

# Around The World With LES— LES (USA & Canada), Montreal Chapter

By Annie Gauthier

To celebrate the World IP Day, as well as Around the World with LES, the Montreal Chapter of LES (USA & Canada) organized a special event on April 24th to highlight Montreal’s flourishing creative industry. The event was titled: “Creative Industries and their Intellectual Property: Local Economic Benefits, International Influence.” Since the 1990s, Montreal’s creative industry has seized a wind of change towards a knowledge economy and represents today a source of regional economic growth. Benefiting from international exposure, these Montreal-based companies are a reflection of the diversity, tolerance and openness to new ideas from Montrealers and they are at the vanguard of arts, innovation, show business, creation, design, technology and business.



Robic LLP hosted the event which included an impressive line-up of speakers:

Vincent Leclerc, co-founder and creative technology officer of Pixmob, (<http://pixmob.com/>), a company with a patented technology which enables wireless control of light-emitting Pix-Mob objects. PixMob gained notoriety with its vibrant illumination performance of the Superbowl halftime show and for the opening ceremony of the Sochi Olympic Games;

Philippe Lamarre, owner, producer and creative director of Urbania

(<http://urbania.ca/accueil>), a business committed to people and their stories, that wishes to entertain, inform, and surprise visitors via its web platform, magazine readership, TV series viewers, and event participants. Founded in Montreal in 2003 by the Toxa creation agency team, it is geared towards the community of curious individuals in dire need of intelligent and passionate media that are off the beaten track; and David Cayer, co-founder and business development director of Glutenberg Brewery (<https://glutenberg.ca/en>), aka BSG (Brasseurs Sans Gluten), a company that brews gluten-free beer. In May 2012, the young company won the gold, silver and bronze awards in the “Gluten-free beer category” at the World Beer Cup in San Diego, CA, United States.

More than 60 people from various backgrounds and fields attended the event. Under the direction of François Painchaud, partner at Robic LLP, who acted as moderator, the three speakers discussed the place of intellectual property in their respective business and shared their vision on intellectual property as a wealth generator. They also discussed Montreal’s reputation and attractive position as a creative center for new businesses in the creative industry.

The presentation was followed by a cocktail reception sponsored by Dentons LLP at the Wunderbar of the W Hotel. ■



Presentation Panel: François Painchaud (left), partner at Robic; Vincent Leclerc, co-founder and creative technology officer of PixMob; Philippe Lamarre, owner, producer and creative director of Urbania; and David Cayer, co-founder and business development director of Glutenberg Brewery.



Montreal Chapter Executive Team: Mylène Mastrostefano (left), Marketing Chair; Annie Gauthier, Chapter Chair; Saminda Pathmasiri, Program Chair (missing: Thomas Martinuzzo, Educational Chair).



Event attendees at the presentation.

## LES Austria—World IP Day Event

LES Austria together with Austria Wirtschaftsservice GmbH took part in a World IP Day event on 24 April 2014, at the Austria Wirtschaftsservice GmbH, Walcherstraße 11A, 1020 Vienna.



## LES Members Comment On ATW



*“Around the World with LES 2014 is undoubtedly a major highlight of this society year, exemplifying perfectly the spirit of “Joining Hands” in the LES Family as the World IP Day was celebrated, in a record-breaking fashion, by each and every of our 32 member societies across the 90 countries of the world and jointly with the global IP community.”—Yvonne Chua*



*“The LES campfire burns bright, and our community amazes me. Friends from all of our societies rallied this month to host events and celebrate World IP Day, reaching out and joining hands around the LES campfire. What a great effort and fantastic result for Around the World with LES!”—John Paul*

## LES Philippines—Project GAWI

On 25 April 2014, LES Philippines joined hands with LESI and other national societies in celebrating World IP Day and “Around the World with LES” by launching “Project Gawi: Igniting Traditional Knowledge Development” at the Multi-Purpose Hall of the Intellectual Property Office of the Philippines (IPOP HL) at McKinley Hill, Fort Bonifacio, Taguig City.

Project Gawi’s proponent, LES Philippines Director, Mr. Gonzalo Go III, explained that “Gawi” is a Filipino word which means “custom.” Project Gawi seeks to take a closer look at traditional knowledge (TK) of the indigenous peoples’ communities in the Philippines, focusing initially on organic farming. The project seeks to understand, identify, protect, promote, and commercialize the TK of the indigenous peoples’ communities in the Philippines upon their free and prior informed consent and in accordance with their respective customary laws and practices.

To do this, consistent with LESI’s theme of “Joining Hands: A Stronger LES Family—And Closer,” LES Philippines is collaborating with various pri-

vate and government entities that have a stake in traditional knowledge. LES Philippines has partnered with the IPOP HL, the National Commission on Indigenous Peoples (NCIP) and the Department of Agriculture, particularly the National Organic Agriculture Board.

To know more about this project, LES Philippines has published two scholarly articles in *les Nouvelles* on Project Gawi, namely, “Project Gawi: Towards Filipino Traditional Knowledge Commercialization,” and “Protecting Traditional Knowledge as Cardinal Technology in the Philippines.”

The launch of Project Gawi was kicked off by opening remarks from IPOP HL’s Director General, Mr. Ricardo R. Blancaflor. LESI President, Ms. Yvonne Chua, also sent her message to the membership and guests through LES Philippines’ President, Ms. Leslie Anne T. Cruz.

LES Philippines’ partner govern-



LES Philippines President, Leslie Anne T. Cruz (left) is joined by IPOP HL’s Director General Ricardo R. Blancaflor and other LES Philippine members in front of the Project Gawi Banner.

ment agencies discussed what “Traditional Knowledge” is in relation to the specific mandate of their respective agencies. Mr. Roberto Nereo B. Samson and Mr. Blancaflor spoke for the IPOP HL, Ms. Carmelita De Silva, Head of the Special Concerns Division, Office of Socio-Economic Services & Special Concerns appeared for the NCIP, and Director Leo Cañeda, National Organic Agriculture Program Coordinator, represented the Department of Agriculture. A lively open forum ensued, where ideas on future endeavors related to Project Gawi were shared.

The celebration ended with the guests being serenaded by the spirited IPOP HL Choir during cocktails. ■

## LES China-Hong Kong—World IP Day Celebrated At Luncheon

LESCHK hosted a luncheon on Monday April 14 in celebration of the value and benefits of IP and licensing as part of our theme, “Joining Hands Around the World with LES.”



We were very pleased to have Paul Lee, an executive director of Ximplar and ACE Communications and a Council member of LESCHK, as our guest speaker for this event. As a veteran of Silicon Valley startups for over 17 years,

Paul spoke about the perspective of a small start-up technology company in terms of manpower, finance and technological asset, and how legal service providers can work with such companies in partnership to monetize their IP assets.

Paul also shared with us some success stories and explored the different tools needed to commercialize technology and IP assets through merger and acquisitions, OEMs, cross-licensing, and the like. The topic was entitled “Legal Needs of Technology Companies—the Perspective of a Start-up Company.” ■