

# LESI ANNUAL REPORT

# 2010



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL



## An Opportunity For LES International

The mission of LESI is to advance the business of Intellectual Property globally, as incorporated in the tagline of the organization. As such, the organization is linked to international trade and business and is subject to its variation. Unfortunately, Intellectual Property is not a significant driver in regard to the world economy and trade in Intellectual Assets is dominated by commercial and economic factors. Accordingly, there was also a significant downturn in IP commercialisation activity in 2009 which gained momentum and continued into 2010, as many of the world's economies went into recession. Unfortunately, your Society was not immune to these events and membership in many countries declined. Thus, the total number of LES members worldwide dropped from about 11,500 at the end of 2008 to about 10,300 at the end of 2009 and recovered to approximately 10,700 by the end of 2010. I am nonetheless delighted that some National Societies managed to increase their membership numbers. In particular, LES Germany increased from 710 in 2008 to 778 in 2010—a laudable effort. The economic troubles also resulted in some of the smaller societies being weakened, and LESI is attempting to assist these societies in recovering from their woes. Despite the drop in numbers, I am very pleased to say that LES continued to be the pre-eminent international IP commercialisation organisation.

The wonderful volunteer spirit of LES members around the world continued to manifest itself and resulted in a continuation of all the Society's many activities and the initiation of new ones. These activities and new projects are described in the Society and Committee reports that follow. In particular there are a few activities and projects which have been particularly successful that I wish to highlight.

Your Society is premised on the existence of IP, its enforceability and value. Without IP there would be no LES. Accordingly, it is extremely gratifying that IP is deemed sufficiently important to justify having a day on the yearly calendar allocated to it, 26 April is celebrated across the world as World IP Day. This was initiated in 2000 by the World Intellectual Property Office, with which we have very close ties, to raise public awareness about the role of IP in daily life, and to celebrate the contribution made by innovators and creators to the development of society across the globe. World IP Day is celebrated annually on this date, when the Convention establishing WIPO entered into force in 1970. The Licensing Executives Society, as the world's leader in advancing the business of IP globally, joined forces with WIPO to celebrate the occasion and the LES International project "Around the World with LES" was initiated with great success.

Two other very successful projects were the royalty rate surveys conducted by the LESI Life Sciences and the Chemicals, Energy, Environment and Materials Committees. These were quite extensive and have provided an extremely valuable resource for our members. The Biopharma survey comprised 231 pages and the CEEM survey 133 pages.

For some years, the LES Foundation, a subsidiary of LES (USA & Canada), has organised an annual Graduate Student Business Plan Competition. It was felt that this should be extended to other countries and a record number of entries were received from schools around the world. Five teams of finalists

were hosted, with the support of LES International at the 2010 Spring Meeting of LES (USA & Canada) in Boston. It is anticipated that the international involvement will continue to grow.

Over the years we have established an excellent working relationship with the European Commission, and this past year has not been any different. Thus, the European Committee, made representations to the EC, with the assistance of the Trademark, Design & Merchandising Committee, in regard to possible revision of the Tobacco Products Directive. The European Committee was also involved in a meeting in regard to ADR, organised by WIPO.

Your Society continues to liaise with other organisations involved with IP and the Pan American Committee initiated discussions with ASIPI—the Inter-American Intellectual Property Group with a view to concluding a MOU. In addition, LESI was represented at several meetings of NGOs and President O'Reilly was invited to present a paper at an important and prestigious annual International Patent Licensing Seminar in Japan in January 2010, which is sponsored by the National Centre for Industrial Property Information and Training. As mentioned above, we have close links with WIPO and various Board members. The Chair and a Vice Chair of the LES International Affairs Committee met with Dr. Francis Gurry and other WIPO officials, in Geneva in March 2010. Our association with WIPO is due to be strengthened significantly as a result of the initiative by President-Elect Jim Malackowski in organising two events in Geneva in January 2012—a Global Technology Impact Forum and an Invent for Humanity Technology Transfer Exchange Fair. These are being enthusiastically supported by WIPO and other international organisations and will significantly publicise LES and increase its relevance in the IP space.

Another significant decision taken during the year was to improve our Web site and provide a new portal for our members. A consultant was appointed and, after a rigorous selection process, the Vanguard Technology Corporation was appointed to develop the new Web site. It is anticipated that this new resource will greatly improve the accessibility of information and assist our members in their daily professional and networking activities.

As is clear from the above, your Society is still quite vibrant and extremely active. My thanks and appreciation are extended to each and every one of you who contributed to the affairs and activities of LES, in all the 32 countries in which we are located.

**Alan Lewis**  
President LES International 2010-2011



**Alan Lewis**  
President LESI 2010-2011



Past-president D. Patrick O'Reilly (right) passes the gavel to Alan Lewis.



## Society Reports

*LESI is an association of, at present, 32 national and regional societies having over 11,000 members worldwide. In this section, national and regional societies report on their activities in 2010 and future activities. For more information, please contact the society at its address given in the listing further on in this Report.*

### LES Arab Countries

One of the most distinguished events for 2010 was conducting the "Licensing Opportunities Forum (LOF)." LES-AC organized the first annual conference in Bahrain on October 23, 2010. LOF 2010 was held under the patronage of HE Dr. Hassan Fakhro, Bahraini Minister of Industry and Commerce, and inaugurated by HE Senator Talal Abu-Ghazaleh, LES-AC president, and Mr. Abdulrahim Hasan Naqi, secretary general of the Federation of the Gulf Countries Chambers of Commerce (FGCCC). This event brought together prominent business leaders and renowned experts and LESI professionals. The Forum aimed to facilitate the technology transfer process nationally and internationally, and business development through licensing. LOF 2011 will be held in Qatar in November 2011, and it will include innovative exhibition and networking activities to assist developers and owners of new technologies, in promoting and marketing their technologies available for licensing. In addition to support the open innovation model in the Arab countries.

Another distinguished event was a joint LES France and LES Arab Countries conference that was held in Tunis in December 2010 hosted by the Tunisian Venture Capital Association (ATIC.). The conference aimed to raise the awareness of VC fund managers on the importance of IP for the development of innovative and high value added technology start-ups in Maghreb region. About 50 people representing 40 VC companies operating all over Tunisia attended the conference, conducted by Alaya Bettaieb, member of the board of trustees of LES-Arab Countries and Alfred Chaouat, President of LES France.

LES-AC conducted a number of successful training courses and workshops in the field of IAM and strategies, Licensing and technology transfer during 2010, including courses conducted in cooperation with Dubai Chamber of Commerce and Industry, ASHARQIA Chamber in KSA, and with Support to Research and Technological Development and innovation initiatives and Strategies (SRTD) in Jordan.

### LES Argentina

Winds of renewal set the pace of LES Argentina's activities in 2010. Gustavo P. Giay was appointed President of the Argentine Chapter and all the members of the board were renewed.

On April 26, we celebrated the IP day joining the "All around the world with LES" celebrations at the Museo de Arte Hispanoamericano Isaac



LES Argentina hosts workshop on July 6, 2010.

Fernandez Blanco. The event was attended by around 60 people who enjoyed an interesting guided tour of the biggest silver collection of early days of the Virreynato del Rio de la Plata (River Plate Viceroyalty).

On July 4, we held the first Breakfast Workshop and were honored to have Dr. Aldo Petrone, Director of the Technology Transfer Department at the Argentine Trademark Office, who analysed the "Practical Aspects of Technology Transfer" and discussed how to deal with day-to-day problems with the 32 attendees in a friendly atmosphere.

On September 8, at LES Argentina we hosted the second day of the "Latin America Innovation Tour." Around 25 people including scientific investigators of various associations and IP attorneys attended the Seminar that was held at the Universidad Austral. Speakers from the U.S. and South Africa travelled to our country and made interesting presentations together with some well known recognized local professionals and scientists.

On November 17 LES Argentina hosted the second breakfast workshop of 2010 at Marval, O'Farrell & Mairal offices. Helena Noir, Vice president of LES Argentina introduced Mr. Hernan Garcia, Commercial Director of PRO ENTER, a local company in charge of commercializing the licenses of the main local football teams including Club Atlético Boca Juniors. Mr. Garcia shared with the audience his 13-year experience in negotiating licenses in the sports world in a very lively and interesting presentation that enthralled the 25 members of the audience.

Members of the LES Argentina attended the Annual Conference Meeting in South Africa as well as the LES (USA & Canada) meeting in Chicago.

Currently the Argentina Society is made up of 46 members, out of which 9 joined the Society in 2010.

We have two breakfast workshops in the pipeline for 2011 and expect to continue growing.

### LES Australia & New Zealand

As has been the case in the Australian economy at large, it has been a steady, albeit unspectacular year at LESANZ. The inability of the Australian Government, no matter it's political persuasion, to give sufficient attention to the national innovation agenda, and the need for the New Zealand Government to focus on national tragedies and on maintaining its economy in a healthy state in an international market obsessed with war and with the production of consumer goods from the Asian economies means that the opportunities for LESANZ to truly make a difference in the marketplace beyond its traditional agenda of education and networking are hard won.

Notwithstanding the economic and political focus elsewhere than in innovation, LESANZ members have voted with their feet in terms of the value of this organisation by renewing their memberships this year with almost unprecedented enthusiasm. After slumping through the GFC, our numbers are heading back towards 500, and those that are not renewing are doing so, in the most part, because their career direction has shifted away from tech transfer and innovation. One possible conclusion from this is that LESANZ is meeting its member's needs.

The highlights of the year centre on the continued traction LESANZ is achieving in engaging with the innovation community outside its traditional stakeholder group.

IP Australia, to the extent that it has put in place an ambitious legislative reform program, has increased its engagement with LESANZ realising that the organisation is uniquely placed in the Australian environment to provide feedback from that part of the innovation pathway

that is anecdotally said to fail most often: those that are charged with the task of getting financial return from this country's reportedly more—clever-than-average innovators. We made submissions to the Senate Committee review of the proposed bill amending s18 of the Patents Act concerning the patentability of genes.

Our efforts through our PR consultants to broaden the understanding and recognition of LESANZ in the business and technology communities have continued to bear fruit, and we have had a steady stream of articles published in the mainstream media and in the innovation media. This effort will need to be ongoing as the media has an increasingly short interest span and needs to be “poked” frequently to retain its engagement. While LESANZ has created platforms in social networking systems like LinkedIn, these are yet truly to take off as a communication mechanism.

As always our National Conference was a highlight of the year showcasing again the diversity of interest in innovation and tech transfer in the South Australian region.

LESANZ contributes significantly on an international scale: John Walker recently appointed as Secretary of LESI, Simon Rowell—Awards and Young members Congress, Kevin Croft—Education, Rob McInnes—Endowment, Adam Liberman—Nominations, Mark Horsburgh—Asia-Pacific, Rod Dde Boos, editorial committee, *les Nouvelles*. LESANZ has also contributed as a Society to an in depth review of the finances of the international body, in the provision of recommendations for the curtailing of expenses incurred by LESI and to the production and conduct of a couple of international surveys of membership.

