

LES Japan

# LES Japan Hosts Two ATW Events In April 2015



In the week leading up to the World IP Day, LES Japan hosted educational seminars both in Tokyo and Osaka as part of the “Joining Hands” efforts in celebration of Around the World with LES.

## Joint Meeting with AIPLA

By Suzuki Takashi

Taking the opportunity of the American Intellectual Property Law Association (AIPLA)’s visit to Japan in the week immediately preceding World IP Day, LES Japan held a workshop with AIPLA on the “patent subject matter eligibility.” The workshop was held April 20 with about 50 participants. This topic was prompted by recent U.S. Supreme Court decisions, such as *Mayo*, *Myriad*, and *Alice*, which have urged USPTO to revisit its examination standards. After opening remarks by the Presidents of both organizations, Dr. Nakatomi and Ms. Israel, three patent attorneys from AIPLA updated the patent subject matter eligibility situation in the U.S. with a focus on computer implemented inventions and biotech inventions. Those presentations were reciprocated by two LES Japan patent attorneys who delivered explanations about the situation in Japan on the same topic. After the workshop, LES Japan hosted a welcoming reception, which provided an excellent opportunity to exchange views on IP related matters of common interests and to further friendship among the members. ■



Opening remarks by Dr. Nakatomi.



Reception at Tateyama.

## Experience of Life Science and LES Event Activities Presented By LES Japan President

By Motohiko Kato



Dr. Ichiro Nakatomi

During another seminar held in Osaka on April 23, Dr. Ichiro Nakatomi, President of LES Japan, lectured on the business of his company including IP and licensing topics and the specialized matters in life science as well as his life experiences as researcher and entrepreneur. In the second part a roundtable talk, LES colleagues had a lively exchange of opinions about LES activities, which will contribute to an implementation of more active and useful LES events.

The secretariat members of LES Japan spoke at the start of both sessions, as has happened in the past, to explain the purpose of these borderless celebration programs and to invite all in attendance to work toward enhancing mutual understanding and cooperation in promoting the value and benefits of IP and its licensing. These excellent lectures greatly enriched the participants in both sites, and the receptions that followed each event provided opportunities to enjoy networking among members and to deepen personal relationships. This celebration was thus concluded with great success and resulted in considerable and lasting contributions to LESI’s ATW activities. ■



Dr. Ichiro Nakatomi, President of LES Japan, lectures in Osaka.

LES Italy

## LES Italy Celebrates World IP Day

To celebrate the 2015 World IP Day, LES Italy in collaboration with the Torino Chamber of Commerce organized on April 22 and 23 a training course on “Licensing: a Useful Business Tool for Company Growth.”

The aim of the course was to provide the essential tools to make strategic choices, negotiate contracts and better manage relationships in licensing.

In the 70s the revenues from the licensing of patents, trademarks, copyrights and other IP assets amounted to 2.8 billion USD worldwide; this figure grew rapidly, reaching 27 billion in the 90s and exceeding 245 billion in 2013.

In Italy, royalty revenues are today approximately equal to 4 billion USD; a considerable amount of money which could increase further in view of the large intangible heritage owned by Italian companies and waiting to be economically maximized.

“The economic valorization of IP rights through licensing is a

strategic asset for companies. Royalty revenues for the use of patents, trademarks, or other IP assets can be reinvested in the company

generating an “innovative loop” which could finance new innovation. This business model, which applies equally to large and small companies, to public like private ones, is a good way to make sure that a company has a continuous flow of capital in support of its growth,” says Corrado Borsano, Secretary of LES Italy.

This is also the point of view of the Torino Chamber of Commerce, which has always been committed to promoting the development of local enterprises through the correct use of IPRs. “We work side by side with our companies promoting an IP culture and giving advice on the best tool which could be used to protect an idea or an invention; in Torino, city of innovation, it concentrates 12 percent of domestic patent filings and over 7 percent of trademarks registrations. A wealth of creativity that we want to support and promote, even internationally, consolidating our role as the Italian capital of innovation,” says Vincenzo Ilotte, President of the Chamber of Commerce

The course consisted of two days of training. The first day focused on the licensing of patents and know-how, and the second on the licensing of trademarks and copyright. Almost 50 attendees registered to the course which was not only addressed to IP professionals but also to SMEs and universities interested in improving their knowledge on licensing activities and in the correct management of IP assets. ■



LES Brazil

## LES Brazil Seminar Marks World IP Day

LES Brazil, in cooperation with the Brazilian Bank for Economic and Social Development (BNDES), celebrated IP Day on April 28 with a seminar entitled, “Innovation and IP: Investments and Management.” The event was held at BNDES, Rio de Janeiro, Brazil, and its goal was to promote the importance of IP management and the investments in connection with innovative companies. It attracted over 40 attendees, some of the speakers included: Luciana Capanema, Innovation Manager of BNDES; and Gabriel Leonardos, Senior Partner of Kasznar Leonardos. ■



The Brazilian Bank for Economic and Social Development (BNDES) hosted the event.

Tatiana Campello, LES Brazil President (left), and Flavia Kicking, BNDES kick-off the seminar in Rio de Janeiro.



Attorneys Gabriel Leonardos (left) and Paulo Roberto Pereira Pinto Filho speak at the BNES meeting.

