

Around the World with LES

Expands To Month-Long Celebration Of IP

Series of coordinated events across the globe highlights critical role IP plays in improving lives and building economic growth

The Licensing Executives Society will expand its ‘Around the World with LES’ (ATW) celebration to encompass not only the World Intellectual Property Organization’s (WIPO) annual *World IP Day* on April 26th, but also a month of events aimed at celebrating IP, raising awareness and uniting IP-interested business professionals worldwide.

“WIPO’s theme for 2013 World IP Day is ‘Creativity: The Next Generation.’ With this in mind, we are encouraging our local chapters to plan events to celebrate the creative process, innovation and the profound impact IP has had on people’s lives globally throughout the ages, as well as the promise it offers for the future,” said Tanya Moore, President of the LES (USA & Canada) and Microsoft General Manager, Outbound Licensing, Corporate IP&L.

The vast LES network of chapters throughout North America and national societies in cities around the world will join the United States Patent and Trademark Office and other national and regional organizations in hosting World IP Day celebrations. The LES events will be open to both members and non-members and will range from networking receptions, educational programs

and speaker/panel events to essay contests, business plan presentations and games. These events typically attract thought leaders, government officials, policy makers, as well as a wide spectrum of business development, IP and licensing professionals, IP lawyers and graduate students.

“World IP Day is important for increasing awareness of intellectual property and for educating the public about the very real benefits that IP brings to economic development throughout the globe,” said LES International President Kevin Nachtrab. “LES is proud to observe World IP Day through its annual ‘Around the World with LES’ celebrations, and fully supports its goals of raising the profile of intellectual property worldwide.” ■

Note: News of ATW was carried by several news outlets including the *Wall Street Journal*.



ONE DAY.
IP COMMUNITY.
CELEBRATION.
APRIL 26, 2013 • WHERE WILL YOU BE?
AROUND THE WORLD WITH LES