LESANZ awarded its annual award for service above and beyond the necessary to Philip Heuzenroeder who will travel to, and register at an international meeting of LES of his choice in the future at the expense of LESANZ. The award was made in recognition of Philip's outstanding effort in running our 2011 National Conference in Sydney which attracted nearly 140 people and provided an excellent networking and education opportunity.

LESANZ held 35 events in the last 12 months across four time zones and 8 cities. This reflects the strength of our executive committee and the commitment of our Regional Chairpersons. Simon Rowell, moving out of the role this year of Past President, has taken on the organisation of the LESI 2012 meeting to be held in Auckland in early April 2012. The 2012 LESANZ conference will be held concurrently with this meeting. We encourage the world of LESI to join us in the very beautiful city of Auckland, and to stay on afterwards to explore a truly spectacular part of the world.

### LES Austria

Among the highlights of the Society's activities in 2010 was the successful event on April 26 as part of Around the World with LES. LES Austria invited interested parties to the Vienna University of Technology (TU Vienna) in order to discuss economic and legal aspects of licensing. More than 80 participants attended the event, seeking information on the registration of licenses and cross-border license agreements. After speeches by Susanne Lang (Austrian Patent Office), patent lawyer Daniel Alge (Sonn & Partner) and attorney Christian Gassauer-Fleissner and a presentation of biotech case studies by Daniel Alge, a lively discussion among participants ensued. The various sessions were chaired by a team of LES members: attorney Alexander Cizek (president), attorney Sabine Fehrer (secretary general) and Thomas Bereuter (vice president). The organisers as well as the event's host, Peter Karg of TU Vienna, were happy about the event's great success.

LES Austria plans to leverage the interest in World IP Day to sustain and

grow its membership, along with efforts to upgrade the Society's web site and continued outreach to prospective members.



LES Austria seminar participants.

### LES Benelux

Among the most significant events for LES Benelux in 2010 were a networking meeting held as part of Around the World with LES and World IP Day, which attracted 55 participants and a seminar, IP and Licensing in the Life Science Sector, presented on June 22, with over 40 attendees.

Membership in LES Benelux remains stable, and many members are active within LESI committees and working groups.

### LES Brazil

In 2010, LES Brazil successfully presented several LES courses (101, 103, 103) in different locations throughout the country. These courses helped to build interest in LES Brazil among business executives and representatives of public research institutions. These professionals are eager to license their technologies and learn the basic and more advanced techniques in dealing with IP portfolio and licensing negotiations.

Also, it has been noticed that university and public research centers are eager to be trained due to the existing Innovation Law that promotes research and development agreements. Therefore, the LES courses have been in high demand.

The number of LES Brazil members increased slightly. As an attempt to increase members, it has been decided to focus on the organization of meetings/courses applicable to small sized companies and public research institutions as they hold increasing number of technical inventions, but have little knowledge on licensing.

By delivering such courses, it is possible to promote LES Brazil's activities and attempt to increase the number of members. The expectation is to have a more professional market for licensing, involving public research centers and small companies, within the next 5 years in view of the investment on acquiring licensing knowledge.

### LES Britain & Ireland

Following the successful events of Around the World with LES on April 26, LES Britain & Ireland hosted a number of meetings throughout the Society:

- Intellectual Property-The Investors Perspective (London)
- Recent trade mark cases-with examples of licenses in litigation (Manchester)
- A Renewables IP Green Tea (Glasgow)
- Importance of IP Protection in Venture and Private Capital (Ireland)



- IP & Competition Law (Birmingham)
- Managing Intellectual Assets To Build Your Business: (London)  
*How Savvy Management of Intellectual Assets Can Enhance Your Business's Profitability*

While membership fell in 2009, the decline has been halted by focusing on Youth, Relevance and Responsibility: to renew and grow our membership, particularly by attracting more younger members; to raise our profile with key tech transfer stakeholders; and to contribute more effectively to the broader challenges the world faces.

**Youth:** The financial crisis has caused many organisations and individuals to tighten their belts. At the initiative of Vice-President, Mark Wilson, we have however achieved significant success in attracting younger/less experienced members, by varying the timing, content and venues of our meetings. We have also agreed to pilot the first ever younger members congress as part of next year's LES International Conference.

**Relevance:** The more varied meetings programme, and the continued efforts of long-serving Council member Barry Quest with his Public Interest Group, have also helped us make our activities more **relevant**.

**Responsibility:** Thanks in large part to the work of Meredith Lloyd-Evans and Ilian Iliev—past and current chairs of the relatively new, but extremely active, Renewables Committee—and the decision of Council about a year ago to save a few trees by stopping the production of the hard copy version of our Newsletter.

## LES Chile

LES Chile organized several events in 2010 to build interest in this new LESI chapter, including:

- April 26, 2010. Speaker: Director of the Chilean National Industrial Property Institute. A very important event to which attended 130 people. The Director of INAPI, the most important authority in Chile in Industrial Property, informed us about INAPI'S projects.
- August 3, 4 and 5, 2010. LES IAM100. For the first time we have these courses in Chile in three different cities, at full capacity in every location.

There has been a considerable increase in the number of events in which LES Chile has taken part this year in comparison with the last one, since LES has become known in the field of Intellectual Property in Chile; becoming a benchmark in IP. We have organized events with Chilean Universities and Government, strengthening our relationship with other related IP entities in Chile.

Membership in LES Chile has increased in the last 3 months in a 15 % due several factors. The most important are:

- Invitation to people, using the network of active members of the association.
- IAM 100, IP Tour and other events attract new members to the association.
- Proposal of effective projects related to Intellectual property, such as the support in the development of the web page [www.innovation.cl](http://www.innovation.cl) that includes the more important entities on innovation and intellectual property in Chile. The issuance of "The Basics of Licensing" in Chile and development of seminars and expositions organized with other Chilean entities, which are relevant in Intellectual Property, Chilean Ministry of Economy, INAPI (National Industrial Property Institute).

To continue this success, LES Chile can benefit from learning more about LESI activities and the resources that can be shared with our members. We also welcome the opportunity to discuss joint projects with other LES Societies.

## LES China

For its Annual Meeting, LES China invited high-ranking officials from PRC Ministry of Commerce to introduce the importance and potentiality of the development of the so-called service trade, including technology transfer dealings, as well as the current situation of China's technology import and export business. The general introduction makes the audience more understandable of the necessity and imperativeness of the economic structure transformation in China. Though China is regarded as the fastest growing economy in the world, the high-speed development driven by huge amount of commodity export is at the high cost of consumption of abundant natural resources, and the ratio of service trade in the nation's GDP is much lower than that in highly-developed countries, and even lower than the average among developing countries. The Central Government of China has set up the target of transforming resource-consuming economic growth to resource-saving pattern in next decade. Service industry and service trade with other countries may be a priority in future development. Intellectual property may play very essential role in the strategy

At the Annual Meeting, speakers from China and the USA talked about practical points in the corporate management and licensing of IPR, giving the audience the comparative view on how to manage corporate IP assets and to get them used effectively.

Membership in LES China has changed slightly, and the society is endeavoring to increase participation at every available occasion, such as meetings by other IP organizations.

New Regulations on the Recordation of Patent Pledge is to be promulgated by China's State Intellectual Property Office (SIPO) for the management of pledge of patent rights by patentees. Amendment suggestions for the Chinese Trademark Law have been submitted to the National People's Congress, China's Legislative Body. According to PRC Ministry of Commerce, approval procedures for those contracts with technology as subject matters are much simplified. The authorities are no longer to examine the content of the relevant contracts, but simply make it recorded, as long as the subject technology does not fall within the category of Prohibited Technology.

## LES China-Hong Kong (sub-chapter)

Among the highlights of the activities for the Hong Kong (sub-chapter) was the joint meeting in September among LES China, LES Hong Kong and LES Taipei, in Shanghai, on the latest in Technology Transfer and



Yvonne Chua, LES China - Hong Kong, accepts flag from Past-President Pat O'Reilly.

Commercialization, which attracted over 100 participants. This event helped to enhance the understanding and communication among these three key LESI chapters. In addition, LES Hong Kong presented a seminar *Simulated Licensing Negotiations* in October.

Membership for the LES Hong Kong (sub-chapter) has grown to more than 60 active members in 2010, with several members serving as representatives to LESI committees and attending international events.

LES Hong Kong looks forward to continued support from LESI to provide expert speakers for future programs, along with the IAM 100 training course. Participation at international conferences by LES Hong Kong members would also be enhanced if financial subsidies were available through LES International.

### LES Chinese Taipei

LES Chinese Taipei organized several events throughout 2010 in collaboration with leading regional and international organizations, including, International Licensing Practices: Technology Licensing and Negotiation of Biotechnology Deals and Post-Licensing Dispute Resolution in April, which attracted over 350 participants, as well as a two-day event as part of Around the World with LESI in April. The chapter also participated in the 8th Cross-Strait Conference on Intellectual Property Rights in May, along with the joint conference with LES China and LES Hong Kong in September.

### LES Czech Republic

LES Czech Republic hosted two successful events in 2010, including the World IP Day seminar, co-organized with the Czech Patent Office and with the Czech Inventors Society. The Society also offered the IAM 100 course, which was very well received by the audience as well as the Patent Office officials. Efforts to continue these types of cooperative programs will continue in 2011. The chapter would welcome assistance from LES International to identify experienced, qualified speakers for future events, and to present a customized version of the IAM course and licensing game activity.



LES Czech Republic participants gather at a conference held on October 7, 2010.

### LES France

Throughout 2010, LES France continued its successful collaboration with other organizations, including a partnership to support the CURIE (Universities TLO) Annual Congress, with several hundred participants. In addition, the chapter hosted a highly successful event on April 26, with over 80 participants, as well as the first meeting of the Young Members' Congress (YMC) France, with more than 40 attendees. Continuing these successful partnerships, including work with IP training institutes, will support the chapter's membership growth.



Head table at an LES France seminar.

### LES Germany

In addition to the Annual Meeting of the society, LES Germany contin-

ued to organize a regular series of events for local members on timely topics, including:

- Realisation of license projects
  - Commercial boundary conditions, audits, and models for technology evaluation of license agreements
  - Antitrust boundaries of license and technology transfer agreements
- Membership in the Society increased by 40 members in 2010, despite the economic limitations on professional society participation and travel.

### LES India

Building on a small but active membership base, LES India was pleased to organize the July 2-3 conference in Bangalore on Situations that impact patent rights, which attracted over 50 participants.

The Conference brought together eminent people as speakers and chairpersons, and was designed to apprise the practitioners in the field regarding situations after the grant of a patent wherein the rights of the patentee are impacted. The Conference had an active participation from over 50 professionals, from corporate IP teams, IP service providers, Law firms, Academic Institutions and Government. The Controller of Patents, Designs and Trademarks of India, Dr. P. H. Kurian, was the keynote speaker at the conference and actively participated on the two days providing insights from the Patent Office perspective and seeking inputs.

A committee has been organized to develop a web site for the Society, as well as other electronic communication.

Among the most significant policy developments in India was the action on the pending legislation:

#### The Protection and Utilization of Public Funded Intellectual Property Bill, 2008:

The Protection and Utilization of Public Funded Intellectual Property Bill, 2008 (henceforth PUPFIP Bill) was introduced in the Rajya Sabha on December 15, 2008. The Bill was referred to the Standing Committee on Science & Technology, Environment & Forests. This Bill seeks to boost research and development in public funded research institutes by permitting the sharing of the right to intellectual property with the institutes and scientists who created them.

