



Highlights

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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

## Let's Innovate— Springing For Action!



By Audrey Yap, President, LES International



*“Spring drew on...and a greenness grew over those brown beds, which freshening daily, suggested the thought that hope traversed them at night and left each morning brighter traces of her step.” —Charlotte Bronte*

The seasons change and spring is at our doorstep, ushering in brighter days, for no matter how long the winter, spring always comes. Springtime is like the land awakening and even

in the tropics, we look forward to what it means.

### LESI-WIPO Memorandum of Understanding

We are proud to announce that we signed our renewed and updated LESI-WIPO memorandum of understanding (MOU) on March 26, 2021, on the 11th anniversary of our initial MOU in 2010.

#### Shared Vision

This marks another important milestone for LESI, given the alignment of our missions to continue to bring life to our shared vision for the development and growth of IP Ecosystems that value IP and allow for greater commercialization of the same globally. (Visit <https://www.lesi.org/about/lesi-and-wipo-sign-updated-mou-to-support-education-and-assistance-on-ip-commercialization>). Both our great organiza-



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## Remembering Yvonne Chua— LES International Is About Today, But Past Heroes Matter



Yvonne Chua, Past President LESI 2013-2014, passed away on March 10, 2021. Ms. Chua was a longtime IP attorney based in Hong Kong. After having taken an IP course as an elective, she decided to settle on IP as the focus of her legal career and joined Wilkinson & Grist's IP department out of law school. Although based in Hong Kong, Ms. Chua's IP practice was global in nature, with special focus on China and other parts of Asia.

In 2004, she was instrumental in establishing her firm's Beijing office as the first foreign-owned IP agency to operate in China. Ms. Chua was readily recognized internationally as a leading and influential IP expert, being tasked with important roles in the Hong Kong Trade Development Council and the Hong Kong Special Working Group on IP Trading.

Ms. Chua first became involved in LES in 2001, quickly transitioning to leadership roles in LES CHK, various committees, and the LESI Board of Directors. She was involved in implementing the LES Asia Pacific regional meeting in 2010 and the Asian Business Plan Competition in 2012. Ms. Chua was awarded the LESI Gold Medal in 2019.

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Yvonne Chua (center) with LES International leaders in 2019.

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### Quick Links:

[www.lesi.org](http://www.lesi.org)

[www.lesi.org/les-nouvelles](http://www.lesi.org/les-nouvelles)

[www.lesi.org/les-societies](http://www.lesi.org/les-societies)

[www.les-europe.org](http://www.les-europe.org)

[www.les-asiapacific.org](http://www.les-asiapacific.org)

### Call For Content

We request contributions from all societies and individuals about important events, changes in the law in your country or region, conferences, annual meetings, board changes, and the like. You can submit articles or announcements to the editor or use the form on the website at the following address: [www.lesi.org/les-societies/les-global-news/submission-form](http://www.lesi.org/les-societies/les-global-news/submission-form).

Deadlines: December 1, March 1, June 1 and September 1

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tions recognize that technology and innovation and IP will hold the keys to enabling enterprises around the world to achieve economic recovery.

### Working Together on Policy and Emerging IP Issues

The MOU sets out that we will work together to focus on areas that include policy and emerging IP issues, building and facilitating strong local IP ecosystems and the training of licensing professionals. This is very much in alignment with creating value for WIPO’s stakeholders and our LES membership base of our national and regional chapters covering 90 countries.

