

LESI - Young Members - How can we improve?

Survey 2013 – responses – dated 12 November 2013

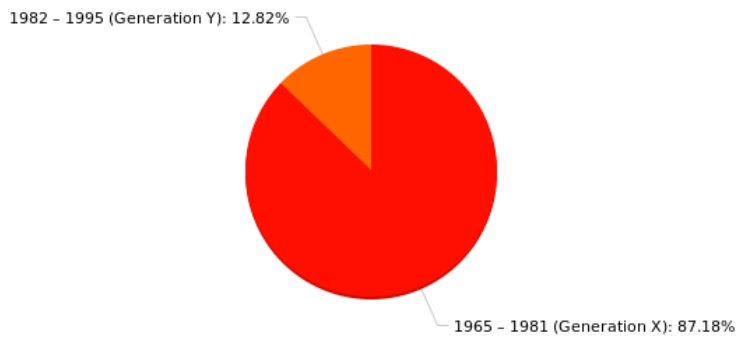
About you

Total responsee: 39

1. Date Born?

34 (87.18%) 1965 – 1981
(Generation X)

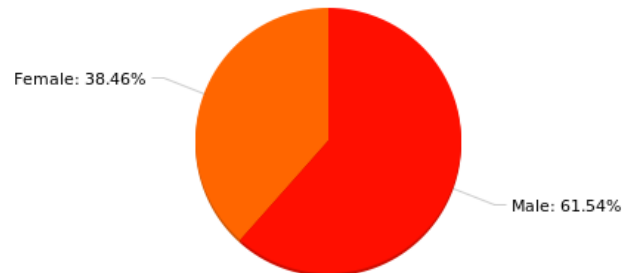
5 (12.82%) 1982 – 1995
(Generation Y)