The Bill aims to encourage innovation in small and medium enterprises and promote collaboration between government, private enterprises and non-government organizations. The Bill further aims to incentivize innovation by sharing at least 30% of the royalty with the scientist.

#### The expected benefits of the Bill, in brief, are as under:

- The legislation will provide a uniform legal framework within the country for protection and utilization of the Intellectual Property generated out of public funded research and development.
- Innovations in private sector as well as in universities, academic and research institutions that receive grants from Government will be encouraged.
- Collaboration between Government, non-governmental organizations and private sector will be promoted.
- The Bill provides for the utilization of public funded Intellectual Property and sharing of income for royalty earned between the Intellectual Property Creator and the recipient. Not less than 30% of the income or royalty has to be given to the intellectual property creator and this will promote the innovation culture in the country.
- The legislation will facilitate commercialization of Intellectual Property generated out of Government funded research and development and will also promote innovation culture within the country.



vi) Dependence of universities, academic and research institutions and other recipient organizations for funding on the Government will be minimized as the Bill provides for utilization of a portion of royalties or income, generated out of the public funded Intellectual Property, for research and educational purposes.

vii) Employment generation in niche areas, with unique skills required for the Intellectual Property management, development and marketing, will be encouraged.

viii) Transfer of technologies from research laboratories to market place (nationally and internationally) will spur technological and financial growth of the country.

#### Status of the Bill

- The Bill was introduced in Rajya Sabha on December 15, 2008.
- Referred to the Parliamentary Standing Committee on Science & Technology, Environment & Forests.
- On 28th June, 2010, Parliamentary Standing Committee presented the report to the Honorable Chairman, Rajya Sabha;
- Forwarded to Honorable Speaker Lok Sabha on 28th June, 2010;
- Presented to the Rajya Sabha on 2nd August, 2010;
- Laid on the table of the Lok Sabha on 2nd August, 2010 for approval.

#### LES Israel

2010 has been quite a busy year for LES Israel.

Although our organization is relatively small—about 40 members, we conducted 10 professional meetings with presenters from different parts of the globe (Israel included).

These meetings not only attracted non LES members but also assisted us in slightly increasing the number of members.

Among these meetings also included the visit of LESI President, Pat O'Reilly who spoke about "Research, Collaboration and Pooling Agreements: Implementing Open Innovation." Visit of the President Elect Alan Lewis who gave two presentations to different groups on Open Innovation, re "Dirty Tricks" in Negotiations and a reception in the honor of Mr. Francis Gurry Director General of WIPO (organized jointly with AIPPI Israel and the association of Israeli patent attorneys).

Some of the other topics dealt with during the professional meetings were Open Source, presented by Ms. Suzanne Erez, IP law counsel at IBM; Recent Developments of Case Law at EPO and in Germany presented by LESI Past President Prof. Dr. Heinz Goddar. A presentation on Cloud Computing which dealt with legal aspects, presented by Dr. Kai Westerwelle from Taylor Wessing in Frankfurt, Germany; and technical aspects of this emerging phenomena, presented by Mr. Benny Rochwerger from IBM Research Lab in Israel.

We hope to continue conducting interesting professional meetings for our members and guests. This effort is highly dependent on volunteer presenters. Hopefully—we'll be as successful in recruiting them in the future as we have in 2010.

We would also like to mention a swift change of LES Israel presidency. After four extensive years Adv. Michael Shaham was replaced by Mr. Hananel Kvatinisky. As can be seen from 2010 results—the change did not hurt our activity.

#### LES Italy

LES Italy organized and participated in several significant events throughout 2010 to raise the profile of the Society. These included the LES Italy Annual Meeting with more than 80 participants, and a very successful conference on April 26, "Intellectual Property—An Important Tool for Economic Development in the third Millennium."

As part of 'Around the World with LES,' LES Italy developed a booklet on "Intellectual Property—An Important Tool for Economic Development." The booklet has been distributed to students in the major Italian Universities and Polytechnics (Turin, Milan, Genoa, and Rome) and at a conference on these particular topics has also been arranged at the Polytechnic of Turin. Supported by an intensive promotional campaign, the initiative has been quite successful. Over 5,000 booklets have been distributed. A second conference has been arranged two months later and the booklet has also been translated into English for further international distribution.

The Society is actively working to recruit new members from industry through partnerships with other organizations (for instance, AICIPI-ASSOCIATION OF PATENT & TRADEMARK ATTORNEYS IN ITALIAN INDUSTRY). Efforts to recruit younger members have included the development of a Junior Subscription fee. Members under the age of 30 pay half the price of the LES Italy quote.

To make the membership to LES Italy more useful and attractive, we have organized a newsletter service. Every two weeks, LES Italy members receive an e-mail alert with news related to the IP Italian/European legislation.

#### LES Japan

In addition to the 2010 LES Japan Annual Conference, which attracted over 150 participants, LES Japan presented the IAM100 course in Tokyo and Osaka in 2010, with an average of 30 attendees. The Board of LES Japan met in June to review progress and plans for the balance of 2010.

A variety of active working groups continue to meet regularly in Tokyo and Osaka.

Among the most significant policy developments in Japan was the release of the May 19th report, "Intellectual Property Strategic Program 2010" prepared by the Intellectual Property Strategy Head Quarters.

The number of Society members remained unchanged from the previous year, and all members of LES Japan are encouraged to participate in LESI Committees.

#### LES Korea

Among the most significant accomplishments in 2010, was the presentation of the IAM 100 on April 26, at Ewha Women's University. Out of 55 attendees, almost 31 were from related industries, universities and R&D institutes and the remaining 24 were from legal sides, and only 7 were members and 48 were non-members. Mr. Duk Yeul Baek, President of LES Korea, gave welcoming remarks and also mentioned Around the World and LES activities around the world celebrating the ATW. The first and second sessions were presented by Mr. Jordan Kim, Chair of Education Committee/LES Korea. The third and fourth sessions were presented by Dr. Hayley French, Co-Chair of Education Committee of LESI. The Licensing game was carried out with the help of co-instructors, Mr. Duk Yeul Baek and Mr. Wonhee Cho (Education Committee/LES Korea). Snacks and beverages were served for breaks and networking.

In 2010, membership in LES Korea increased by 10 members.

#### LES Malaysia

Two programs were highlights for LES Malaysia in 2010:

- On May 7, over 100 attendees participated in a seminar held at the Malaysia Technology Development Corporation (MTDC) in Kuala Lumpur focused on Public Private Collaborations.
- On July 28, nearly 60 people attended the Basics of Licensing workshop, presented in cooperation with the Malaysian Biotechnology Corporation.

These seminars were notable because they involved collaboration between LESM and leading government linked agencies in Malaysia. For the seminar held on 07.05.2010, LESM collaborated with Malaysia Technology Development Corporation (MTDC), a technology development agency set up by the government of Malaysia in 1992. MTDC's role is to concentrate on the promotion and commercialisation of local technology research and invests in new ventures that can bring in new technologies from abroad. From these investment activities, MTDC has also evolved to become a venture capital outfit and is now one of the leading venture capitalists in Malaysia. The key participants for the seminar were mainly the industry players involving in the business of developing new technology under the MTDC's umbrella.

Further, notably speakers, such as Mr. Patrick O'Reilly, President of LESI, Dr. Alex H.C. Yu, Director of the Innovation & Technology Transfer Office, Nanyang Technological University, Singapore and Dr. Norsaadah Ismail, Director of the Industry Relations Division, Ministry of Higher Education, Malaysia were present and presented various interesting topics which is relevant to the industry.

For seminar dated 07.05.2010, LESM jointly organised with Malaysian Biotechnology Corporation, the lead development agency for the biotechnology industry in Malaysia on various topics.

BiotechCorp's key mandates are to act as a one-stop-centre for the biotechnology industry in Malaysia, nurture and accelerate growth of Malaysian biotechnology companies, create conducive environment for biotechnology and actively promote foreign direct investments in biotechnology. The key attendees of this workshop were essentially participants from the different biotechnology companies.

While there have been no updates or amendments to the relevant legislations in Malaysia in 2010, there are several ongoing discussions and consultative sessions being held by the government and various IP stakeholders to review the current IP legislations (Trade Marks Act 1976, Copyright Act 1987, Industrial Designs Act 1996 and Patents Act 1983) in Malaysia with a view to amend the same.

However, please take note that the Malaysian Competition Act 2000 was gazetted on 10.06.2010 and certain impacts on the licensing landscape under various intellectual property laws are expected. The Competition Act 2000 is expected to come into full force with detailed regulations in the year of 2012.

## LES Mexico

Among the most notable events for LES Mexico in 2010 was the May 1 International Day of Intellectual Property, which attracted nearly 30 participants. LES Mexico also organized three committee assemblies and one general assembly for members in 2010.

LES Mexico looks forward to accessing established LESI education materials to use in upcoming local programs.

## LES Philippines

2010 featured a number of significant events organized by LES Philippines, including:

- April 26—Around the World with LES—Networking Reception and Dinner, Quezon City, with over 100 participants including WIPO and IP Philippine representatives.
- May 4-5—Joint LES Philippines and LES Singapore meeting with over 100 attendees, students, and representatives from the Department of Science & Technology.
- May 19—Technology Transfer Act Implementation Task Force meeting.
- August 20—Forum on the Technology Transfer Act of 2009 and University readiness.

- August 26—Music Licensing Mini-Seminar, with over 70 participants.

The Networking Cocktail/Dinner during the World IP Day—Around the World with LES was notable because this event dovetailed two other events: (1) the Special meeting of the LES Philippines members to ratify changes to the society's articles and by-laws; and (2) the Copyright Documentation Workshop, which was a Joint activity of the WIPO, IPO and the LES Philippines. The society was given ample opportunity to advertise its upcoming activities.

The joint LES Philippines and LES Singapore Meeting was well attended by members from both societies, as well as university students and representatives of the academe and the Philippine Council for Health Research and Development of the Department of Science and Technology (PCHRD-DOST). Said joint meeting was a successful initiative in institutionalizing an Asia Pacific conference.

The Task Force Meeting and the Forum on Technology Transfer were opportunities to contribute and comment, upon the request of the DOST, which the lead agency that will promulgate the implementing rules and regulations on the Technology Transfer Act of 2009. The government agency's request to participate was a recognition of the society's support and expertise in providing guidelines for commercialization and valuation of technology.

The resource speakers in the Music Licensing Mini-Seminar included executive officers of collective licensing organizations, the IPO's Documentation, Information and Technology Transfer Bureau Director and the Deputy Director General. It was an afternoon of lively discussions on the procedures in lawsuits for copyright infringement, the success rate in prosecuting such type of suits, distribution of royalties, licensing agreements, IPO's policies, procedures and practices on licensing, and resolution of disputes on music licensing.

