“Strong IP Drives The Bottom Line” Moves To Paris

By Peter Hess, President, LES International

It is always worthwhile to spend time in Paris. On the invitation of LES France, I had the honor to present at the Annual Conference of LES France on December 5, 2017 the main elements of this year’s program of the LESI Board. The program was impressive! It took place in the wonderful building of the “Cercle de L’Union Intéraliée,” which those of you know already who if you attended the LES International Conference 2017 in Paris. Several presentations were given under the general title “Actualités du Licensing 2017,” including presentations from Kristin Neumann from the MPEG LA Patent Pool, and Jérôme Gueydan from the French telecommunication company Orange. Congratulations, LES France!

The next key event was the LESI Winter Planning Meeting in Vienna on January 20, 2018, which was preceded by a joint conference of LES Austria, LES Czech Republic & Slovakia, and LES Hungary on January 19, 2018 under the title “Intellectual Asset Management, Strategies and Deal Structures.” The conference was a great success also because there was an impressive mixture of local and international speakers. The concept of a joint conference of the involved LES Societies was also very convincing. It is worthwhile to “combine forces,” to provide the best possible quality event. This could serve as a potential blueprint also for future projects and for other societies! One other highlight of the conference was the presentation of the “LESI Service Recognition Certificate” to Michael Lántos from LES Hungary for his huge contribution over 25 years to LES Hungary and LES International. Thank you Michael for your services to the LES Community!

The next major event coming up is already the LES International conference in San Diego, April 29-May 2. I hope to see you all there!

Peter K. Hess, President LES International
LESI 2018
ANNUAL CONFERENCE
Strong IP Drives the Bottom Line
April 29 – May 2 | Manchester Grand Hyatt | San Diego, California

Please join us on Sunday evening for the LESI Welcome Reception

8:30 am Tuesday, May 1, 2018 — F1: Plenary Session—
“Datashock: Artificial Intelligence, Connectedness, and Ready to Face the Big Data Future”
Speaker: Dr. Jennifer Golbeck, Director, Human-Computer Interaction Lab, University of Maryland

The future is going to be driven by Artificial Intelligence (AI). Huge power lies in smart algorithms combined with the vast amount of big data generated by sensors, Internet of Things devices, and human behavior—from financial transactions to social interactions to increasingly trackable behavior. How will AI help people make better decisions? How will it affect or even potentially replace some human tasks altogether? How could it alter long-standing practices in your industry? Where do business opportunities lie in leveraging new technological capabilities, and how can organizations prepare for these changes? The key, according to Dr. Jennifer Golbeck, is to focus on the strategic impact of these technologies.

Monday, April 30, 2018—Mini-Plenary Sessions
10:15 am
B1: “Doing Major Life Sciences Deals: The Keys to Success”
Panel Members: Stasia Ogden, VP, Global Patent Litigation, GSK; John Calvo, Senior Counsel, Bayer; Christina Allegrini, VP, Fresenius Medical Care
Moderator: Amanda Hollis, Partner, Kirkland & Ellis LLP

Panel Members: Suzanne Muncie, Deputy Director, FTC; Eeva Hakoranta, VP and Global Head of Patent Licensing, Nokia Corporation; Laurie Fitzgerald, Principal, McKool Smith
Moderator: Nicholas Mathews, Partner, McKool Smith

B3: “IP Markets Experiences”
Panel Members: Luke McLeroy, Vice President, AVANCI; Audrey Yap, Manager, Yusam (Singapore); Dr. Yan Zhang, Partner, IPFuture
Moderator: Larry Horn, Chief Executive Officer, MPEG LA, LLC

Moderator: Aaron Charfoos, Partner, Jones Day

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Tuesday, May 1, 2018—Mini-Plenary Sessions
10:15 am
Speaker: Thomas Bereuter, European Patent Office (EPO) Academy

G2: “Early Stage Pharma/Biotech Licensing”
Panel Members: Andrew Littlehale, CFO, Macrolide Pharma; Jeremy Grunstein, Ph.D., Executive Director, Business Development, Amgen; Benjamin H. Pensak, Partner, Morgan Lewis
Moderator: Gary Raichart, Director, Strategic Value Advisory, Duff & Phelps