2. Gender?

24 (61.54%) Male

15 (38.46%) Female



3. Nature of Practice?

22 (56.41%) Law firm

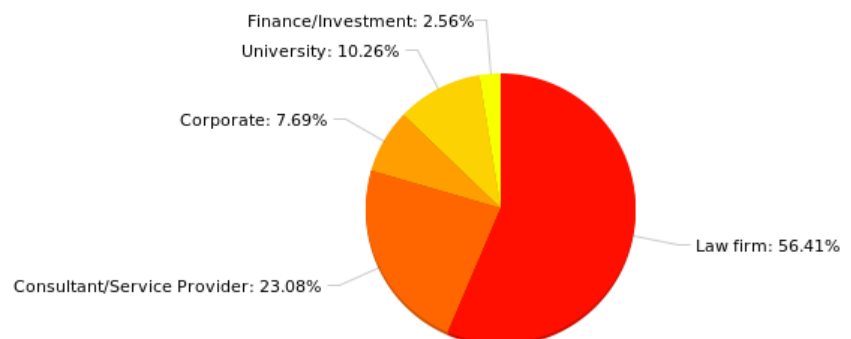
9 (23.08%) Consultant/Service
Provider

3 (7.69%) Corporate

4 (10.26%) University

1 (2.56%) Finance/Investment

- (0.00%) Student



4. Educational background?

2 (5.13%) Business degree

1 (2.56%) MBA

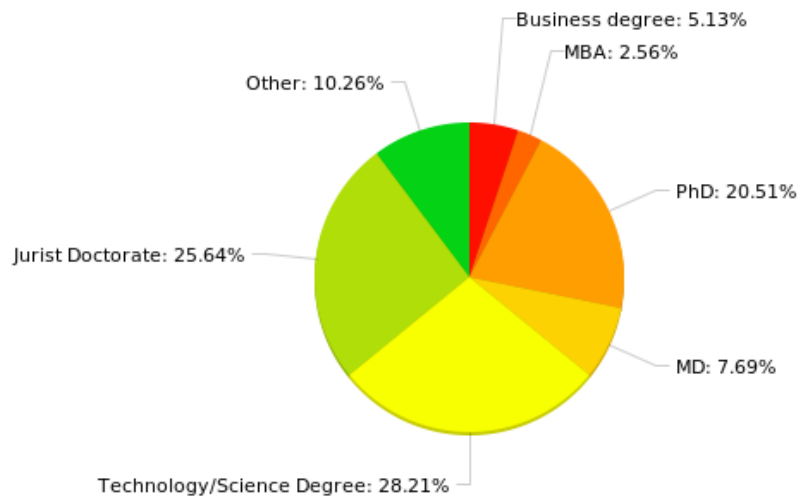
8 (20.51%) PhD

3 (7.69%) MD

11 (28.21%) Technology/Science Degree

10 (25.64%) Jurist Doctorate

4 (10.26%) Other



5. Practice Area?

2 (5.13%) Chemicals, Energy, Environmental, Materials

- (0.00%) Consumer Products

11 (28.21%) High-Tech

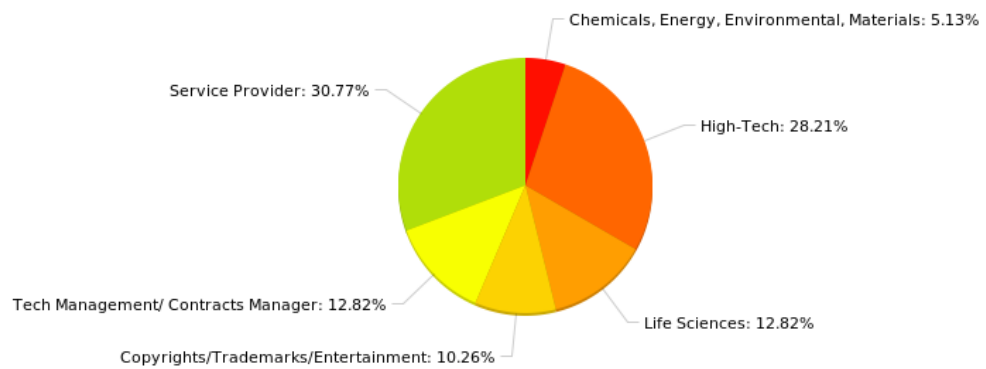
5 (12.82%) Life Sciences

4 (10.26%) Copyrights/Trademarks/Entertainment

5 (12.82%) University Tech Management/ Contracts Manager

- (0.00%) Investor/Venture Capitalist

12 (30.77%) Service Provider



6. Do you actively participate in a LES Committee

Total response: 36

14 (38.89%) Yes, at the LESI level

8 (22.22%) Yes, in my national society

1 (2.78%) Yes, at a local level

3 (36.11%) No

7. Social Media – How much do you use?

Total response: 39

	Not at all		Occasionally		Extensively	
	Σ	%	Σ	%	Σ	%
Facebook	<u>13x</u>	33,33	<u>16x</u>	41,03	<u>11x</u>	28,21
Linked-In	<u>2x</u>	5,13	<u>22x</u>	56,41	<u>15x</u>	38,46
Twitter	<u>29x</u>	74,36	<u>5x</u>	12,82	<u>5x</u>	12,82
Pinterest	<u>36x</u>	92,31	<u>2x</u>	5,13	-	-

8. Do you think that LES should change the number of its programs that are:

	Significant decrease		Decrease		Stay the same		Increase		Significant increase		Ø
	(1)		(2)		(3)		(4)		(5)		
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
"How-to" programs	-	-	-	-	15x	53,57	11x	39,29	2x	7,14	3.54
Multi-day live programs	1x	3,45	4x	13,79	20x	68,97	4x	13,79	-	-	2.93
Day-long live programs	-	-	1x	3,57	20x	71,43	7x	25,00	-	-	3.21
Multi-session online programs	-	-	2x	7,14	19x	67,86	6x	21,43	1x	3,57	3.21
Luncheon programs	-	-	1x	3,57	16x	57,14	10x	35,71	1x	3,57	3.39
One - two hour on-demand online programs	-	-	3x	10,71	10x	35,71	10x	35,71	5x	17,86	3.61
Three - four hour on-demand online programs	2x	6,90	4x	13,79	16x	55,17	4x	13,79	3x	10,34	3.07
One - two hour streaming webinars	1x	3,45	2x	6,90	11x	37,93	12x	41,38	3x	10,34	3.48
Three - four hour streaming webinars	3x	10,71	4x	14,29	17x	60,71	3x	10,71	1x	3,57	2.82
Half-day live programs	1x	3,57	2x	7,14	14x	50,00	10x	35,71	1x	3,57	3.29
Breakfast meetings	1x	3,45	1x	3,45	15x	51,72	9x	31,03	3x	10,34	3.41
Podcasts	1x	3,45	3x	10,34	19x	65,52	3x	10,34	3x	10,34	3.14
Specifically directed to Young Members	-	-	1x	3,33	7x	23,33	14x	46,67	8x	26,67	3.97