There are several important developments in the legislative and policy contexts that affect licensing and technology transfer, including:

- The Implementing Rules and Regulations (IRR) of the Technology Transfer Act of 2009 (R.A. No. 10055: An Act Providing the Framework and Support System for the Ownership, Management, Use, and Commercialization of Intellectual Property Generated from Research and Development Funded by the Government and for Other Purposes)

The Technology Transfer Act took effect on 8 May 2010. Said law aims to facilitate the transfer, dissemination, and use of technologies and knowledge resulting from government-funded research and development (R&D, for brevity) activities. It will cover the rights, duties, and limitations of the parties involved in technology generation and transfer; ownership of intellectual property rights over research outputs; benefits to researchers, R&D institutions, and funding agencies of the government; revenue-sharing and use of income from commercialization of intellectual property assets; and incentives for the creation of spin-off industries. The IRR for this law was published on 21 August 2010 and took effect on 5 September 2010.

LESP was consulted in the preparation of said IRR, especially with regard to guidelines valuation and commercialization. Further, LESP is being tapped in conducting trainings for the implementation of the Technology Transfer Act. The LESP and DOST-PCHRD are now negotiating a Memorandum of Agreement on said training in universities around the country.

- The Anti-Camcording Act of 2010 (Republic Act [R.A.] No. 10088: An Act to Prohibit and Penalize the Unauthorized Use, Possession, and/or Control of Audiovisual Recording Devices for the Unauthorized Recording of Cinematographic Films and Other Audiovisual Works and/or Their Soundtracks in an Exhibition Facility, Providing Penalties Therefore, and for Other Purposes)



The Philippine President signed into law on 13 May 2010 the Republic Act No. 10088, which is popularly known as the "Anti-Camcording Act of 2010." This legislation aims to prohibit and penalize the unauthorized possession, use, and/or control of audiovisual recording devices in connection with the unauthorized recording of cinematographic films, other audiovisual works, and/or their soundtracks in public exhibition facilities. This law is self-executory. As such, there will be no need for implementing rules and regulations.

- The National Heritage Act of 2009 (R.A. No. 10066: An Act Providing for the Protection and Conservation of the National Cultural Heritage, Strengthening The National Commission For Culture and the Arts [NCCA] and Its Affiliated Cultural Agencies, and for Other Purpose)

This law declared works by a national artist, among others, as cultural property. As such, said works are subject to declaration, registration, restoration and conservation. Likewise, the sale, export, transit, import and expatriation thereof have been regulated. The appropriate cultural agencies are given the right of first refusal in the purchase of cultural properties. Prior to the finality of the sale, the appropriate cultural agency may likewise match any offer made for the purchase of national cultural property. No cultural property shall be sold, resold or taken out of the country without first securing a clearance from the cultural agency concerned. In case the property shall be taken out of the country, it shall solely be for the purpose of scientific scrutiny or exhibit.

Also, all dealers of cultural property are required to secure a license to operate, submit a quarterly inventory of items carried which shall include a history of each item, and are subject to inspection by the concerned cultural agencies.

- Department of Health Administrative Order No. 2010-0008—Requiring herbal food and dietary supplements manufacturers to translate the cautionary statement "No Approved Therapeutic Claims" into Filipino in all their advertising and promotional materials.

The herbal industry must now prominently place or audibly voice in all print and broadcast advertising materials of their food supplements the mandatory disclaimer in Filipino which is literally translated as "IMPORTANT WARNING: THIS (NAME OF PRODUCT) IS NOT MEDICINAL AND SHOULD NOT BE USED TO CURE ANY KIND OF ILLNESS." The Filipino translation has been criticized by herbal industry players as derogatory and in contravention of the principles laid down by Republic Act No. 8423, or the Traditional and Alternative Medicine Act of 1997.

- House Bill No. 00709 (An Act Prohibiting and Penalizing the Pilferage and Theft, Unauthorized Use, Interconnection or Reception of any Signal or Service Offered Over a Cable Television (CATV) or Cable Internet System and/or Network or through any Unauthorized Installation, Access or Connection thereto through the Use of Cable or other Equipment and Prescribing Penalties Therefore).

This legislative initiative is in response to the increasing clamor from cable television (CATV, for brevity) and internet providers for an effective legal measure that will protect them from cable theft through unauthorized interception of CATV programming signals or internet services.

- Senate Bill No. 301 (An Act Granting Exemptions from Securing Permission from the Publisher or Copyright Owner of Printed Materials to Reproduce the Same in a Specialized Format for the Exclusive Use of Blind or Visually Impaired Individuals, Amending For This Purpose Section 185 Of Republic Act No. 8293, Otherwise Known As The "Intellectual Property Code Of The Philippines," and for other Purposes) This bill proposes to grant exemption in the reproduction of printed

materials into formats accessible to the visually-impaired which may be in the form of braille, audio, large print, digital text or other similar format which will enable the blind or visually-impaired person to comprehend. The bill deems such reproduction and distribution as a fair use of copyrighted works and does not constitute infringement as long as the reproduction is made on a non-profit basis and indicates the copyright owner.

- House Bill Nos. 47 and 267 (An Act Amending Certain Provisions of Republic Act No. 8293 or the Intellectual Property Code of the Philippines and for Other Purposes).

These legislative initiatives seek to amend certain provisions of the IP Code to incorporate measures that will ensure the country's compliance with its commitments under the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty, collectively known as WIPO Internet Treaties. In particular, these bills aim to create a Bureau of Copyright, and introduce the concepts of "technological measures" and "rights management information" as strategies to respond to the increasing incidence of internet piracy.

## LES Russia

Over the past year, LES Russia has developed newsletters to popularize LES through the representative offices of the Chamber of Commerce of Russia in various regions, questionnaires on the best licensing practice etc. We are planning to organize an International LESI Conference in Russia in 2014, which should have a positive impact on membership.

In addition, two educational programs were offered: IP licensing juridical contests (September) and IP licensing strategies (December) each of which attracted nearly 50 participants.

Recent changes to legislation and regulation of licensing and technology transfer have included:

- Russia entered Singapore Trademark Law Treaty.
- The Russian PTO issued Guidelines: "Examination of invention, utility model and design applications"; "Establishing of similarity of signs and goods."
- High Commercial Court elaborated a bill aimed to establish the Intellectual Rights Court.
- Customs Code of Customs Union (Russia, Byelorussia & Kazakhstan) came in force.
- The Russian PTO has launched pilot projects of the PPH with JPO, KIPO and USPTO.
- Country code top-level domain (GTLD) - .ru has been launched.

## LES Scandinavia

Recent LES events in Scandinavia have included, "How to deal with IP in a complex and innovative world," an interactive program presented in Stavanger, Norway, with 70 attendees. In addition, mini seminars are arranged in conjunction with board meetings, recruiting letters have been sent out to different organizations and persons in Scandinavia. Marketing projects has been arranged.

To assist these efforts, LES Scandinavia's mini-seminars could be announced on the LESI Web site.

## LES Singapore

On April 26, 2010, LES Singapore together with IP Academy and WIPO held the first World IP Day event in Singapore. Because this is Singapore, the theme for the event was "Linking the World through Innovation and Food." This attracted a large number of participants, nearly one hundred, including many from the food and beverage industry. The event featured speakers from the food industry, speaking about their experience with innovation and IP in their business.

In May 2010 we held our first joint ASEAN society meeting between LES Philippines and LES Singapore in Manila. This event attracted between 80–100 participants from Philippine government agencies, universities, industry and law firms over two days. LES Singapore sent a contingent of 5 speakers to support the event.

On 31 August 2010, LES Singapore co-organised a seminar with WIPO and A\*STAR entitled “Open Innovation and Emerging IP Rights.” President of LESI, Mr. Pat O’Reilly, as well as Dr. Mark Horsburgh (Chair of Patent and Technology Licensing Committee LESI) visited Singapore and spoke at the event.

Mr. Pushpendra Rai, the Head and Director of the WIPO Office in Singapore also delivered a presentation at the seminar. The event attracted 60 attendees.

The number of meetings organized by LES Singapore has increased by roughly double over the same period last year. This is due in large part to the hard work of the chair of the education and training committee, Audrey Yap, as well as increased collaboration with other organizations such as A\*STAR, WIPO and the IP Academy of Singapore.

In addition, the number of members has continued to increase—by 38.7% from the same time last year. We have increased the frequency of high quality events targeted to our membership profile, which we have publicized through our co-organisers and supporting organizations.

To continue these positive trends, LES Singapore would suggest reducing society membership dues for younger members, so that we can reduce our membership fees for such members. This will assist in our membership recruitment, especially among younger licensing professionals. LES Singapore could also benefit from sharing training resources and materials developed by other LESI member societies. Finally, raising the profile of LES and building the LES brand will aid our efforts to increase our membership and enable LES Singapore to have a stronger voice and influence locally.

### LES South Africa

As the host society for the 2010 LES International Conference, “Collaborative Innovation: The Role and Impact of Emerging Economies,” LES South Africa had the unique opportunity to welcome members from around the world to showcase the developments and opportunities in South Africa. With nearly 300 participants, including a record number from Africa, the 2010 International Conference helped LES International connect members from around the globe in one of most important emerging global markets.

LES South Africa also participated in the recognition of World IP Day, held April 29-30, as well as presenting a workshop to provide small and medium enterprises with a background on the protection and exploitation of Intellectual Property Rights, held September 14, 2010.

LES South Africa would welcome LESI’s assistance to identify speakers for local meetings and courses.

### LES Switzerland

In June, LES Switzerland jointly organized a meeting, Latest Developments in Trademark Law, with the Swiss IP office, with over 50 attendees.

The LESI Web site and *les Nouvelles* are proving to our members that they belong to a truly international organisation. That is, in our eyes, the important function of LES International.

A new act regulating the profession of Patent Attorneys will likely come into effect as of 1st of Jan 2011. Also a new act institutionalizing a specific patent court will probably come into effect as of 1st of July 2011.

It is hoped that such specialised court will attract more patent litigation in Switzerland.

### LES Turkey

The LES Turkey Board of Directors has met with the President of the Turkish Patent Institute (“TPE”) to identify areas in which we can cooperate. We have listened to the new topics on the President’s agenda and have pledged to assist TPE in promoting “the business side of patents.” We plan to organize events focusing on turning an invention into innovation. Also, the Board talked about organizing a joint event with TPE and EPO. This meeting reserved only for the Board of LES TR has a broader aim to improve communications with TPE and our membership. The President has also welcomed the Board’s suggestion that we communicate practical problems encountered in the field, assist by submitting white papers and when necessary *amicus* briefs.

We aim to organize two major events per year, one during winter, and one during summer. We held our Winter Meeting in conjunction with the LES Winter Meeting in Istanbul. As a small society, this meeting, while providing much needed exposure and membership applications, taxed our resources. Following a proposal by the Meetings Committee, the board of directors has opted to skip the summer event, and organize a special event during the fall of 2010 and a more major event in the winter of 2011.

The membership has remained constant, around 40, since the 2009 Fall Delegates Meeting. The Winter Meeting in Istanbul produced several applications, but not all applicants followed through with the payment of application and membership fees. A resolution at the Board of Directors meeting (August 2010) was to expel any member who has not paid his/her dues for more than two years in a row. We expect a slight dip in our membership, 10 to 15 percent by December 2010.

