and how it is different from other IP organizations. If you recall, some years ago, there was a concern that the Licensing Executives Society name may indicate that we were only licensing executives focused on licensing. And so, the tagline “advancing the business of intellectual property globally” came into use. However, that tagline is rather vague and does not specifically include the concepts of innovation and commercialization, which is the focus of many of our members and a traditional focus of LES. As a result, we have developed and received positive feedback on an additional tagline: “*Creating, Protecting, and Commercializing Innovation | Managing and Monetizing Intellectual Property.*” Yes, of course we can fill a volume with all that we do, and we will once we have the new website in place (see below). But this is a more descriptive handle than our name and our tagline “advancing the business of intellectual property globally.” And of course, all three can be used together.

Developing a New Website with More Capabilities—This fall, we will launch “LESI Online Communities” to allow our LES leaders and their committee members to communicate and work together more flexibly online. Committee leaders will be able to directly convene committees and manage the affairs of the committees online. The leaders and members of the committees will be able to communicate with each other before meetings, during meetings, and in between meetings. Given the global reach of LESI, our work continues 24/7 through nearly every time zone. So we are developing better tools to help us build and maintain communities within LES through Higher Logic, a service provider that specializes in supporting associations like ours, in the IP space. The back end of the platform is nearly completed. The contract includes training and coaching for the year. And, some of the most active LES members have agreed to be our early adopters and serve as a model for others navigating the site. Once these backend tools are launched we will also build the front end of the website to better reflect the organization as we enter into our 50th year.

Plans for the Annual Meeting in Venice

The last thing I mention should be one of the first things to keep in your mind about LESI. Join us in Venice!

We are moving forward with the LESI2022 meeting. We plan to make it our best meeting ever. It kicks off our 50th anniversary and the beginning of our next 50 years.

You should plan to participate in making this our best meeting ever, and come with your friends, family, and colleagues.

Why should you plan to attend?

- There is nothing like being together with friends and colleagues from all over the world. And no matter how much you like being home, we have all been home for the longest time in our lives. It's time to get out and connect.
- It's in Venice, no better place to celebrate a 50th anniversary. Arrangements are set for the conference, the events, and the accommodations. They are wonderful. They are reasonably priced. And they can accommodate a few hundred or fifteen hundred people.
- I will personally contact your boss to advocate for you to attend if you feel it's uncomfortable to ask to go to Venice for the annual conference because it's in a nice place. So, with respect to all of us who let traditional logic worry us too much sometimes about things like this, it's time to get over that and face the reality of the day. Venice is a great choice for a meeting in the spring of 2022. And yes, it is centrally located for world travel from the 90 countries in our 33 national and regional societies. And it has many good non-stop flights from places around the world. OK, OK, it's still eight months away. But start thinking about it as a reality that can be yours for a business meeting, to see friends, to celebrate 50 years and plan the next 50 in one of the most historic cities in the world. And if you are still lining up reasons to go there, it's situated in the heart of the second largest industrial region in Italy, only two hours by train from Milan.
- The “experience” of the meeting will be more than talking heads. New elements are being incorporated. More interaction. You will have a role in defining your experience. We are working on having the meeting be a “communities of communities,” with different industry, university, professional, legal, government, and other affinity communities to come with their members and contribute to the program and have live interaction and meetings you can attend at the conference.

What should you do now? Tell us your ideas to help us curate the experience you want.

- What topics and speakers would you like to hear and see? Feel free to fantasize. We are not shy in approaching important people and asking them to come and speak.
- What communities would you like to see? What industry, university, professional, legal, government, and other affinity communities would you like to see gathered there?
- What kind of live interaction would you like to have? What people are important to that live interaction? How do we provide this experience of live interaction with these various communities in a new and fresh way?
- And what else can we do to make the conference experience so attractive that we can break the inertia of staying at home?

Thank you all for being members of LES. I do want to hear from you. Please let me know if you would like to join any of our initiatives. And please let me know what will help make our annual conference a great success and get you to Venice. ■