9. Are the following activities important to you?

	Not at all		Not very		No opinion		Somewhat		Extremely		Ø
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Training	-	-	2x	6,67	3x	10,00	13x	43,33	12x	40,00	4.17
Mentoring Program	1x	3,33	5x	16,67	7x	23,33	11x	36,67	6x	20,00	3.53
Young Member Congress (YMC)	-	-	3x	10,00	4x	13,33	11x	36,67	12x	40,00	4.07
YMC Executive Forum	-	-	2x	6,67	9x	30,00	8x	26,67	11x	36,67	3.93
YMC Meet the President Cocktail Party	1x	3,33	3x	10,00	7x	23,33	11x	36,67	8x	26,67	3.73
YMC Social Programs	-	-	1x	3,33	8x	26,67	8x	26,67	13x	43,33	4.10
YMC Speed Networking	-	-	2x	6,67	5x	16,67	10x	33,33	13x	43,33	4.13
YMC Workshops	-	-	-	-	3x	10,00	15x	50,00	12x	40,00	4.30
Dedicated YMC Tables at Events	1x	3,33	3x	10,00	8x	26,67	6x	20,00	12x	40,00	3.83

10. Are the following activities important to you?

Total response: 31

	No										Ø
	Not at all		Not very		opinion		Somewhat		Extremely		
	(1)	(2)	(3)	(4)	(5)						
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
National Meetings	1x	3,33	3x	10,00	-	-	16x	53,33	10x	33,33	4.03
Regional Meetings	-	-	2x	6,90	2x	6,90	18x	62,07	7x	24,14	4.03
Local Meetings	1x	3,45	1x	3,45	1x	3,45	17x	58,62	9x	31,03	4.10
Online Activities	-	-	6x	20,00	5x	16,67	13x	43,33	6x	20,00	3.63
Social Activities	-	-	2x	6,90	3x	10,34	16x	55,17	8x	27,59	4.03
Power Networking	-	-	1x	3,45	7x	24,14	14x	48,28	7x	24,14	3.93
Lobbying	2x	6,90	2x	6,90	10x	34,48	9x	31,03	6x	20,69	3.52
Legislative Updates	-	-	1x	3,33	7x	23,33	14x	46,67	8x	26,67	3.97
Student Membership	5x	17,86	2x	7,14	11x	39,29	6x	21,43	4x	14,29	3.07
Committee Activities	-	-	1x	3,33	6x	20,00	18x	60,00	5x	16,67	3.90
LES Insights	-	-	-	-	7x	25,00	17x	60,71	4x	14,29	3.89
Les Nouvelles (hardcopy)	1x	3,33	4x	13,33	5x	16,67	11x	36,67	9x	30,00	3.77
Les Nouvelles (online)	1x	3,33	2x	6,67	6x	20,00	14x	46,67	7x	23,33	3.80
Webinars	2x	6,90	3x	10,34	4x	13,79	12x	41,38	8x	27,59	3.72
Podcasts	4x	13,33	7x	23,33	9x	30,00	7x	23,33	3x	10,00	2.93
LESI website	1x	3,23	3x	9,68	2x	6,45	17x	54,84	8x	25,81	3.90
LES member database	1x	3,23	1x	3,23	2x	6,45	16x	51,61	11x	35,48	4.13
Facebook	9x	31,03	6x	20,69	2x	6,90	10x	34,48	2x	6,90	2.66
LinkedIn	1x	3,33	4x	13,33	2x	6,67	15x	50,00	8x	26,67	3.83
Twitter	10x	34,48	6x	20,69	8x	27,59	4x	13,79	1x	3,45	2.31
YouTube	8x	27,59	5x	17,24	10x	34,48	4x	13,79	2x	6,90	2.55
Social contributions	3x	10,34	5x	17,24	7x	24,14	10x	34,48	4x	13,79	3.24
Humanitarian tech transfer	2x	6,90	4x	13,79	10x	34,48	10x	34,48	3x	10,34	3.28