Moderator: Mike Lasinski, CEO and Managing Director, 284 Partners

G4: “Diversity and Identity of the Licensing Profession: Career Development Discussion”
Panel Members: Jennifer Dyer, Executive Director, University of Southern California Stevens Center for Innovation; Traci Libby, Director, Open Innovation, Beckman Coulter, Inc.; Diagnostics; Kirsten Leute, Senior Vice President of University Relations, Osage University Partners; Paul H. Ebert, President and CEO, Ebert Wolfe & Co., Executive Search
Moderators: Anna Soloviej, Ph.D., J.D., Senior Licensing and Patenting Manager, National Institutes of Health (NIH)

Attend at Discounted Rates!
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www.LESI2018.org
Monday, April 30, 2018—Workshops

1:00 pm

C1: “Know-How Licensing”
Speaker: Theo Stamatiadis, GE Power (Switzerland)

C2: “Artificial Intelligence: The IP Behind Disruption”
Panel Members: Bastian Best, Bardhile Pagenberg; Laurent Simonneau, Coveo; Jason Silbergliet, IBM Research AI; Pramath Malik, Doleroa; Moderator: Vincent Bergeron, Robic LLP

Panel Members: Joe Agato, PLUS Limited LLC; Sharone Menczel, Ironshoor; Alexis Coyé, East West Bank; Drew Lanza, Ayla Networks, Inc.; Moderator: Sam Khoury, Inavisis, Inc.

C4: “Best IP Strategies for Value Creation”
Panel Members: Dr. Rush Khan, We Thrive; Dr. Yateen Pargaonkar, Riser IP; Dr. Michael Pierantozzi, Hewlett Packard Enterprise; Jeffery Whittle, Hogan and Lovells; Dr. Mohammed A. Alansari, Daamino Co.; Moderators: Dr. R. Khan, We Thrive; Dr. Tanja Sovic, U Wien (Austria)

C5: “Mediation, Arbitration and Alternative Dispute Resolution of Licensing and Other Technology Disputes”
Panel Members: James Grossman, Applaud Medical, Inc.; Neil A. Smith, Former Judge, Patent and Trademark Office; Serena Lee, American Arbitration Association; Moderator: Ana Sambold, California State Bar ADR Committee

C6: “Value of IP to Non-Profit Institutions”
Panel Members: Rita Khanna, International Technology Transfer Mgmt., Inc.; Sylvie Fonteilles-Drabek, Medicines for Malaria Venture (Switzerland); Moderator: Julia Barnes-Weise, Global Healthcare Innovation Alliance Accelerator

2:45 pm

Moderator: Ian DiBernardo, FinTech Practice Leader

D2: “YMC: Mock License Negotiation”
Panel Members: Annie Gauthier, BCF; Curt Dodds, Fitch, Even, Tabin & Flannery LLP; Moderators: Alexander Haertel, Kathar Augenstein, Michael Crichton, Growling WLG

D3: “LES Standards Initiative: Improving the Practice of IP Management”
Panel Members: Ron Laurie, Inflexion Point Strategy, LLC; Jeff Bellmomenow, Robinson Waters & O’Dorisio; Mike Pellegrino, Pellegrino & Associates, LLC; John Carney, Delphi Automotive Systems, LLC; Patrick Terroir, Innovation Legal; Moderator: Robin Corwin, Rockwell Collins

D4: “Economic Considerations for Patent Litigation Financing”
Panel Members: Katharine Wolanyk, Buford Capital; Moderator: Scott Weingust, Sift Riskus Ross

D5: “An International Perspective on Licensing in China: Experiences and Avoiding Potential Pitfalls”
Panel Members: Jai (Jay) Wei, Best IPR Intellectual Property Law Corp.; Fiona Nicolson – Bristows; Sanjay Goorachurn, Smart & Biggar; Moderator: Harry Gwinnell, Greenblum & Bernstein

D6: “Licensing Strategies for Platform Technologies: Lessons from CRISP”
Panel Members: Kristin Neuman, MPEG LA; Jacob Sherkov, New York Law School Broad Institute; Issi Rosen, Broad Institute; Moderator: Sadhana Chitale, NYU Technology Transfer Office