### COVID-19 and Digitalization of the Global Economy

In a recent survey conducted by Ocean Tomo, published in our LESI publication *les Nouvelles* December 2020 edition, COVID-19 has accelerated the digitization of the global economy, allowing telemedicine, telework and online education during the lockdown of many countries. Online shopping grew exponentially and work from home (WFH) is now the new normal rather than the exception with escalating demand for Zoom, Skype, WebEx, WeChat, DingTalk and Microsoft Teams to name a few. All this underscores the importance of IP in the post-Covid world as IP remains resilient given that business will need to prioritize investment

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**ASEAN YOUNG SCIENTISTS NETWORK** **LES** **LET'S INNOVATE!**

## PIONEERING INTELLECTUAL PROPERTY PROGRAMME FOR YOUNG RESEARCHERS IN ASEAN

THREE-MONTH TRAINING PROGRAMME HOSTED BY ASEAN YOUNG SCIENTISTS NETWORK IN COLLABORATION WITH THE LICENSING EXECUTIVES SOCIETY INTERNATIONAL (LESI)

### PROGRAMME OBJECTIVES

- TO PROVIDE OPPORTUNITY FOR YOUNG RESEARCHERS IN ASEAN TO GET TRAINED IN THE FUNDAMENTALS OF IP KNOWLEDGE
- TO PROVIDE A PLATFORM WHERE YOUNG RESEARCHERS CAN ENGAGE WITH IP EXPERTS, CONVENE AND NETWORK WITH PROFESSIONALS BEYOND THEIR FIELDS OF EXPERTISE
- TO STIMULATE A SHIFT TOWARDS AN ACADEMIC CULTURE THAT PROMOTES INTERACTIONS BETWEEN SCIENTISTS, INDUSTRY, AND BUSINESS/INVESTORS

### ELIGIBILITY

- BE AN ASEAN NATIONAL -- HOLDING CITIZENSHIP IN ONE OF THE ASEAN MEMBER STATES
- BE ≤ 45 YEARS OLD
- BE AN INDIVIDUAL WHO HAS DEMONSTRATED EXCELLENT RESEARCH TRACK AND INTEREST IN IP KNOWLEDGE
- POSSESS EXPERTISE IN ANY FIELD OF SCIENCES
- CURRENTLY RESIDING IN ONE OF THE ASEAN MEMBER STATES

### FORMAT OF THE TRAINING

- THE TRAINING WILL BE AN ONLINE PLATFORM, EXPECTED TO COMMENCE CLASSES IN NOVEMBER 2020.
- THIS IS A CERTIFIED TRAINING THAT INVOLVES ROBUST PARTICIPATION IN A TOTAL OF EIGHT 2-HOUR WORKSHOPS.
- EACH WORKSHOP WILL BE RUN BY PROFESSIONAL MEMBERS FROM LESI SOCIETIES FROM 7:00 - 9:00 PM (GMT +7.)
- TO BE ELIGIBLE TO RECEIVE THE CERTIFICATE, A MINIMUM REQUIREMENT OF 80% CLASS ATTENDANCE IS REQUIRED INCLUDING SUCCESSFUL COMPLETION OF RELEVANT ASSIGNMENTS.

PLEASE SUBMIT YOUR APPLICATION AT [SAMORNLUK@NSTDA.DR.TH](mailto:samornluk@NSTDA.DR.TH) BY OCTOBER 31<sup>ST</sup>, 2020

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in the above-described models. The article concludes that all this will accelerate the economic inversion for countries to move from tangible to intangible economies.

**The Young Are Our Future**

An exciting eight-week program we launched in **Association of Southeast Asian Nations (ASEAN)**, which was successfully completed on February 2, 2021, was the **Pioneering IP Program for Young Researchers (PIP)**. For more information, see ad on page 2.

