LESI Delegates Manila Meeting Minutes

Sunday June 7, 2009
8:00am – 4:10pm

1. Introduction by President Liberman welcoming participants and thanking them for their travels.

2. Introduction of first time Delegates; President Liberman requested each new Delegate to state their planned contribution to LES

3. Approval of Minutes from LESI Amsterdam Delegates meeting
   Moved: Francois Painchaud  Second: Yvonne Chua

4. Opening Presentation (Attached) (Liberman)

5. President Elect’s Report
   a. Focusing on completing the committee structure
   b. January planning meeting to be held in Istanbul on January 30-31, 2010 preceded by a local conference January 28-29, 2010

6. Past President’s Report
   a. Working as a liaison with assigned Committees (ie. Awards, Endowment and External Relations)
   b. Will report later today on roll as Chair of the Nominating Committee

7. Treasurer’s Report (see attached report)
   a. The Societies net assets have increased over the past year
   b. The Treasurer again explained the basis for calculating membership dues and it was not relevant, as far as payment of dues to LESI, that the member Society had not yet received payment. This explanation was given separately to the National Presidents and they understood the position.
   c. Member Societies can influence timely payment of dues by insuring accurate entries on the LESI membership database
   d. Any outstanding dues are being dealt with directly with the relevant Societies

8. Vice President’s Report – Asian Societies (see attached report)

9. Vice President’s Report – Americas (see attached report)

10. Vice President’s Report – EEA
   a. Most Societies have a regular calendar of events and are proceeding nicely
   b. The smaller Societies continue to rely on a few individuals
   c. Membership is generally stable or increasing though there are a few examples of decline
   d. Succession planning varies by Society

11. Vice President’s Report – Industry, Professional and Regional (IPR) Committees
   a. Presentation was a continuation of that began at the India conference
b. IPR Committees are the gateway to involve new members and further educational content and networking for all participants  

c. Deliverables have now been specified for each Committee including project lists, action plans and committee manuals  

d. A number of cross committee initiatives have been established including a speaker database, development of meeting content and long range planning  

e. Efforts are underway to align the scope and names of the IPR Committees of LESI and each Member Society  

f. An outreach program has been initiated between LES Member Societies and the IPR Committees; related efforts to provide IPR content to various LES conferences  

12. Administrative Officer’s Report  
a. Renewed request for each Society to update their membership records to be certain they are accurate  
b. Discussion of planned improvements to the interface of the membership database  

13. Reporting on current efforts of the LES Graduate Student Business Plan Competition (Linda Chao):  

a. Included two international teams from Australia sponsored by the LESI Endowment  
b. Awards and a description of the teams was provided in a written report  
c. A request was made of the Delegates to volunteer as a judge of the competition  

14. Communications Committee  
a. Newly designed website containing current news content and updated LES events  
b. LES now has a twitter site and President’s blog  
c. Prior copies of \textit{les Nouvelles} have now been loaded to the site  
d. A new tool has been set to conduct email communication with members of Committees  
e. The Administrative Manager indicated that surveys of attendees on website content would be held at the Manila conference with a summary report being given to the Board  

15. The Meetings Committee announced the planned upcoming LESI annual conferences:  
a. South Africa, April 11-14, 2010  
b. London, June 3-8, 2011  
c. Auckland, New Zealand 2012  
d. Moscow, 2013  
e. Brazil or Chile, 2014  
f. Europe 2015  
g. The Committee has now implemented the Gold, Silver and Brozne  

16. Membership Committee  
a. Continued progress with the Turkey Society in formation  

i. Recent General Assembly approved first Board, membership committee and dues structure  

ii. 20 current participants expected to grow to 50 by the San Francisco meeting; membership is generally diversified and biased towards younger participants  

iii. Four meetings have been held with the benefit of LES Germany mentorship; average attendance of 80 registrants
iv. Plans are underway for the January 2010 conference with a goal of 100 – 150 registrants
v. LES will be providing copies of les Nouvelles and other materials to help in recruiting further members
vi. All requirements for membership are in order with a plan to recommend Society admission to the Delegates in San Francisco

b. Economic recession has further constrained several emerging Societies
c. Efforts to reach out to LES Croatia have been unsuccessful. The Board has determined to attempt one further time with the aid of LES Germany as a mentor Society. In the meantime, les Nouvelles shipment has been suspended due to lack of dues payment.
d. The Membership Committee will also be reaching out to Chile and Poland to assure sufficient activity at both Societies
e. No ongoing projects to provide other assistance to Societies generally; the training program on local Society planning and growth has been suspended due to lack of interest from the Member Society Boards

17. Awards Committee
   a. Seeking to provide greater transparency in process; criteria for all awards will be available for the San Francisco meeting
   b. The Certificate of Merit will become more task oriented
   c. The Committee will recommend that the Gold Medal now consider non-member recipients
   d. The Committee will recommend renaming two of the awards (eg Society of the Year Award to be renamed the Society Award)
   e. All Delegates were solicited for nominations