However, the Board has also resolved to actively and personally promote the society and the benefits of membership. We have noted that most members are unable to identify the benefits of being a LES Turkey/LESI member. Most of them have never received a copy of *les Nouvelles*, and most of our members have not attended a LESI Annual Meeting or an event organized by another regional society. We decided to improve the social networking aspects by organizing small breakfasts and cocktail meetings. We have also established committees that aim to have targeted and sector specific activities and membership drives. Our next event was proposed by “Women in IP committee” and is specifically targeted in attracting mid to high level female executives. We are also cooperating more closely with AIPPI and other similar groups.

We also hope to hold an IAM 100 at least once before the end of the year.

We maintain our aim to increase our membership to 100 by the next change of officers.

### LES (USA & Canada)

LES (USA & Canada) celebrated its 45th anniversary in 2010, and launched a number of membership outreach efforts throughout the year, to attract new members and to retain existing members.

On April 26, 2010, more than 35 events occurred at LES chapters around the world, including 28 local chapter events in LES (USA & Canada), all designed to demonstrate the scope and importance of the LES community and the value of intellectual property.

On that same day, 11 local chapters offered the PDS (IAM) 100 course to more than 700 participants throughout the US and Canada. Other chapters organized networking and business programs to bring together licensing professionals in their local communities. These extraordinary events, held on World IP Day, showcased the networking and education value and opportunities available through LES.



The number of local chapter events continues to be strong, with an average of more than 15 local events held each month. LES (USA & Canada) continues to offer 3 national meetings each year, along with a schedule of face-to-face and online education programs.

In addition, the society created a network of nearly 20 partner organizations that promote LES membership and events to expand the number of professional who learn about LES.

LES Education programs were offered in several locations throughout the year, highlighted by the launch of "LES University" which featured four concurrent programs offered over a single week in one central location. These programs provided education and networking opportunities for members at all ranges of experience.

Patent reform legislation is still pending in the U.S. Congress, with some recent momentum to pass a bill before the end of 2010. LES (USA & Canada) has established a new Public Policy Committee, chaired by a new Board position for Public Policy, to monitor and respond to develops in the legislative, judicial or regulatory arenas.

In addition, the U.S. Supreme Court recently ruled on the Bilski case, which could have far-reaching implications for licensing deals. LES (USA & Canada) organized a webinar to explain the ruling and will continue to evaluate its impact on current and future licensing transactions.

The LES Foundation, a subsidiary of LES (USA & Canada), conducted its annual graduate student plan competition with a record number of entries from schools around the world. The competition, with the support of LES International hosted five teams of finalists at the 2010 Spring Meeting in Boston. The winning team was Silicon Solar Solutions LLC., from the University of Arkansas, with the Global Prize awarded to Encase™ Bushfire Shelters from Swinburne University, Australia. All finalist teams received valuable mentoring and counseling from experienced LES members throughout the competition.

The 2010 LES (USA & Canada) Annual Meeting, with more than 1200 attendees and speakers, focused on the role of intellectual property in corporate business strategy, with over 60 workshops and panel discussions for members in each key industry sector.

LICENSING EXECUTIVES  
INTERNATIONAL

## Industry, Professional and Regional Committees and Management Committee Reports

*At the international level, IPR and Management committees have been established within LESI to gather and collate information of relevance to members' interests, to disseminate this to members by various means and to support their ongoing professional development, to provide interfaces for the membership with significant external organizations, and to make recommendations where relevant to the Executive Committee and the International Delegates for the efficient management of operations. Thus LESI may be said to have a matrix organization; along one axis are the national and regional societies of LESI, and along the other are the various committees of LESI, which draw their membership from these societies. The work done within a committee is coordinated by its chair or co-chairs assisted by its vice-chairs and members.*

*The individuals mentioned at the top of each report were in charge until and including the LES (USA & Canada) Annual Meeting held in Chicago in 2010. The slate given after the reports became effective after this meeting.*

## Industry, Professional and Regional Committees (IPR)

### Americas

**Co-Chairs:** Juliana Viegas, Marcela Trigo de Souza and Bob Gruetzmacher

2010 was a great year for the Americas Committee! Together with leaders from the LESI national societies of Argentina, Brazil, and Chile. We organized the LESI Americas Innovation Tour 2010, a week-long multi-national series of conferences and meetings. Speakers from the north toured Latin America countries and spoke about licensing, technology transfer, and collaborations across the Americas. President Patrick O'Reilly and other LES speakers from different parts of the world went to Argentina, Brazil and Chile, demonstrating how LES facilitates successful collaborations through the educational and networking opportunities it provides. The project involved a planning group of over 30 committee members and drew an audience of more than 200 attendees, from companies and universities.

The Americas Committee enhanced its membership by more than 50%. We organized several workshops for the LESI Annual Meeting in South Africa and the LES (USA & Canada) Annual Meeting in Chicago. As part of its outreach mission to other associations with similar purposes, the committee contacted ASIPI-Interamerican Intellectual Property, with the view to sign a collaboration agreement. We expect LESI to sign the Memorandum of Understanding during the LESI Annual Conference in June.

In 2011, the Americas Committee is looking forward to another series of the LESI Americas Innovation Tours to Mexico and the Andean Countries. In addition, we are currently working on two workshops; M&As in the pharmaceutical industry in Latin America, which will take place at the LESI Annual Meeting in London; and investments in start-up companies in South America, which will be featured in the LES (USA & Canada) Annual Meeting in San Diego. Both workshops will feature top corporate speakers.

### Chemicals, Energy, Environment and Materials

**Co-chairs:** Tony Venturino and Sumiko Kobayashi; **Vice-chairs:** Fabirama Niang; Rashid Khan; Jody Lynn DeStefanis; Achim Krieb

The Chemicals, Energy, Environment and Materials Industry Committee is working on stimulating common interest in the Chemicals, Energy, Environment and Materials for intellectual property and licensing professionals within LESI. We shared various experiences across these different industries. For 2010—At the 2010 LESI Annual Meeting in South Africa we presented six

workshops, including licensing opportunities in clean energy and licensing opportunities in metals mining and refining, and export controls. These informative workshops raised committee visibility. At the LES (USA & Canada) 2010 Annual Meeting we sponsored two workshops and a mini-plenary. We also surveyed our members as part of the Royalty Rate Survey being conducted by the Chemicals, Energy, Environment and Materials Sector of LES (USA & Canada). By this joint effort our committees are internationalizing the CEEM Sector Royalty Rate Survey. We are now waiting for next year to potentially update the CEEM royalty rate survey.

At the 2011 London LESI Annual Meeting, to keep up with industry trends and licensing opportunities in energy and conservation we are presenting a workshop titled: Intellectual Property Licensing in the Emerging Nations: Cheaper, Faster, and Smarter. IUGT is now sponsoring Walter Copan's workshop that was formerly jointly proposed with IUGT. LESI CEEM has also offered to contribute funds for a plenary speaker for London. The LESI CEEM networking dinner will be Sunday night, at a local restaurant, during the London LESI Annual Meeting. This event is headed by vice-chair Jody DeStefanis.

At the 2011 LES (USA & Canada) Annual Meeting in San Diego, we will hold a workshop to encourage and enhance licensing, entitled: Overcoming Negotiation Issues that Hamper Licensing in Brazil and Elsewhere, presented by PETROBRAS speakers (Chair Tony Venturino is moderating).

LES Brazil championed by Eduardo de Mello e Souza has researched license terms in actual Brazilian technology licenses available from Brazilian public records. We propose to explore adding some or all of these data points to the CEEM Royalty Rate Survey. This will require money. If there is interest I request permission to contact David Leathers of LES (USA & Canada) to see if this can be done and to get a price quote. We would also have to decide how to split the cost to add the data.

We hope with such programs to increase LESI CEEM diversity and membership from Women in LESI Taskforce final recommendations and Young Executives in LESI Taskforce final recommendations. We are working to add content to our committee webpage and to increase awareness that CEEM covers a wide range of technologies. For all LESI members interested in joining the Chemicals, Energy, Environment and Materials industry Committee, please contact one of the co-chairs.

### Consumer Products Committee

**Chair:** Christopher Shaowei, NTD Patent & Trademark Agency Limited, LES China

**Vice-Chair:** Yasunori Ohtsuka, Ohtsuka Patent Office, LES Japan

Throughout 2010, the Consumer Products Committee worked to identify additional members while it planned to present a workshop at the 2011 International Conference in London on licensing issues in China, organized jointly with LES China. The Committee will arrange for the presentations from the workshop to be posted on the Committee web page.

The Committee would like to work closely with LESI in 2011 to expand awareness of the Committee and its activities to interested members in all LES local societies.

### Copyright Licensing Committee

**Chairs:** Abraham Alegria and John Hornick

**Vice Chairs:** Suzanne Nusbaum and Brian Law

The Committee organized a workshop at the 2010 LES (USA & Canada) Spring Meeting in Boston in May and is working on presenting another workshop during the London International meeting in June 2011. Presentations from these workshops, including an update on U.S. Court of Appeals



Decisions in Copyright cases, will be posted on the Committee Web site.

The Committee looks forward to meeting with other LESI committees to identify common issues and potential programs.

## Engineering, Transportation, and Physical Science Committee

**Chair:** John Paul, **Vice Chair:** Bill Elkington

The LESI Engineering, Transportation, and Physical Science Committee is the successor to the LES Automotive and Transportation Committee. The expanded scope of industry focus includes products or processes involving mechanical technology. The committee includes 35 enlisted members. It has done its work and communicated about objectives and developments by email.

It worked with the LESI Chemicals, Energy, Environment and Materials Committee to prepare a workshop for the London meeting on environmental tech transfer for automobiles. It worked with the LES (USA & Canada) Aerospace and Transportation Committee and the LES Germany Automotive committee to arrange joint conference calls for members of those committees to meet, exchange ideas, and participate in an educational program presented by a speaker.

The Committee also worked to form natural communities of people in various industry subsectors—(1) identifying key industry groups; (2) identifying relevant LESI members, relevant national society committee members like US/C A + E and Germany Auto, silent LES members, non-LES members and groups; (3) sharing information on members with relevant organizations like US/C A + E; and (4) planning high-value low-cost activities such as conference calls to discuss developments, concerns and best practices, joint calls with related groups, webinars for more detailed information, and creating “meeting places” at LES meetings for related groups of people.

## European

**Chair:** Bruno Vandermeulen, **Vice-chair:** Christian Appelt

In 2010 the European Committee has secured the submission by LESI of a paper to the European Commission in response to the Public Consultation on the possible revision of the Tobacco Products Directive 2001/37/EC in co-operation with the Trademark Committee (date of submission: December 17, 2010).

The European Committee also secured an invitation to LESI to participate in a meeting on ADR and Mediation Advocacy from the User's Perspective at WIPO, Geneva on September 6, 2010.

The Committee also gave assistance to LES Benelux in the setting up the “LES Benelux meets the EU institutions” conference on October 12, 2010.

The European Committee will facilitate the submission of similar papers of interest in the future, when legal or practice developments at EU level are deemed by the Board to justify that LESI acts as a trusted voice in the debate. The EU Commission's effort to revise the IP Enforcement Directive and the plans for a unitary patent will be the main points of attention.