4:15 pm

E1: “The European Unitary Patent After Brexit: Over 400 Years After The Death Of Shakespeare, “To Be Or Not To Be?” Is Still Very Much The Question”
Panel Members: Richard Kemper, Kemper & Partners; Joachim Mader, Bardhile Pagenberg; Jean-Martin Chevalier, Cousin & Associés; Moderator: Robert Alderson, Debaicchi & Partners

E2: “Innovative Brand Protection Strategies Improve the Bottom Line”
Panel Members: Jaime Lemons, Nike; David Bernstein, Debevoise; Charnaine Koo, Deacons; Moderator: Stefan Volker, Gleiss Lutz

E3: “Trends in International Patent Enforcement, Court Litigation and Arbitration”
Panel Members: Melissa Finocchio, VPGChief Litigation Counsel, Intellectual Ventures; Chris Longman, Qualcomm; José Miguel Lissen, Gomez Acebo & Pombo; Zhu Nongfan, King & Wood Mallesons; Moderator: Prof. Dr. Tilman Muller-Stoy, Bardhile Pagenberg

E4: “Impact of IP Rights on 4th Industrial Revolution in Asia”
Panel Members: Audrey Yap, Yusam & Associates; Alan Adcock, President, LES Thailand; Partner, Tilleke & Gibbins; Mina Maeda, Social Innovation IP Dept., LES; IP Business Division, Hatch, Ltd.; Hiroko Saito, Mori Hamada & Matsumoto; Moderator: Winsome Cheung, SCG Chemicals

E5: “Making Your IP Department into a Value-Driven & Corporate Partner”
Panel Members: Konstantina Katchevas, VP & Assistant General Counsel, IP, Agilent Technologies; John Fortin, Director of Licensing, Lonza Pharma; Moderator: Anne Li, Cravelle & Morin LLP

Tuesday, May 1, 2018—Workshops

1:00 pm

H1: “SMES and the Patent Challenge”
Panel Members: John Cabeca, U.S. Patent and Trademark Office; Ivan Charpentier, Novartis Capital; Didier Patry, France Brevets; Eric Setton, Tango; Moderator: Patrick Terroir, Innovation Legal

H2: “Challenges and Opportunities for Start-ups”
Dr. Wiliaporn Chetanachan, Director, Corporate Technology Office, The Siam Cement Public Co. LTD.; Alice Wang, IP Director, DJJ; Moderator: Ninling Wang, Co-chair, LESI Asia Pacific Committee

Panel Members: Roberto Dini, Sissel Keith Lutsch, Blank Rome LLP; Heath Hoglund, Doby Laboratories, Inc.; John Siders, Philips Intellectual Property & Standards; Moderator: Alfred Chaouat, Technicolor

H4: “The Current and Future State of Non-Profit Technology Transfer in the United States”
Panel Members: Andrew Danesiello, Mayo Clinic Ventures; Katharine Ku, Stanford University; Lesley Millar-Nicholson, Massachusetts Institute of Technology; Claire T. Driscoll, National Human Genome Research Institute, NIH; Moderator: Pam Cox, Marshall, Gerstein & Borun LLP

H5: “Joint Development Agreements (JDA’s) Are Only as Strong as the Weakest Link”
Panel Members: David Westgor, MicroVision; Andy Polovin, Uptime Technologies; Dawn Phillips, Molson Coors Brewing Company; Saumil Mehta, GoGo LLC; Jo Costura, IP Transaction and Technology Licensing Manager EAME, Caterpillar UK; Moderator: Adam Petrovicius, Partner, Kirkland & Ellis LLP

H6: “What’s Hot and What’s Not In Drafting and Structuring Your Intellectual Property Licenses”
Panel Members: Kandace Watson, Shepard Mullin; Shawn White, Intellectual Corporation for Assigned Names and Numbers (ICANN); Michelle Carr, NBC Universal

I1: “Atlanta IP: Developing a Model IP Ecosystem to Benefit Society”
Panel Members: Scott Frank, AT&I Intellectual Property; Russell Allen, Georgia Bio; Cynthia Curry, Metro Atlanta Chamber of Commerce; Moderator: Barry Brager, Perception Partners