11. Do you agree with the following statements?

Total response: 30

	Not at all		Not very		No opinion		Somewhat		Extremely		Ø
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
LES membership is a valuable credential	-	-	1x	3,33	2x	6,67	18x	60,00	9x	30,00	4.17
The benefit I derive from LES membership is worth my time & financial investment	-	-	2x	6,90	2x	6,90	12x	41,38	13x	44,83	4.24
The benefit I derive from attending LES meetings is worth my time & financial investment	-	-	1x	3,57	2x	7,14	15x	53,57	10x	35,71	4.21

12. LES membership can be particularly valuable to:

Total response: 30

	Not at all		Not very		No opinion		Somewhat		Extremely		Ø
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Entrepreneurs	-	-	5x	16,67	5x	16,67	14x	46,67	6x	20,00	3.70
Younger professionals	-	-	1x	3,33	1x	3,33	12x	40,00	16x	53,33	4.43
Employees of large companies	-	-	3x	10,00	4x	13,33	16x	53,33	7x	23,33	3.90
New entrant into the field of licensing	-	-	-	-	-	-	11x	36,67	19x	63,33	4.63
Company with licensable intellectual property	-	-	-	-	1x	3,45	14x	48,28	14x	48,28	4.45
Professionals seeking job opportunities	-	-	2x	6,67	8x	26,67	13x	43,33	7x	23,33	3.83

13. The benefits I receive from LES membership include

Total response: 29

	Not at all (1)		Not very (2)		No opinion (3)		Somewhat (4)		Extremely (5)		Ø
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Meeting potential business associates from around the world	2x	6,90	1x	3,45	1x	3,45	14x	48,28	11x	37,93	4.07
Making "fast friends globally"	-	-	2x	6,90	5x	17,24	13x	44,83	9x	31,03	4.00
Expanded perspective from exposure to different cultures and legal systems	1x	3,45	-	-	1x	3,45	15x	51,72	12x	41,38	4.28
Exposure to potential resources such as sources of technology	2x	6,90	3x	10,34	4x	13,79	15x	51,72	5x	17,24	3.62
Exposure to potential resources such as potential licensees and co-venturers	1x	3,45	6x	20,69	2x	6,90	14x	48,28	6x	20,69	3.62

14. How likely are you to attend/participate/use:

Total response: 30

	Not at all (1)		Not very (2)		No opinion (3)		Somewhat (4)		Extremely (5)		Ø
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Programs relating to legal developments affecting licensing	-	-	3x	10,34	1x	3,45	16x	55,17	9x	31,03	4.07
Programs relating to patents	-	-	1x	3,45	-	-	9x	31,03	19x	65,52	4.59
Programs relating to copyrights and/or trademarks	2x	6,67	7x	23,33	1x	3,33	14x	46,67	6x	20,00	3.50
Programs relating to the valuation of intellectual property	-	-	-	-	2x	6,67	16x	53,33	12x	40,00	4.33
Programs relating to the terms of	-	-	-	-	-	-	15x	53,57	13x	46,43	4.46