## Industry, University, and Government Transactions (IUGT) Committee

**Chair:** Sun R. Kim

During 2010 the IUGT Committee, with assistance from the Editorial Review Board of *les Nouvelles*, initiated and organized a special *les Nouvelles* edition, commemorating the 30th Anniversary of passage of the Bayh-Dole Act. The edition opened with a reprint of the December 2006 article by ex-Senator Birch Bayh: Don't Turn Back the Clock,

followed by thirteen articles, three of which were from the U.S. concerning the Bayh-Dole Act with the remainder covering legislation inspired by the Act from the rest of the world. Upon invitation of the IUGT, AUTM, AIPLA and the Kauffman Foundation contributed to this effort.

The IUGT also launched an exciting new initiative of organizing “IP Theme Weekends” aimed at providing forums for industry, TLOs and National Research Institutes in order to facilitate identification and discussion on common issues. These IP Weekends are also intended to serve as part of an “outreach” to connect with researchers, students and professors of universities and PEOs; and to attract new members. The initiative started in the Asian region with the “IP Ski Weekend” in Korea in February in 2010 under the theme of “So You Have Your IP, Now What?” and continuing with an “IP World Expo Weekend” in October 2010 in Shanghai, China, with the Chinese Academy of Sciences as a co-sponsor.

For 2011, the IUGT plans to bring the “IP Weekends” initiative to Europe starting in Turkey in Summer 2011 under the theme of “University-Industry Collaboration in Transferring Technology into the Marketplace,” which Microsoft has agreed to cosponsor. Then moving on to Munich for the “IP Oktoberfest Weekend” in fall, with participation of Max Plank Institute and sponsorship by ASCENION in addition to other organizations. The Committee will conclude “IP Ski Weekend” in Zurich in Winter 2012. As the program has gained momentum, the IUGT has secured sponsors for these European “IP Weekends.” The Committee plans to turn “the IP Theme Weekend” forum materials into articles in *les Nouvelles* in order to share with output of these IP Weekends with the general membership of LESI.

The Committee has also identified a number of additional projects for 2011 focusing on “outreach” activities through collaborating with complimentary organizations such as ICC and WIPO. For all LESI members who are interested in joining IUGT activities, please contact the Chair.

## Life Sciences Committee

**Co-Chairs:** Stephen Yoder and Jan Krauss

In 2010, the LESI LSC was active with continuing several initiatives from 2009 and also initiated some new projects. The most active projects included, contemporary content at the LES conferences in 2010, increasing our active membership base in particular in LES societies that are not represented in the committee.

The co-chairs and vice-chairs continued to hold regular teleconferences to report on progress of initiatives and discuss short and long-term goals. Furthermore, the committee was active to secure the succession in the LESI LSC for 2011 and beyond.

Most notably, the LESI Royalty & Deal Terms Survey was continued. The committee was particularly active in ensuring that the data is made available to all of the national LESI Life Sciences groups and that there is an increased awareness regarding this highly interesting and relevant collection of data. This project also has the attention of the committee for 2011.

The LESI LSC has furthermore continued to motivate members to propose workshops to the organizers in upcoming conferences. Another project is the improvement of the content of the Life Sciences page on the LESI web site, which clearly is the most important point of contact with the Committee and the LESI. The LSC will also continue to seek authors in order to improve the LSC content of *les Nouvelles*. For this, the LSC has started a survey of life sciences topics of interest that are underrepresented so far. This is continuing in 2011.

### Long Range Planning Committee (LRP)

**Co-chairs:** Ken McKay, Lex van Wijk

**Vice-chairs:** Hector Chagoya, Junichi Yamazaki, Francois Painchaud, Patricia Bunye

The Long Range Planning Committee organized during the LESI conference in Sandton a workshop on how to maintain and increase membership, in particular from business. On the basis of feedback received during that event a survey was developed and conducted for determining how LESI and its Member Societies could attract more members, especially from the business sector, and whether our present organizational structure needs to be changed to accomplish this.

In October the Committee reported the results to the International Delegates in Chicago. Though the feedback was quite consistent, it was believed, especially in view of the relatively small number of responses (119) and the timing of the survey during the summer season, that it could prove useful to repeat the survey taking into account the feedback received in respect of the original survey. In addition, it was believed useful to include in such a second survey some questions from the LESI Board.

On the basis of results of the original survey and the feedback received from the International Delegates the Committee then started developing a second survey which is aimed to be conducted early 2011.

### Patent and Technology Licensing Committee

**Chair:** Roberto Dini

In 2010 the PTL Committee arranged two successful workshops: one at the LESI Annual Meeting in Sandton and another at the LES Pan European Conference in Budapest. The workshops focused on "Standardization, essential patents, antitrust issues and patent pools" and speakers analyzed topics such as how to avoid patent ambushes, how to identify patents essential to a certain standardized technology, and how to avoid royalty stacking and minimize antitrust risk.

The PTL Committee also issued the English version of the book "Intellectual Property—An Important Tool for Economic Development" prepared by LESI Italy as part of 'Around the World with LES' in 2010. The English version of the book was distributed to students at Italian universities and polytechnics and at international conferences such as the LES (USA & Canada) Annual Meeting in Chicago and the IP Summit in Brussels.

In addition, the Committee sends a welcome letter each month to new PTL Committee Members to inform them about current activities and encourage them all to take an active part in the PTL as it is the perfect ground for us to share our ideas and objectives. An electronic version of the LESI Italy book mentioned above is also included with the welcome letters.

To date, the number of PTL Committee Members has increased to 228 members.

### Trademark, Design and Merchandising Committee

**Chair:** Martin Schneider

**Vice-Chairs:** Elisabeth Logeais, Johan du Preez, Juan Cristobal Gumucio, Alastair Neill, Corrine Sukiennik

The LESI Trademark, Design & Merchandising Committee strives to continuously provide to its members valuable information in regard to worldwide protection and commercialising of names and shapes of products and packaging.

The year 2010 committee activities can be summarized as follows: (1) In Chicago 2010 the delegates have decided and approved the name change (by approving of the modified by-laws) to Trademark, Design and Merchandising Committee. The old name Trademark and Character Licensing Committee was felt to be no longer appropriate. The committee is yet striving to implement the name change on the LESI Web site. (2) The committee membership record features an increase from around 65 to 85 members over the last two years. (3)

The committee organised 5 well attended workshops during the LES International Conference in Sandton / Johannesburg, among them "Translation and Transliteration of Roman Alphabet Marks in Japan, China and Russia; Building Successful Brands; Naming for Power; Protection of 3D-Marks; (4) The committee is creating a global TM related database with country case law in regard to licensing, risk of confusion and distinctiveness cases. (5) The committee participated at two EU wide public consultations and completed two reports on (a) "Study launched by the EU Commission on the Overall Functioning of the Trademark System in Europe" and (b) "Public Consultation launched by EU DG for Health and Consumers on the possible Revision of the Tobacco Products Directive 2001/37/EC" which were submitted to the EU commission by the LESI European committee.

The committee appreciates the LESI Web site communication tools such as the e-mail function for sending information to the committee members and the content upload function which is a great help. It is hoped that the tools can be improved as in many cases the uploading function is blocked by non approved characters such as "-", "ä", "&" etc.

## Management Committees

### Audit Committee

**Co-Chairs:** Gary Nath, Nabil Salamé and Rani Boazz

The LESI Audit committee held two meetings in 2010 in which it discussed among other issues how to improve communication between the LESI board and the Audit firm.

The Audit Committee received the LESI Audit Report for 2009 from the CPA auditing firm, GELMAN, ROSENBERG & FREEDMAN and raised it to the LESI Board.

### Dispute Resolution Committee

**Chair:** Russell Levine

In 2010, the Dispute Resolution Committee worked on numerous projects. These projects included projects: (1) to increase membership on the Committee; (2) to provide input into, distribute and prepare a workshop to present the results of a WIPO survey entitled "Dispute Resolution Needs in International Patent Licensing and Technology Transfer"; (3) to draft and submit an article for *les Nouvelles*; (4) to create a 1-day ADR training program; (5) to create and/or update committee materials on LESI Web site; (6) to create a LESI mediator and arbitrator list; and (7) to prepare and present a workshop comparing and contrasting the pros and cons of arbitration versus civil litigation for licensing disputes. As we head into 2011, we will continue our efforts to increase membership. We also will continue the projects relating to articles for *les Nouvelles* and the LESI Web site. We are continuing to develop the course for mediating license disputes. We also will continue to prepare the workshops regarding the WIPO ADR survey.

### Education Committee

**Chair:** Hayley French

**Vice Chairs:** Jeffrey Whittle, Kevin Croft, Bessan Babieh

The Education committee continued to increase its offerings of interactive educational courses as well as training more members to deliver such courses. The LES100 (one day course focused on the commercialisation of intellectual property through the power of licensing) as well as the train-the-trainer course was provided in South Africa, Hungary and Chicago. The LES100 was also provided in three locations in Czech Republic, Korea and three locations in Chile.

Educational activity and needs of local societies and regions were assessed using a questionnaire. This helped plan networking in regions with similar educational needs as well as identifying the level of courses that needed to be offered. The feedback also helped identify where the committee needed to expand its pool of trainers.



The Education committee initiated plans to develop a teaching course for the CLP which should as a package provide a review and complement the current developed LESI courses to teach to the CLP on a global basis.

### Endowment Committee

**Co-Chairs:** *Dwight Olson and Rob McInnes*

The Endowment Committee is an LESI Management Committee responsible for managing the LESI Endowment Fund, including making recommendations on its use for the funding of special projects.

The mission of the Endowment Committee is to manage the LESI Management Fund and to identify, investigate and make recommendations to the LESI Board of Directors and LESI Board of Delegates the criteria for the use of such funds and on special projects that would be beneficial, in general, to the membership of the LES Member Societies and recommends whether the funding of such projects should be approved.

For the year 2010/2011, LESI funded the international portion of the LES Foundation graduate student business plan competition. LESI funded the first stage of the competition and funded three international teams at the London LESI annual meeting for a total of \$45,000.

- Funded 3 international teams of 2 people.
- Funded \$7K for prize money (\$5K LESI Global Award, \$2K for 2 runner-up teams).
- Funded LESI share of the costs such as lunch/break, awards, graphic design, awards, printing, public relations etc.
- Funded publicity costs.

The continuing goals of the Endowment Committee include the following:

- Identify, investigate and make recommendations as to projects and activities to receive funds from the Endowment Fund of LES International and the criteria for receipt of such funds.
- Monitor the use of any funds paid out of the Endowment Fund and report the finding of such monitoring to the LESI Board of Directors and to the LESI Board of Delegates.
- Coordinate with the Audit Committee to devise recommendations for best practice allocation for Endowment activities, including a prioritized recommendation for Endowment allocations at three hypothetical levels: \$25,000; \$50,000; and \$100,000.