18. External Relations Committee
   a. Working to reinvigorate the role of the Committee to present a consistent image of the Society and to engage with other organizations that will benefit LES
   b. An annual meeting between members of the LESI Board and WIPO is now back on the agenda
   c. LES will be supporting World IP Day (April 26th) with one day educational seminars throughout a number of Member Societies; LES USA/C is working on a one day course by all local chapters using Twitter to create a dialog throughout the day
   d. WIPO is looking to LES for input on technology transfer business policies
   e. A new MOU will be executed between WIPO and LESI
   f. The Committee is working to develop a continuity plan

19. Education Committee
   a. Goal to identify one person from each Society as a liaison to the Education Committee
   b. The Committee is looking for additional volunteers
   c. Efforts are underway to support the educational content of World IP Day as discussed by External Relations

20. Long Range Planning (see attached presentation)

21. Identity – Discussion led by President Liberman (see attached presentation)

22. The Case Opposing Change of Identity (Painchaud) (see attached presentation)

23. Discussion from the Delegates on the Identity Question
   a. In the 1960’s we were ahead of the game but today we have significant competition suggesting a name change is appropriate
b. LES Britain & Ireland strongly supports a name change; a retained consultant listed the name as a barrier to membership growth; it is an antiquated name.

c. LES Germany rejects the proposal for a name change due to the work that has been done to cleanse the underlying English words and relying alternatively on the initials L.E.S. as a brand itself. It is an error to rely on the descriptive language in English as many of our members our non-English speaking. The name of the Society should not constantly reinforce the English origin of the Society brand. Other Societies reinforced this point.

d. LES Scandinavia would likely favour maintaining the LES name with a more appropriate descriptor.

e. LES Chinese Taipei is totally against the name change; criminals and bankrupt companies change their name, not strong Societies. It would take substantial time and money to explain the change.

f. LES Mexico has two concerns with any name change. First, LES is the brand which has been historically sold. Second, an explanation will have to be given in every case regardless of the brand. It would be better to enhance the Mission statement. LES is also well known by many government entities such as the Mexican patent office, WIPO, etc.

g. LES Japan does not seek a name change. “IP” is now actually in many other organizations so is not competitively distinctive.

h. LES Italy suggests a compromise perhaps though a tagline.

i. LES Switzerland is against a change; LES is a well established brand. Explaining what we do is a TM issue. It is best to use a tagline which can easily be changed.

j. Suggestion was made to LES as the brand allowing member Societies to add a tagline in a local language.

k. If we were starting the organization all over, no one would choose Licensing Executives Society. Need to now weigh the tradeoffs between changing and keeping the name. Key question is can we increase membership with a new name?

l. The Administrative Office reports that more web traffic is driven by “LES” than “Licensing Executives Society”

m. A suggestion to keep LES with more relevant terms such as “IP Law and Enterprise Society”

n. There were a number of proposals to simply rely on LES acronym and add a tagline.

o. Acronyms work in other instances (ie. IBM & IKEA) because they are supported by very large and significant corporate advertising campaigns; that would not however be the case for LES

24. Organizational Membership (see attached presentation)

a. LES USA/Canada is also currently exploring this issue

b. The practice of organizational membership if adopted may be practiced on a Society by Society basis

c. The consensus of the Delegates was that organizational membership is a concept that is worth developing further (Mark Horsburgh, John Alison and Thomas Bereuter volunteered to prepare further thoughts for the Board in time for the August teleconference)

25. Women In LES Task Force

a. A survey was sent to LES members with more than 400 responses, of which 63% were women

b. The LES benefits of education and networking were again noted by a majority of respondents

c. Only 10% of respondents were interested in gender-specific workshops
d. 23% of respondents thought there was sufficient representation of women at LES leadership levels

e. The survey split 51% for and 49% against creating a standing committee on Women in LES

f. A more detailed recommendation will be provided in San Francisco

26. Young Members Task Force (see attached report). The following comments were made in the course of discussion.

a. If a National Society lowers its dues to attract young members, then LESI should reduce corresponding dues to that local Society

b. Local Society membership forms would have to be revised to solicit notation of being under the age of 40 with an interest in the YMC

c. Thought should be given to verification of age

d. Some concern over the name YMC which may suggest an age lower than 40

e. Some recommendation to raise the age to 45; some recommendation to lower the age to 30

f. Key to tie the effort to LES mentoring activity

g. Suggestion to qualify YMC participants by requiring three years of licensing experience or a letter of recommendation from their local Society

h. Only some of the recommendations can be mandated by the LESI Board of Delegates

i. Develop a pin noting YMC to be worn at the LESI conference

27. Select Society Reports – See detailed working papers

a. Italy and Hong Kong presented

b. Roberto Dini (LES Italy) offered to assist the Communications Committee in their activities

28. Select IPR Committee Reports – See detailed working papers

29. Nominating Committee Report – congratulations was extended to all nominees, especially President-elect Nominee Lewis

   Pat O’Reilley    President
   Alan Lewis      President Elect
   Adam Liberman   Past President
   Felix Grether   Vice President
   Raul Hey        Vice President
   Kevin Nachtrab  Vice President
   Yvonne Chua     Vice President
   Jim Malackowski Secretary
   Peter Hess      Treasurer

30. There was no further business discussed and the meeting was adjourned at 4:10 pm.

James E. Malackowski
Secretary
LES International
Version 2