licensing agreements											
Programs relating to the negotiation of agreements	-	-	-	-	1x	3,45	17x	58,62	11x	37,93	4.34
Roundtable type programs	-	-	4x	13,79	5x	17,24	13x	44,83	7x	24,14	3.79
Programs relating to industry subjects	-	-	3x	10,34	4x	13,79	17x	58,62	5x	17,24	3.83
Programs directed to entrepreneurs	1x	3,45	4x	13,79	6x	20,69	11x	37,93	7x	24,14	3.66
Programs directed to young members	1x	3,33	3x	10,00	2x	6,67	10x	33,33	14x	46,67	4.10
Programs sponsored by the YMC	2x	6,90	-	-	5x	17,24	11x	37,93	11x	37,93	4.00
Programs relating to IP monetization	-	-	1x	3,70	3x	11,11	13x	48,15	10x	37,04	4.19
Programs relating to risk management	1x	3,57	2x	7,14	3x	10,71	16x	57,14	6x	21,43	3.86
"How-to" programs	-	-	3x	10,34	4x	13,79	17x	58,62	5x	17,24	3.83
Multi-day live programs	3x	10,71	4x	14,29	5x	17,86	16x	57,14	-	-	3.21
Day-long live programs	1x	3,70	4x	14,81	6x	22,22	14x	51,85	2x	7,41	3.44
Multi-session online programs	3x	10,71	4x	14,29	8x	28,57	11x	39,29	2x	7,14	3.18
Luncheon programs	-	-	3x	11,11	8x	29,63	15x	55,56	1x	3,70	3.52
One - two hour on-demand online programs	1x	3,45	5x	17,24	5x	17,24	13x	44,83	5x	17,24	3.55
Three - four hour on-demand online programs	3x	11,11	9x	33,33	7x	25,93	6x	22,22	2x	7,41	2.81
One - two hour streaming webinars	1x	3,45	6x	20,69	6x	20,69	12x	41,38	4x	13,79	3.41
Three - four hour streaming webinars	3x	11,54	9x	34,62	6x	23,08	7x	26,92	1x	3,85	2.77
Half-day live programs	2x	7,14	2x	7,14	6x	21,43	16x	57,14	2x	7,14	3.50
Breakfast meetings	1x	3,57	3x	10,71	5x	17,86	14x	50,00	5x	17,86	3.68
Podcasts	5x	17,24	9x	31,03	6x	20,69	6x	20,69	3x	10,34	2.76
E-mail news	-	-	3x	10,34	6x	20,69	12x	41,38	8x	27,59	3.86
Committee activities	-	-	2x	7,14	5x	17,86	16x	57,14	5x	17,86	3.86

15. Given the changing times, how do you think that LES will change with respect to the following:
 Total response: 30

	Significant decrease (1)		Decrease (2)		Stay the same (3)		Increase (4)		Significant increase (5)		Ø
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Total Membership	-	-	1x	3,33	8x	26,67	20x	66,67	1x	3,33	3.70
Number of Members younger than 40 years of age	-	-	1x	3,45	4x	13,79	19x	65,52	5x	17,24	3.97
Number of Women members	-	-	-	-	6x	20,69	19x	65,52	4x	13,79	3.93
Revenues	-	-	3x	11,11	8x	29,63	16x	59,26	-	-	3.48
Number of programs per year	-	-	4x	14,29	10x	35,71	13x	46,43	1x	3,57	3.39

16. How often do you use the LESI webpage per month?

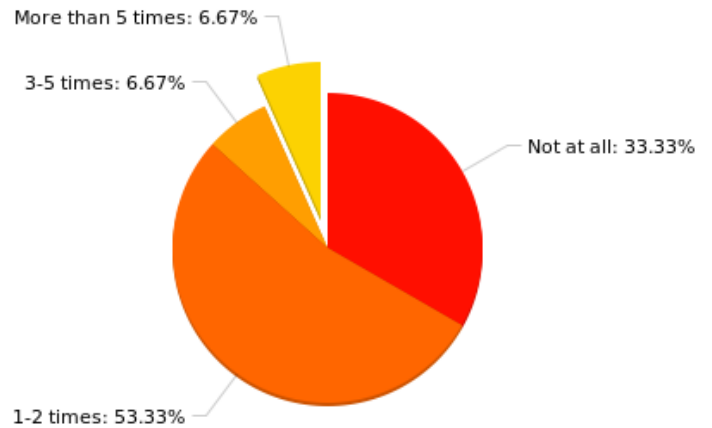
Total response: 30

10 (33.33%) Not at all

16 (53.33%) 1-2 times

2 (6.67%) 3-5 times

2 (6.67%) More than 5 times



17. How important are the following features in an LES website:

Total response: 30

	Not at all (1)		Not very (2)		No opinion (3)		Somewhat (4)		Extremely (5)		Ø
Database of members	3x	10,00	-	-	3x	10,00	15x	50,00	9x	30,00	3.90
Searchable access to Les Nouvelles articles	1x	3,33	1x	3,33	4x	13,33	16x	53,33	8x	26,67	3.97
Reports on relevant current events	1x	3,45	1x	3,45	5x	17,24	16x	55,17	6x	20,69	3.86
Information on upcoming events	1x	3,45	1x	3,45	2x	6,90	8x	27,59	17x	58,62	4.34
YMC tab	2x	7,14	3x	10,71	6x	21,43	10x	35,71	7x	25,00	3.61