### External Relations Committee

**Co-Chairs:** *Willy Manfroy and Art Rose*

**Vice Chairs:** *Markus Ineichen, Walter Copan, Ichiro Nakatomi, Francois Painchaud and Ken McKay*

Significant activities of the External Relations Committee in 2010 included:

#### World Intellectual Property Organization (WIPO)

A meeting between the leadership of LESI and WIPO was held March 23, 2010 during which the parties explored how best to strengthen ties between the organizations. A Memorandum of Understanding (MOU) between WIPO and LESI was signed at the meeting.

A Trademark Handbook was submitted by Ken McKay on behalf of LESI several years ago. Ken McKay is continuing to follow up with WIPO on the handbook.

#### World Economic Forum (WEF)

Contact has been established with James Moody, Chair of the WEF Global Agenda Council on IP. Ichiro Nakatomi and Pat O'Reilley provided input on the draft Global Responsibility Initiative. Mr. Moody recommended at Davos (Jan 22-28, 2010) that LESI be involved in the activities of the Council. Further contacts may lead to an invitation to Davos.

#### United Nations–Environment Programme (UNEP)

UNEP is involved in the global study of climate change mitigation technol-

ogy licensing and the relationship to global economic development. Walter Copan is working on a Plenary Panel for the LESI Annual Conference in London in June of 2011.

#### Development of “heads of agreement” for the UNITAID/Medicines Patent Pool.

Pat O'Reilley visited WIPO for three days during the week of September 13th to participate in the development of the “heads of agreement” for the UNITAID/ Medicines Patent Pool. Pat also discussed the Global Responsibility License proposed by the World Economic Forum and WIPO's development of a program to facilitate development of therapies for neglected diseases. Ali Jazairy and Philippe Baechtold were informed of Pat's participation on behalf of LESI. This was a further opportunity to cement the relationship between WIPO and LESI.

#### WIPO Request for Expert Review of WIPO Project titled “Innovation and Technology Transfer Support Structure for National Institutions”

The committee organized the expert review of the WIPO paper on the Project titled “Innovation and Technology Transfer Support Structure for National Institutions.”

#### LESI Global Technology Impact Forum 2012

At Jim Malackowski's request the Committee, and especially Audrey Yap, organized to assist in the contacting and encouraging attendance of several internal organizations at the 2012 LESI Global Technology Impact Forum to be held in Geneva in January 2012.

### Long Range Planning

**Co-Chairs:** *Ken McKay, Lex van Wijk, Vice-chairs: Hector Chagoya, Junichi Yamazaki, Francois Painchaud, Patricia Bunye*

The Long Range Planning Committee organized during the LESI conference in Sandton a workshop on how to maintain and increase membership, in particular from business. On the basis of feedback received during that event a survey was developed and conducted for determining how LESI and its Member Societies could attract more members, especially from the business sector, and whether our present organizational structure needs to be changed to accomplish this.

In October the Committee reported the results to the International Delegates in Chicago. Though the feedback was quite consistent, it was believed, especially in view of the relatively small number of responses (119) and the timing of the survey during the summer season, that it could prove useful to repeat the survey taking into account the feedback received in respect of the original survey. In addition, it was believed useful to include in such a second survey some questions from the LESI Board.

On the basis of results of the original survey and the feedback received from the International Delegates the Committee then started developing a second survey which is aimed to be conducted early 2011.

### Meetings Committee

**Chair:** *Ted Cross, Vice Chairs: Ferdinand Negre, Michael Lantos*

The Meetings Committee met in Chicago, Illinois on Thursday September 30, 2010 with in excess of 25 members participating. The minutes of that meeting were distributed and posted on the Meetings Web site page. Discussions covered all the future meeting plans from London 2011 through Auckland 2012, Chile's cancellation of 2013, Russia's budget numbers for 2014, Brussels preliminary plans for 2015 and China's formal proposal for 2016 in Beijing.

Rodolfo Martinez of Brazil agreed to prepare a proposal to host 2013 and replace Chile as the host Society. This news was conveyed to the International Delegates in the following meeting and approved with the understanding that a full agreement could be voted on in Rio at the board planning meeting in January 2011. This prompted a continuing discussion on the ability of smaller Societies having to address low

membership issues that would allow the probability of having a base of 100–150 local attendees at the annual meeting location. To that end, Ron Grudziecki and Peter Hess agreed to form an ad hoc committee of two to determine if LES Russia could expand their membership to such levels in time for the 2014 meeting.

In Rio at the January 2011 board planning meeting the discussion continued regarding the ability of LESI to deliver the services envisaged by the new revenue sharing model contained in the revised meeting manual published in August 2009. The consensus was that such could not be delivered and a tentative decision to formally return to the old revenue sharing model at the London meeting was decided. In addition, the London meeting was the first to plan on operating with the Bronze package and in the interest of fairness, it was decided that London should operate under the old revenue sharing model as well—50/50 sharing of the first \$50,000 surplus, a 20/80 split of the next \$50,000 surplus and a 10%/90% sharing of any surplus in excess of the first \$100,000.

In London, LES Russia will report on their intentions to proceed or not for 2014 under the new revenue sharing formula. Should they decide to decline, a search for a new venue will be initiated. It is intended that these changes will be voted on and implemented at the London meeting in June 2011.

**Future meeting venues and dates are as follows:**

Auckland—March 30–April 4, 2012  
 Rio de Janeiro—April (TBD), 2013  
 Moscow—May 18–23, 2014 (to be confirmed)  
 Brussels—Date TBD, 2015  
 Beijing—Date TBD

## Membership Committee

**Co-Chairs: Ron Grudziecki and Fiona Nicolson**

The Membership Committee of LESI is responsible for managing membership, membership recruitment and retention programs for LESI as well working with Member Societies which require the committee's assistance.

During 2010 the committee decided to focus on smaller societies of LESI with a duty to trying to strengthen their position within their countries. With this in mind and based on discussions at committee meetings, it was decided to focus on LES Israel and LES Andean Countries in 2010. This focus will continue during 2011.

In addition the Committee helped to arrange a program for LES Czech Republic with visiting speakers from B&I Britain and Ireland. This meeting was very well received.

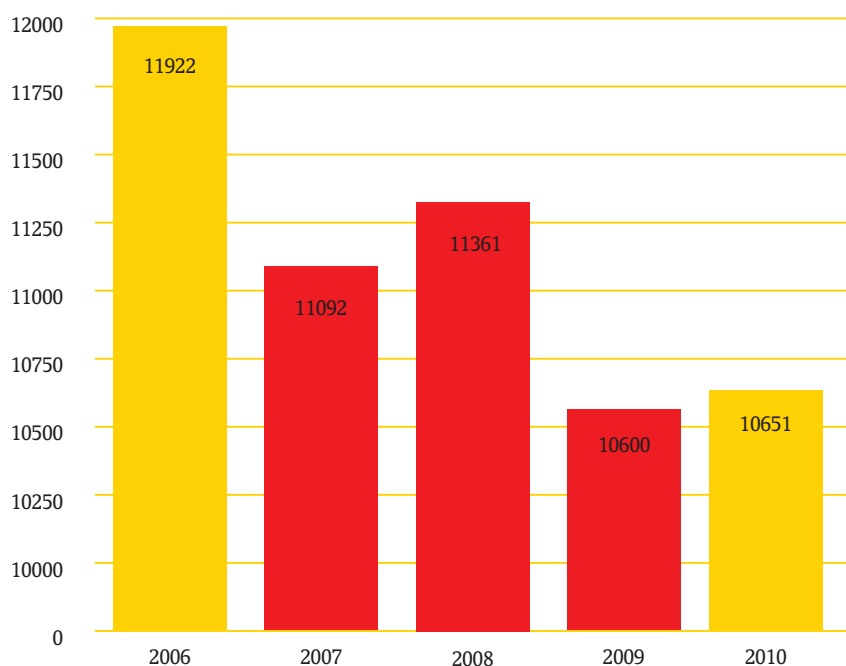
The committee also aims to co-ordinate its activities with those of the LESI Education Committee on the basis that good education programs within Member Societies tend to encourage new members for LES. Our priority for the coming year is to make sure that LES Israel has the necessary education materials and training so that it can begin giving education courses in Israel which have been approved by LESI.

LICENSING EXECUTIVES  
 INTERNATIONAL



## Membership Development

LES Society	Number of members on		
	31-12-2009	31-12-2010	% increase
Andean Community	51	47	-7%
Arab Countries	125	103	-18%
Argentina	41	49	19%
Australia & New Zealand	436	471	8%
Austria	96	90	-6%
Benelux	376	394	5%
Brazil	77	82	6%
Britain & Ireland	459	400	-13%
Chile	40	54	35%
China	244	254	4%
Chinese Taipei	102	103	1%
Czech Republic	25	26	4%
France	453	453	0%
Germany	714	778	9%
Hungary	52	54	4%
India	37	56	51%
Israel	38	44	16%
Italy	319	307	-4%
Japan	622	632	2%
Korea	90	100	11%
Malaysia	36	37	3%
Mexico	70	69	-1%
Philippines	87	87	0%
Poland	25	20	-20%
Russia	67	68	1%
Scandinavia	386	338	-12%
Singapore	38	44	16%
South Africa	145	123	-15%
Spain & Portugal	78	80	2%
Switzerland	320	327	2%
Turkey	31	40	29%
USA & Canada	4920	4921	1%
<b>Total membership</b>	<b>10,600</b>	<b>10,651</b>	<b>.5%</b>