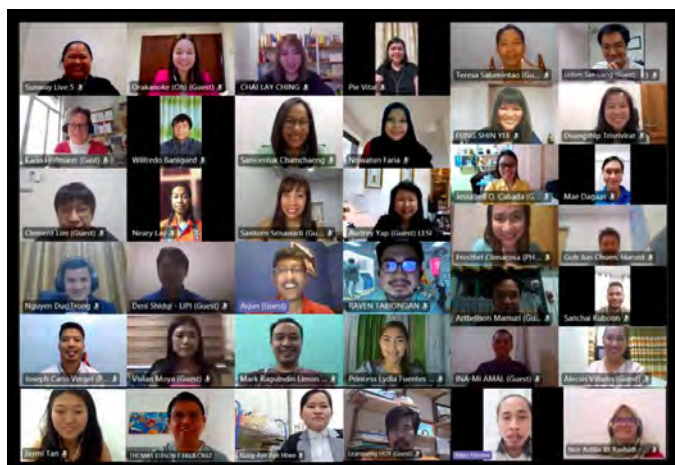
**Working with Young Researchers**

In keeping with LESI’s mission to advance the business of IP, we recognize that research plays a key role in sustaining economic growth and societal well-being for any region. ASEAN in its understated way had pulled off a significant economic collaboration with the **Regional Comprehensive Economic Partnership (RCEP)** in 2019, the world’s largest free trade area with its 15 member states making up 30 percent of the world’s population and 29 percent of its GDP.

ASEAN is currently the fifth-largest economy with a combined gross domestic product of USD \$3 trillion. Set to be the fourth-largest economy in the world by 2030, ASEAN has made significant investment to enhance its innovation landscape through support of science and technology. Young researchers play an important role here and represent the future to influence policies and implement changes that correlate Science, Technology and Innovation (STI) with IP. Recognizing this, this flagship program of LESI together with the ASEAN Scientists Network was established through the efforts of the IUGT committee.

Fifty-one participants from nine countries (Cambodia, Brunei, Indonesia, Malaysia, the Philippines, Myanmar, Singapore, Thailand, and Vietnam) attended the program. Thirty-eight participants who accomplished the 80 percent attendance criteria attended an online graduation ceremony on February 10, 2021. I had the pleasure of giving the keynote address where I touched on the importance of continuing to incorporate IP in their thinking, their R&D plans and IP monetization, and of course joining LES!

I wish to record my thanks in particular to Dr. Orakanoke, LES Thailand and Co-Chair **LESI IUGT committee**, for leading this



Participants of the online graduation ceremony from the Intellectual Property Program For Young Researchers in ASEAN.

effort and for the great support of Duncan Ferguson LES ANZ and Karin Hoffman LES Austria, both fellow Co-Chairs of IUGT in speaking and coordinating with the international experts who served as trainers. Thanks also go to the **LES Asia Pacific Committee** led by Vikran Duangmanee, LES Thailand, and Chiew Yu Sarn, LES Singapore, for collaborating, brainstorming and publicizing the activities in the region. It was great to see the joining of hands in this innovative program.

**Kid’s IP Day**

We recognize that children today will impact our future, and if we believe IP is integral in their education, LESI is perfectly placed to play a role. As announced in *Global News, January 2021* and at the sixth National Presidents Council Meeting, we launched LES Kid’s IP Day to fulfill the above objective and, importantly, as a tribute in memory of the late Patrick Terroir, who had championed this cause and had wanted very much to organize this himself for the global LESI family.

We had a deck of materials for kids prepared by Madelein Kleyn translated into nine languages and shared on the LESI website for easy dissemination. The Kid’s IP Day celebration was kicked off on St Patrick’s Day, March 17, 2021, around the world and the activities will continue until April. Some highlights include:

- **LES South Africa**—sharing a YouTube video and a flyer sent to around 5,000 students at schools around the country.
- **LES Spain & Portugal**—highlighting collaboration with City Council of Getafe, including a 20-minute online talk with five- to seven-year-old children from a bilingual school.
- **An LESI Clubhouse event** hosted by Executive Director Dana Colarulli about Kid’s IP Day and the value and importance of innovation.
- **LES Philippines**—two mini workshops led by LESP Past President Leslie Anne Cruz were held. The workshops were attended by children ranging from five to seven years old. Aside from presenting the slide deck, props were used to bring life to the discussion, including ROBLOX, MINECRAFT, LEGO, rubbing alcohol spray bottles, protective goggles, face shields, PRESTON, AirPods, Chanel ballet flats and a UV light bag, among others. There was great interest when the business of licensing was discussed—particularly, the potential to engage in a start-up and to cash in on their intellectual property.