18. What other features would you like to see on the LESI website?

Total response: 6

- Search YMC members in database
- I rarely access the LESI website because I cannot any domestic information of Japan in the LESI website. For most Japanese members including me, the closed activities in Japan are all. Therefore, in order to increase access from Japan to the LESI website, I think it is necessity to upload the domestic information of Japan to the LESI website in not only English but also Japanese.
- Overview to which committees I am subscribed to. This is not possible anymore since the new Website is online.
- Forum to discuss issues relating to licensing practices.
- I want to know when webinars etc. are run. I only found out that there have been 'some' when reading a committee report that I am supposed to be a member of however have not seem to be included despite reaching out many times asking how I can assist.
- online training
CLP exam questions

19. How important are the following with respect to your decision to actively participate in LES

Total response: 6

	Not at all		Not very		No opinion		Somewhat		Extremely		Ø
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)			
	Σ	%	Σ	%	Σ	%	Σ	%	Σ	%	
Opportunities to lead and leave a legacy	1x	3,70	3x	11,11	9x	33,33	9x	33,33	5x	18,52	3.52
Opportunities for meaningful participation	-	-	-	-	3x	10,71	14x	50,00	11x	39,29	4.29
Opportunities to further your career	-	-	1x	3,57	2x	7,14	17x	60,71	8x	28,57	4.14
Opportunities to obtain professional credentials/certifications	-	-	-	-	6x	21,43	15x	53,57	7x	25,00	4.04
Opportunities to learn from others	-	-	-	-	3x	10,00	8x	26,67	19x	63,33	4.53
Opportunities to learn new skills	-	-	-	-	2x	6,90	10x	34,48	17x	58,62	4.52
Mentoring programs	-	-	2x	7,14	7x	25,00	15x	53,57	4x	14,29	3.75
Certification Programs	1x	3,85	2x	7,69	6x	23,08	12x	46,15	5x	19,23	3.69
Return on your investment in membership	1x	3,70	3x	11,11	4x	14,81	12x	44,44	7x	25,93	3.78
New business opportunities	1x	3,57	1x	3,57	-	-	8x	28,57	18x	64,29	4.46
Social activities	-	-	4x	14,81	1x	3,70	14x	51,85	8x	29,63	3.96
Opportunities to participate on committees	1x	3,57	2x	7,14	3x	10,71	14x	50,00	8x	28,57	3.93
The amount of time required to participate	-	-	-	-	3x	11,11	16x	59,26	8x	29,63	4.19
The cost of participation	-	-	1x	3,70	2x	7,41	14x	51,85	10x	37,04	4.22
The return	-	-	-	-	6x	22,22	10x	37,04	11x	40,74	4.19

20. Do you have any suggestions for additional programs that could be of interest for young members or that could advertise the work of LES and attract new members?

- More activity in Asia
- Developing casual social events (e.g. drinks) on a national scale,
 - Developing dedicated YMC one or two-day events on a regional/worldwide scale with no or low registration fees (ongoing in Europe),
 - Developing relationship with universities and academics and more systematically invite students to participate to some events, free of charge for them,
 - Creating an award to reward students and/or young professionals for their contribution to IP/licensing (e.g. an award for a thesis in this field) and/or sponsoring existing events in the field of IP / licensing (e.g. in France, a mock pleading competition dedicated to IP cases is organized each year and is opened to post-graduate IP law students). In addition to or in the alternative to cash, the prize could be a free LES membership for x years and/or a free (including registration fees, accommodation and transportation) attendance to LES regional or international events,
 - Making sure that all attendance to LES meetings are accountable for mandatory training credits, as the case may be (e.g. CPD points in the UK).
- For most young members in Japan, it is difficult to go abroad to participate in LES activity. Therefore, I hope to have a program closed in Japan.

21 About 99you (optional)

Name	E-mail address
- Olivier Huc	- olivier@minesoft.com
- Thomas Adocker	- adocker@schwarz-schoenherr.com
- Dennis Tan	- dennis@boon.com.my
- Jean-Hyacinthe de Mitry	- mitry@gide.com
- Yasuyuki Kurose	- kurose@washizupatent.com
- Johan Orneblad	- johan.orneblad@origin.co.uk
- Simon Black	- simon.black@blackandassociates.co.uk
- Antoine Bellemare	- antoine.bellemare@vrr.ulaval.ca
- Anna Grocholsky	- anna@patentsense.com.au
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