



Best Practices For Creative Industries Explored In Hong Kong

Charmaine Koo, President of LES China Hong Kong (LESCHK), was invited to speak at an APEC Workshop on June 15, 2018. Promoting the Best Practices in Licensing for Small and Medium-sized Enterprises (SMEs) in Creative Industries, "Legal Issues in Acquisition / Licensing of Film and TV Copyright" was the topic and she was invited by the Intellectual Property Department of the HKSAR Government.

This workshop aimed to build SMEs' capacity in creative industries and to promote the best practices of intellectual property (IP) licensing as their commercialization strategies. It highlighted the latest developments of licensing and the support measures of the governments; explored the best practices and management tools, strategies and business models of the industries; shared the success stories in licensing, as well as discussed IP enforcement and dispute resolution. Riding on the invaluable experience of the three speakers, SMEs were able to gain practical knowledge in IP licensing and enhance their competitiveness in the global marketplace.

Charmaine, together with Mr. Kyoung-ill Hwang (General Manager of Copyright Team, CJ E&M) and Mr. Gerardo Muñoz De Cote (IP Chief Counsel, Grupo Televisa, S.A.B), spoke at the "Business Models in Music/Film/Television Industries" session. They shared their insights on copyright and brand licensing opportunities across different disciplines of the creative industries. The discussion showcased different licensing possibilities and business models applied in music, film, TV, animation, character merchandising and game industries and how these industries achieve the best possible results from IP licensing.



Speakers from left: Kyoung-ill Hwang, Gerardo Muñoz De Cote, Yvonne Chua, Charmaine Koo.

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President's Message



By François Painchaud,
President, LES International

Dear Friends,

This new LESI year began intensely with the hard work of rallying all the National Societies in the Life Sciences Royalty Rate Survey led by LES (U.S.A. and Canada), and getting over the new privacy regulations. Of special note were the new European regulations which were practically coming into force at the same time as the Survey. Our goal is almost achieved, and if you think you can contribute to the Survey please contact Elizabeth Gildea at elizabeth.gildea@ge.com. If you prefer you can send your e-mail directly to me at president@lesi.org and I will ensure that it gets to the right place. Again, thank you for your efforts (members and Societies) for being proactive within the LES family.

The diversity of entities, cultures and personalities is our very core advantage, but also our membership incentive and benefits. That is what I observed during my first international visits as President at the Annual Meeting of LES Britain & Ireland (Dublin), the Annual Meeting

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of LES Japan (Sapporo) and my visit to the LES Hong Kong Chapter of LES China. The conferences and meetings were a great success and I was proud to make the most of these opportunities to learn more about our dedicated members in a friendly atmosphere (as always).

This September, my travels as President also brought me to Stockholm to assist at the LES Scandinavia Annual Meeting, where discussions on creativity and law practises were on the agenda. We had many great speakers, all willing to share their vision and experience. The key point of this conference was to find the place for Artificial Intelligence (AI) within your profession and try to see solutions to immediate problems in law and business that apply to this new disruptive field. As I stated in a “live interview” on *Facebook* during the conference, law always reacts to business issues, even if it takes time, many legal regimes will find their solution, and jurisdictions may end up with good solutions that will make their way through the system. But no matter what we know, that business will drive on. Our responsibility as IP specialist is to ease these kinds of transitions and to see potentials where others see threats.

It was thrilling to see evidence of our strengths with the promotion of best practices and spreading experiences. Sharing, jointly, our values will remain the key asset for the LESI family, which I am proud to be part of.

As I am writing these few notes, my road is bringing me to the LES Turkey IP Camp in Izmir, where, again, business will intermingle with IP. The program already looks interesting, kudos to the organizers!

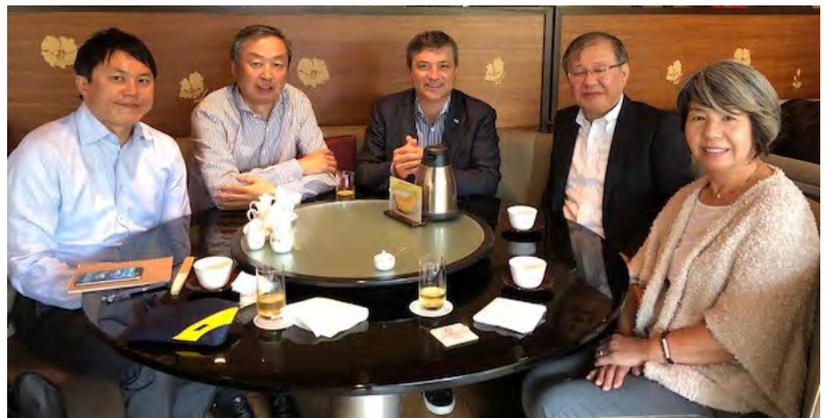
I am firmly convinced that our collaboration can bring us all to the next level and will help us face and understand the few revolutions all around us. Let’s go further...new opportunities are opening up for those who are willing to take them.

See you soon! ■

François speaking to LES Japan.



François with LES Britain & Ireland leaders in Dublin.



LES leaders enjoy tea in Sapporo. (See his visit to LES Hong Kong on Page 7.)