## Slate of chairs, vice-chairs and the Board of Directors Liaison for 2010 – 2011

### IPR Committees

### Chairs and vice-chairs

### Society

### Board liaison

Americas	Bob Gruetzmacher, <i>co-chair</i> Juliana Viegas, <i>co-chair</i> Marcela de Souza, <i>co-chair</i>	(USA & Canada) Brazil	
Asia Pacific	Audrey Yap, <i>co-chair</i> Junko Sugimura	Singapore Japan	
Chemicals, Energy, Environmental & Materials	Tony Venturino, <i>co-chair</i> Sumiko Kobayash, <i>co-chair</i>	(USA & Canada) Japan	
Copyright Licensing	Luciano Daffarra, <i>chair</i>	Italy	
Consumer Products Industries (including branded products)	Christopher Shaowei	China	
Copyright Licensing	Abraham Alegria John Hornick	Mexico (USA & Canada)	
Dispute Resolution	Russell Levine, <i>co-chair</i> Anita Leung, <i>co-chair</i>	(USA & Canada) China	
European	Bruno Vandermeulen, <i>chair</i>	Benelux	
Electronics, IT & Telecommunications	Robert Harrison, <i>co-chair</i> Stephen Potter, <i>co-chair</i>	Germany Britain & Ireland	
Engineering, Transportation & Physical Sciences Industries	John Paul, <i>chair</i>	(USA & Canada)	
Industry, University and Government Transactions	Sun Kim, <i>chair</i>	Korea	
Life Sciences	Jan Krauss, <i>vice-chair</i>	Germany	
Patent and Technology Licensing	Roberto Dini, <i>chair</i>	Italy	
Trademark, Design & Merchandising	Martin Schneider, <i>chair</i>	Switzerland	
<b>Management Committees</b>	<b>Chairs and Vice-Chairs</b>	<b>Society</b>	<b>Board Liaison</b>
Audit	Gary Nath, <i>co-chair</i> Nabil Salame, <i>co-chair</i>	(USA & Canada) (USA & Canada)	
Awards	Pat O'Reilley, <i>co-chair</i>	(USA & Canada)	
Communications	Barry Quest, <i>co-chair</i> Ned Barlas, <i>co-chair</i>	Britain & Ireland Britain & Ireland	
Education	Hayley French, <i>co-chair</i>	Britain & Ireland	
Endowment	Dwight Olson, <i>co-chair</i> Rob McInnes, <i>co-chair</i>	(USA & Canada) ANZ	
External Relations	Dr. Klaus Dieter Langfänger, <i>co-chair</i> Art Rose, <i>co-chair</i>	Germany (USA & Canada)	
Investment	Tom Filarski, <i>chair</i>	(USA & Canada)	
IP Maintenance	Antonio Tavira, <i>co-chair</i>	Spain & Portugal	
Long Range Planning	Ken McKay, <i>co-chair</i> Lex van Wijk, <i>co-chair</i>	(USA & Canada) Benelux	
Meetings	Ted Cross, <i>co-chair</i> Michael Lantos, <i>co-chair</i>	(USA & Canada) (USA & Canada)	
Membership	Ron Grudziecki, <i>co-chair</i> Fiona Nicolson, <i>co-chair</i>	(USA & Canada) Britain & Ireland	
Nominating	Pat O'Reilley, <i>chair</i>	(USA & Canada)	
<b>Ad Hoc Committees</b>			
Business Forum	Bill Elkington	(USA & Canada)	
PR & Marketing	Ada Nielsen	(USA & Canada)	
Standard Contract Terms	Lynda Covello, <i>chair</i>	(USA & Canada)	
Valuation Standards	Wes Anson, <i>co-chair</i> Dwight Olson, <i>co-chair</i>	(USA & Canada) (USA & Canada)	
Young Executives in LESI	Jim Malackowski, <i>chair</i>	(USA & Canada)	



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**Gold Medal Award Winners**

1971	Dudley Smith	LES (USA & Canada)
1973	Basil J.A. Bard †	LES Britain and Ireland
1976	John Gay †	LES Britain and Ireland
1977	Marcus Finnegan †	LES (USA & Canada)
1980	Jaques Gaudin	LES France
1982	Bertil Hedberg	LES Scandinavia
1986	John Stonier	LES Australia and New Zealand
1988	Bill Poms	LES (USA & Canada)
1989	Henry Hodding †	LES Britain and Ireland
1990	Michiko Ariga †	LES Japan
1992	Des Ryan	LES Australia and New Zealand
1994	Ken Payne	LES (USA & Canada)
2000	Larry Evans	LES (USA & Canada)
2002	Oliver Axster	LES Germany
2003	Akira Mifune	LES Japan
2004	Heinz Goddar	LES Germany
2006	Thierry Sueur	LES France
2006	Rodney De Boos	LES Australia and New Zealand
2007	Mel Jager	LES (USA & Canada)
2007	Robert Goldscheider	LES (USA & Canada)



## LES International Past-Presidents

1974	John Gay †	LES Britain and Ireland
1975	Marcus Finnegan †	LES (USA & Canada)
1976	Bertil Hedberg	LES Scandinavia
1977	Mitsuya Okano †	LES Japan
1978	Dudley Smith †	LES (USA & Canada)
1979	Jacques Gaudin	LES France
1980	John Stonier	LES Australia and New Zealand
1981	Sam Heijn	LES Benelux
1982	Bill Poms	LES (USA & Canada)
1983	Henry Hodding †	LES Britain and Ireland
1984	Fernando Pombo	LES Spain
1985	Michiko Ariga †	LES Japan
1986	Len Mackey †	LES (USA & Canada)
1987	Pierre Hug	LES Switzerland
1988	Des Ryan	LES Australia and New Zealand
1989	Ken Payne	LES (USA & Canada)
1990	Jean-Marc Portier	LES France
1991	Fernando Noetinger	LES Argentina
1992	Akira Mifune	LES Japan
1993	Larry Evans	LES (USA & Canada)
1994	Oliver Axster	LES Germany
1995	Norman Jacobs	LES (USA & Canada)
1996	Jeremy Brown	LES Britain and Ireland
1997	Sam Layton †	LES (USA & Canada)
1998	Rodney De Boos	LES Australia and New Zealand
1999	Platon Mandros	LES (USA & Canada)
2000	Heinz Goddar	LES Germany
2001	Ed Shalloway †	LES (USA & Canada)
2002	Thierry Sueur	LES France
2003	Melvin Jager	LES (USA & Canada)
2004	Jonas Gulliksson	LES Scandinavia
2005	Willy Manfroy	LES (USA & Canada)
2006	Peter Chrocziel	LES Germany
2007	Ronald Grudziecki	LES (USA & Canada)
2008	Chikao Fukuda	LES Japan
2009	Adam Liberman	LES Australia & New Zealand
2010	Pat O'Reilley	LES (USA & Canada)

## LES International Board of Directors 2010-2011

Alan Lewis	President	LES South Africa
Pat O'Reilley	Past President	LES (USA & Canada)
James Malackowski	President-Elect	LES (USA & Canada)
Yvonne Chua	Vice-President	LES China
Paul Germeraad	Vice-President	LES (USA & Canada)
Raul Hey	Vice-President	LES Brazil
Arnaud Michel	Vice-President	LES France
John Walker	Secretary	LES Australia & New Zealand
Peter Hess	Treasurer	LES Germany
Jean-Christophe Troussel	Legal Counsel	LES France
James Sobieraj	Legal Counsel	LES (USA & Canada)

*A partial representation of the 2010-2011 Board of Directors (from left): Peter Hess, Treasurer; Arnaud Michel, Counsel; Kevin Nachtrab; Jim Sobieraj, Counsel; Chikao Fukuda, Past-President; Adam Liberman, Past-President; Alan Lewis, President; Pat O'Reilley, Past-President; Yvonne Chua, Vice-President; Jim Malackowski, President-Elect; Felix Grether; and Raul Hey, Vice-President. Missing from the photo are: Paul Germeraad, Vice-President; John Walker, Secretary; and Jean-Christophe Troussel.*



## LES International Conferences in the future

Date	Organized by	Location
30 March–4 April 2012	LES ANZ	Auckland, New Zealand
April 2013	LES Brazil	Rio de Janeiro

## LES Websites

LES International at <a href="http://www.lesi.org">www.lesi.org</a>
LES Andean Community at <a href="http://www.lesandina.org">www.lesandina.org</a>
LES Arab Countries at <a href="http://www.lesarab.org">www.lesarab.org</a>
LES Australia and New Zealand at <a href="http://www.lesanz.org.au">www.lesanz.org.au</a>
LES Austria at <a href="http://www.les-austria.at">www.les-austria.at</a>
LES Benelux at <a href="http://www.les-benelux.org">www.les-benelux.org</a>
LES Brazil at <a href="http://www.lesbrasil.org.br">www.lesbrasil.org.br</a>
LES Britain and Ireland at <a href="http://www.les-bi.org">www.les-bi.org</a>
LES Chile at <a href="http://www.leschile.cl">www.leschile.cl</a>
LES China at <a href="http://www.leschina.cn">www.leschina.cn</a>
LES Chinese Taipei at <a href="http://www.lesct.org.tw">www.lesct.org.tw</a>
LES Czech Republic at <a href="http://www.les-czechrepublic.com">www.les-czechrepublic.com</a>
LES France at <a href="http://www.les-france.org">www.les-france.org</a>
LES Germany at <a href="http://www.les-germany.org">www.les-germany.org</a>
LES Hungary at <a href="http://www.les-hungary.hu">www.les-hungary.hu</a>
LES India at <a href="http://www.lesindia.org">www.lesindia.org</a>
LES Italy at <a href="http://www.les-italy.org">www.les-italy.org</a>
LES Japan at <a href="http://www.lesj.org">www.lesj.org</a>
LES Korea at <a href="http://www.lesk.org">www.lesk.org</a>
LES Malaysia at <a href="http://www.lesm.org.my">www.lesm.org.my</a>
LES Mexico at <a href="http://www.lesmexico.org.mx">www.lesmexico.org.mx</a>
LES Philippines at <a href="http://www.lesphilippines.org">www.lesphilippines.org</a>
LES Poland at <a href="http://www.les-poland.org">www.les-poland.org</a>
LES Russia at <a href="http://www.les-russia.org">www.les-russia.org</a>
LES Scandinavia at <a href="http://www.les-scandinavia.org">www.les-scandinavia.org</a>
LES Singapore at <a href="http://www.les-singapore.org">www.les-singapore.org</a>
LES South Africa at <a href="http://www.licensing.co.za">www.licensing.co.za</a>
LES Spain and Portugal at <a href="http://www.les-sp.org/v1/CartaPresentacion.aspx">www.les-sp.org/v1/CartaPresentacion.aspx</a>
LES Switzerland at <a href="http://www.les-ch.ch">www.les-ch.ch</a>
LES Turkey at <a href="http://www.teklider.org.tr">www.teklider.org.tr</a>
LES (USA & Canada) at <a href="http://www.lesusacanada.org">www.lesusacanada.org</a>

LICENSING EXECUTIVES  
INTERNATIONAL



## Finances per 31 December 2010 in US\$

### Revenues

Membership Dues	370,545
les Nouvelles and Membership Directory	307,023
Meetings Revenue	118,763
les Nouvelles Income	21,516
Investment Income	555
Other Income	2,592
Royalties Income	993

<b>Total Revenue</b>	<b>821,987</b>
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### Expenses

Publications	257,064
General and Administrative Costs	171,107
LESI Delegates and Board Meetings	179,543
LESI Directors Expenses	92,168
LESI Committees	38,537
Endowment Projects	37,833
Communications	123,859
Young Members Congress	3,799

<b>Total Expenses</b>	<b>903,910</b>
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<b>Excess of Revenue over Expenses</b>	<b>(81,923)</b>
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### Current Assets

Cash on Hand	1,068,120
Cash in Endowment	201,784
Accounts Receivable	47,189
Allowance for Doubtful Accounts	(1,000)
Prepaid Expenses	3,960
Short Term Investments	43,677

<b>Current Assets</b>	<b>1,363,730</b>
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### Current Liabilities

Accounts Payable	12,749
Advance Dues, Registrations, Advertising	1,894
Accrued Expenses	96,500
Due to LES	66,954

<b>Total Liabilities</b>	<b>178,097</b>
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### Fund Balance

<b>1,267,556</b>
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Net Income	(81,923)
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<b>Total Liabilities and Fund Balance</b>	<b>1,363,730</b>
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*Peter Hess; Treasurer for 2010-2011*

LICENSING EXECUTIVES  
INTERNATIONAL

## Contact

**For information on LES International Inc., please contact:**

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E-mail: [John.walker@ltman.com.au](mailto:John.walker@ltman.com.au)



John Walker, Secretary  
2010-2011

## Colophon

Design: André Klijsen, Villa Y, The Hague - The Netherlands  
Revisions by Carla Blackman, Design Interface Inc. Cleveland Ohio  
Pictures: Courtesy LES International, LES societies and LES members

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