I2: “Funding the High-Tech/Med Devices Start-ups”
Panel Members: Dean Rosenberg, Angel Investor and Head of Tech Coast Angels; Jeremy Glaser, VC lawyer from Mintz Levin; Shawn Conahan, High Tech Serial Entrepreneur; Kim Walpole, Life Sciences Serial Entrepreneur; David Powersner, Nutter, McClennen & Fish LLP

Panel Members: Kirsteen Gordon, Marks & Clerk LLP; Donald McNab, Marks & Clerk LLP; James Mullenn, Morrison & Foerster LLP; Patrick McManammy, FB Rice

I4: “Hot Topic Addressing an April 2018 Development”

I5: “Emerging Developments at the Intersection of IP, Blockchain and Cryptocurrency”
Speaker: Jim Malakowski, Ocean Tomo; Jason Cohen, Chief Technology Officer, Intellectual Property Coin Group, Inc.

I6: “High Tech and FRAND Royalty Rate Survey Results”

4:15 pm

J1: “How to Best Protect Your Trade Secrets: A Global Perspective and Assessment.”

J2: “Navigating Open Source Risk Assessments During Diligence”
Panel Members: Jennifer Pierce, Charles Russell Speechlys; Amy Chu, Knobble Martens, Olson & Bear; Jeff Luscz, Flexnera; Moderator: Abraham Alegria Martinez, Alegria Martinez & Fernandez Wong

J3: “Organic Chaotic Innovation”
Panel Members: Craig Kenesky, Wilson, Sonsini, Goodrich & Rosati; Cleveland Justin, UC Davis Institute for Innovation and Entrepreneurship; Katharine Ku, Stanford University; Peter Anselmo, New Mexico Tech; Lionel Leventhal, Houlihan Lokey, Inc.; Moderator: Professor Lawrence J. Udell, LESI Silicon Valley Chapter

J4: “IP is Increasingly Pervasive in Society – How Does That Impact IP Licensing?”

J5: “Joint Development Agreements (JDA’s) Are Only as Strong as the Weakest Link”
Panel Members: Lawrence Maxham, The Maxham Firm; Keith Lutsch, The Maxham Firm; Donald McNab, Marks & Clerk LLP; Kirsteen Gordon, Marks & Clerk LLP; Moderator: Sean Thompson, Intellectual Property Coin Group, Inc.

Panel Members: Roberto Dini, Sissel Keith Lutsch, Blank Rome LLP; Heath Hoglund, Doby Laboratories, Inc.; John Siders, Philips Intellectual Property & Standards; Moderator: Alfred Chaouat, Technicolor

Register NOW for Early Bird Rates at www.LESI2018.org
Saturday, April 28, 2018—Education Session
8:00 am–5:00 pm  **Advanced Negotiation Skills – Day 1**
Understand the principles underlying effective negotiation; learn and practice skills to become a better negotiator; take home new ideas and reference material to be used in preparing and executing the next negotiation.

Sunday, April 29, 2018—Education Session
8:00 am–5:00 pm  **Advanced Negotiation Skills – Day 2**

Wednesday, May 2, 2018—Education Sessions
8:00 am–5:00 pm  **Best Practices in IP Licensing – Day 1**
During this two-day interactive program, you'll hear firsthand tales from the trenches as industry experts shed light on best practices for structuring and negotiating transactions. Learn from their experiences and leave armed with the key components you need to successfully close transactions. The high teacher-student ratio optimizes one-on-one interactions with the content leaders and your peers so you gain the most from the program. This course is designed for business development, legal, and technical professionals new to day-to-day management responsibilities of leveraging intellectual property assets, as well as, those with a few years of IP transactional experience seeking to enhance the breadth of their skills. There are no prerequisites to take this course; however, IP & Licensing Basics or IP Business Basics 101 are recommended.

8:00 am–5:30 pm  **CLP Exam Review Course**
Taught by experienced CLP-certified LES members, the emphasis of this course is on the eight CLP domains, the practice exam questions, and the participants’ results. The review also includes access to our Virtual Knowledge Community, providing another opportunity for participants to review the domains and to ask questions of the LES experts. Of those who have taken this review course and the exam, 80 percent have passed. Earning CLP credentials establishes credibility among your colleagues, shows that you understand and utilize the latest industry practices, recognizes your experience and qualifications, and demonstrates your commitment to professional development.

