

## Inside les News

### Highlights & Legal Updates

–Pages 1-4, 16-24

### Society News & Leader Recognition

–Pages 5-11, 24-41

### Meetings & Delegates

–Pages 14-15, 42-34

### New Members—Page 13

### Book & Movie Reviews—Page 11-12

## Quick Links:

[www.lesi.org](http://www.lesi.org)

[www.lesi.org/les-nouvelles](http://www.lesi.org/les-nouvelles)

[www.lesi.org/les-societies](http://www.lesi.org/les-societies)

[www.les-europe.org](http://www.les-europe.org)

[www.les-asiapacific.org](http://www.les-asiapacific.org)

## 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 from your society. 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/news-from-les-societies-blue-pages/submission-form](http://www.lesi.org/les-societies/news-from-les-societies-blue-pages/submission-form).

Deadlines: January 15, April 15, July 15 and October 15

Editor: Larry Plonsker, 10580 Northgreen Dr. Wellington, FL 33449 • Email: [editor@LESI.org](mailto:editor@LESI.org)

Copyright © 2012  
Licensing Executives Society International

# Driving LESI Forward Through Change

By James E. Malackowski,  
President, LES International

‘World IP Day’ on April 26th celebrated as Around the World with LES (ATW) marks the unofficial midway point of our Society calendar year. Again it was quite the celebration comprising a series of coordinated events aimed at connecting IP, licensing and business professionals across the globe in an effort to move innovation forward. More than 1,000 of your fellow LES members participated.



Mid-year also presents a great opportunity to share with you the activities of my Presidency and the work of the LESI Board and its Committees. Since taking office last fall, I have had the privilege of visiting with a number of LES Societies including—Arab Countries, Hong Kong, and the Philippines to name a few—as well as attend the LESI Annual Conference hosted by LES Australia and New Zealand.

As I have reported previously, the work of the LESI Board centered in the first quarter of the Society year on the inaugural LESI Global Technology Impact Forum (GTIF) and concurrent Invent For Humanity™ Technology Transfer Exchange Fair held this past January in Geneva. Plans are underway for GTIF 2013 led by Hector Chagoya, President of LES Mexico, as well as continued on-going collaboration with our event strategic partners—WIPO, WTO, ICC and the Center for Applied Innovation.

*“We are not resting on our laurels and are working to plan for this change which we believe will include a revised concept of networking providing benefits beyond social media.”*

Following GTIF, the Board focused on preparations and discussions held at the International Management and Delegates Meeting (IMDM) in Auckland. Working with the Delegates and Committee leadership, attention was paid to:

- The changing (younger) demographics of our individual members and their needs and expectations.
- Focusing and communicating the benefits of LESI, separate but in addition to the benefits of the local Societies, to individual members.

President’s Message, continued on Page 4

**President's Message**, continued from Page 2

- Means by which LESI can best support the efforts of local Societies.
- The import and role that humanitarian tech transfer issues should hold in our organization, and
- The next generation of LESI administrative services.

**Changing Demographics**

As part of on-going long range planning, the IMDM included discussion of the expected future changes in member needs. Generation X and Y are the future of LES and their participation will be driven by different objectives. We are not resting on our laurels and are working to plan for this change which we believe will include a revised concept of networking providing benefits beyond social media. We will also place greater emphasis on making a difference in our ecosystem.

*LES is known for our unique business acumen and others are reaching out to us at an ever increasing rate.*

We need to continue to demonstrate that the value provided by LES membership greatly exceeds its cost. We want to provide more transparency and an open book view of LESI organizational operations and priorities.

**LESI Benefits to Individual Members**

Being the world's largest technology transfer organization brings significant benefits to our individual members. Our collective voice on issues important to our profession is raised by LESI through non-governmental organizations around the globe. LES is known for our unique business acumen and others are reaching out to us at an ever increasing rate. Most recently, we have begun discussions within the World Economic Forum to prepare a listing of guiding IP business principles. As we develop consensus on these topics, I look forward to sharing progress in my next report. For now, the Board of Delegates has formed a working group to better communicate the benefits of LESI to individual members.

**LESI Support of Local Societies**

As an umbrella organization, LESI exists to serve the needs of its 32 local Societies. In many respects, the

best thing LESI can do is to facilitate communication between the leadership of the local Societies and then get out of the way! The National Presidents' Council (NPC) is quickly becoming the ideal vehicle for these efforts. Peter Hess of LES Germany led a discussion of the NPC in Auckland focused on best practice sharing for LES local Society governance, administration and communication to individual members.

**Humanitarian Tech Transfer**

GTIF 2012 and Invent For Humanity™ represented our first dedicated outward effort to facilitate dialogue and networking regarding humanitarian technology transfer. This discussion continued at the LESI Annual Conference which was themed "Commercialising Innovation to Save the World." We are not alone in this shift as the USPTO recently announced the Patents for Humanity pilot program that rewards patent owners for using their patented technology to address humanitarian needs. We are looking for input from you regarding this important topic and the specific training and networking activities that further your company's own initiatives in this regard.

**LESI Administration**

The size, needs and complexities of LESI have grown significantly. We have historically relied on the administrative office of LES (USA & Canada) to staff such requirements, however their needs also continue to grow. Following discussion first at the NPC meeting in Geneva and then within the Board and the IMDM, a decision has been made to retain our first Executive Director for LESI. This is expected to begin as a two year, part time contract position, but will likely expand to a full time permanent position in the coming years. I will keep the Delegates apprised of our progress.

The second half of my term promises to be as engaging as the first. I am looking forward to attending the Pan-European Conference in Rome and the Asia Pacific Regional Conference in Tokyo as well as a number of individual Societies in between. As always, I look forward to hearing directly from you on ways to further improve the work of our organization. ■