**Course Objectives include:**
• Comprehend conflicts of interest, such as those arising from an attorney’s representation of an organization.
• Learn about litigation conduct truthfulness in statements to others.
• Understand attorneys’ confidentiality obligations to their clients.

Thursday, May 3, 2018—Education Session
8:00 am–5:00 pm  **Best Practices in IP Licensing – Day 2**

**Past LESI Meeting Education And Networking in San Diego—Come Join Us This Year!**

**Register NOW for Early Bird Rates at www.LESI2018.org**
The all-inclusive 50th LESI Conference registration fee includes all workshops, panels, breakfasts, lunches and gala reception.

Register by March 1 and pay the discounted member registration fee of $1,295. To be included in the Attendee Roster your registration must be received by April 6, 2018.

LESI 2018 ANNUAL CONFERENCE - HOTEL
Manchester Grand Hyatt Hotel, San Diego
One Market Place
San Diego, CA 92101-US
Tel: 619-232-1234

Reserve Online: https://aws.passkey.com/go/LESI2018
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Hotel Reservation Discount Deadline: April 11, 2018

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Registration Fees

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We cordially invite you to become a sponsor or exhibitor at the Licensing Executives Society International (LESI) 2018 Annual Conference in San Diego, California. From April 29 to May 2, 2018, we anticipate 500+ intellectual property professionals from around the world to connect with us and with one another. Showcase your business to the most influential minds in the industry and decision-makers within their organization.

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Educational programming will be offered both before and after LESI 2018. See www.lesusacanada.org/education for details regarding courses.

Enjoy outdoor networking overlooking San Diego Bay. The Manchester Grand Hyatt near downtown San Diego offers a spectacular waterfront resort-like setting, complete with shopping, dining, and entertainment venues.
For our 55th birthday, we want to celebrate with you who have made us what we are today — the most diversified global IP full-service provider!

Let's celebrate 55 years of Dennemeyer together! Choose one of our services you have not experienced yet and ask for your special offer.

Go get your special birthday gift!
Regional Conference With International Flavour:
LES Austria, LES Czech Republic+Slovakia And LES Hungary Presents
Intellectual Asset Management, Strategies And Deal Structures

By Thomas Adocker and Karin Hofmann

On January 19, 2018, the eve of the Winter Planning Meeting in Vienna, LES Austria, LES Czech Republic+Slovakia and LES Hungary decided to have—for the fourth consecutive year—a Regional Conference. This year, it was the plan to use the synergies resulting from the Winter Planning Meeting, by having speakers not only from the region, but from the whole world, as LESI leadership came to Vienna for the Winter Planning Meeting.

This plan turned out to be a big success. Speakers from inter alia, U.S.A., Canada, Japan, China and South Africa, as well as participants from all over the world made this Regional Conference a rather international one. There were 96 people participating, which was a record number for such a Regional Conference. The event took place at the historic premises of the Federation of Austrian Industries in the heart of Vienna, and was followed by a cocktail reception at the same location where the guests of the Winter Planning Meeting were also invited.

In addition to the Conference, the organizing team of LES Austria decided to arrange an aperitif at The Bank Brasserie & Bar of the Vienna Park Hyatt Hotel, followed by a ball evening at the traditional Vienna Coffee House Owner’s Ball in the Imperial Hofburg Palace. Twenty-four participants of the Regional Conference and/or the Winter Planning Meeting attended and enjoyed the unique Viennese ball atmosphere—an unforgettable experience in particular for the attendants from overseas.

Photos: © LES Austria/Matthias Heisler/goemb.at | Link to all photos from conference: http://heart.goemb.at/album/2018.01.19-les-conference/
LES South Africa

Mini-Seminar In Cape Town Wraps Up 2017

LES South Africa had an interesting year of events and concluded the 2017 year with a mini-seminar held in October at the Clico Boutique Hotel in Rosebank. Entitled “An IP Smorgasbord,” it enlightened the audience with a variety of interesting intellectual property topics.

The legislative environment of the IP world has been a rather active one. The Copyright amendment bill was published, the *sui generis* Traditional Knowledge bill, as well as the draft IP Policy. These made it easy to assemble a panel with an interesting program for the delegates.

We were honored by the presence of the LES International President, Peter Hess, who discussed the LESI projects planned for 2018.

Other speakers’ topics included IP portfolio management and strategy, competition law and IP interface, IP changes in South Africa, issues relating to compulsory licensing, 3-D printing and Base Erosion and Profit Shifting (BEPS) project of the OECD and its impact on IP structuring. The event concluded with a prize giving session when NIPMO was awarded the GTIF award for technology transfer.

As is customary with LES events, a networking session was held following the mini-seminar.

For 2018 some exciting events are lined up which will include various afternoon talks such as: Managing IP in an Industrial Research Environment, Launching a Brand in Africa, Plant Breeders Rights, IP and competition law, with some panel discussions around the IP Policy, LES 200, and LES300 courses and a special event for our young members.
LESI International Conference • 2 May 2018 • San Diego, USA

Global Technology Impact Forum

Developing And Commercializing Technologies For The “Double Bottom Line”

#GTIForum

Managing The Finance And IP Challenges

Manchester Grand Hyatt

www.lesi.org/events/gtif

Keynote:
William J. Merritt
President and CEO,
Interdigital

Luncheon Keynote:
Kerry Faul
South Africa National IP Management Office

LESI 2018 IMDM San Diego, CA

FRIDAY, APRIL 27
Delegates Welcome Reception

SATURDAY, APRIL 28
Committee Meetings and Evening Delegates Dinner

SUNDAY, APRIL 29
International Delegates Meeting

Registration and program information is available at: www.lesi.org

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2018 EVENTS

LESI 2018
ANNUAL CONFERENCE
Strong IP Drives the Bottom Line
April 29-May 2 | Manchester Grand Hyatt | San Diego, CA

LESI 2018 Annual Conference | Hosted by LES (U.S.A. and Canada)
April 29, 2018 – May 2, 2018 | Manchester Grand Hyatt Hotel | San Diego, CA
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LESI 2018 Annual Meeting
October 14-17, 2018 | Boston Marriott Copley Place | Boston, MA
Registration coming soon!

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les Nouvelles

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and intellectual property. All evaluations are reviewed in a double-blind fashion to remove any bias in the

results. The final decision on publication rests with the editor.

A guideline for authors can be found on our Web site at the following address: www.lesi.org/lesnouvelles/

advertise.asp#submission

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October 1. Articles for the white pages are reviewed by the LES Editorial Review Board, and they are

published as soon as possible after acceptance. All materials are to be submitted electronically in either

MS Word or Text Only format.
**LES Global News**—**LESI Delegates**

**Licensing And Intellectual Property Organizations Meetings**

For more information on LESI Meetings, go to www.lesi.org

**2018**

March 21-23
LES ANZ Annual Conference 2018
Adelaide, SA
Australia

April 27–May 02
LESI 2018 Annual Meeting
Grand Hyatt Manchester
San Diego, CA U.S.A.

July 13
6th Pan-European YMC Event
Zurich
Switzerland

September 9-11
LES Scandinavia Annual Conference 2018
Stockholm, Sweden

October 14-17
LES USA & Canada 2018 Annual Meeting
Boston, MA U.S.A.

November 12-13
LES Benelux Licensing Course 2018
The Hague
Netherlands

November 13-15
Asia-Pacific Conference 2018
Mumbai
India

**2019**

October 20–23
LES 2019 Annual Meeting
Marriott Desert Ridge Resort & Spa
Phoenix, AZ U.S.A.

**International Past-Presidents**

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<td>P. Hug</td>
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<td>T. Sueur</td>
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<td>D. Ryan</td>
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<td>J. Guilleison</td>
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<td>E. Chrociel</td>
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<td>C. Fukuda</td>
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<td>P. O’Reilly</td>
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<td>A. Lewis</td>
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<td>J. Malackowski</td>
<td>2013</td>
<td>K. Nachtrab</td>
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<td>Y. Chua</td>
<td>2015</td>
<td>A. Michel</td>
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<td>J. Sobieraj</td>
<td>2017</td>
<td>P. Bunye</td>
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  - Ted Cross

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  - Omer Hiziroglu

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  - Rinaldo Piebani

- **Membership**
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  - Laura MacDonald

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- **Dispute Resolution**
  - Ken McKay

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  - Natalie Raffoul

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- **Patent & Tech Licensing**
  - Ken McKay

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