Kids learning from the LESI slide deck.

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### IP and High-Growth Enterprises Four New Event Formats

The High Growth Enterprise Task Force (HGE Task Force), newly created during my term, has been busy. Four major new event formats have been created that will continue to keep existing enterprises engaged and help attract new business decision makers of SMEs to LESI:

#### *les Nouvelles* LIVE!

The *les Nouvelles* LIVE! format started June 26, 2020 and added an important virtual interactive component to the long-established printed version of the *les Nouvelles* journal. Select authors from the featured issue present further insights into their thinking behind their articles, allowing participants to ask questions and bringing the article to life. The first was organized in collaboration with EPO and attracted many non-LES members. From that inaugural launch, we have had three more successful *les Nouvelle* LIVE! events for the September 2020, December 2020 and March 2021 editions.

#### The High Growth Technology Business Forum

The High Growth Technology Business Forum (HTB-Forum) started on February 25, 2021 and introduced an entirely new virtual conference format that was created under the LESI-EPO Workplan. A panel of global specialists in their field present a live case study presented by the CEO of a company in three themed one-hour sessions (Licensing, Build to Sell, and Growth Financing). This highly interactive format will take place three times per year, revolving its geographical focus between Europe, Asia and North America. It is unmatched in its global aspiration, since each panel consists of an expert member from Europe, Asia and North America. So, no matter if the focus of the HTB-Forum is on Europe, Asia or North America, every single time regional experts will be present to provide their local expertise to the discussion. Clear take away messages for the audience will be presented, and a video library will be created that will continue to provide information and guidance for business decision makers of SMEs around the world on topics in which they are interested for years to come.

#### The High Growth Enterprise Assembly In-Depth Knowledge for SMEs on a Featured Topic

The High Growth Enterprise Assembly (HGE Assembly) will kick off on April 1, 2021 and establish a new virtual pathway to provide business decision makers of SMEs around the world with in-depth knowledge about a certain featured topic. The first version of the HGE Assembly in early April covers “How to build a business for a successful exit” with a special focus on the importance of intellectual assets. The HGE Assembly features an abridged virtual executive conference followed by three executive workshops in a compact interactive two-hour format. This means an impactful couple of hours covering two short lectures, a live case study, a panel that will discuss questions related to the lectures and live case study with clear take away summarized messages for the audience. The three follow-on executive workshops (one for each region timed appropriately) will allow a deeper dive into the featured topic.

#### The High Growth Technology Business Conference Practical Content for Business Decision Makers and IP Specialists

With the first High Growth Technology Business Conference Asia (HTBC-Asia) from April 28 to April 30, 2021, the highly successful HTBC conference held in Dublin in 2019 will be brought to Asia under the LESI-EPO Workplan. The conference will be a hybrid event with on-site participation in Singapore and a virtual audience across Asia Pacific. It will bring the experts and participants from Asia and Europe together in this exciting event. Local speakers on-site will be joined by virtual speakers and deliver practical content for business decision makers and IP specialists alike. Please sign up and join us! Visit <https://www.redevents.com.sg/lesi-highgrowthtech2021-schedule>

#### Let's Innovate to Spring Ahead Planning for the Future

I am delighted to report that the LES National Societies of the Andean Community, Argentina, Brazil, Chile and Mexico have agreed to form a new cooperation given that their members have a lot in common with many similar challenges and advantages. This initiative will start with joint events to allow discussions of relevant emerging trends that impact them. Watch this space for the LES LATAM formal launch and details coming up soon! I congratulate the LATAM leaders Renzo, Veronica, Karina, Francesca and Claudio for this innovative clustering, an encouraging model for collaboration!



We had a great **Winter Planning Meeting** virtually on February 3rd and 4th, 2021. We had the pleasure of our advisors to the board sharing their perspectives and clearly there was a clarion call to change. Four key topics selected by John Paul—**Education, Doing Deals, Building Community and the LESI identity**—were discussed by the LES leadership.

I was very glad when John offered me the opportunity to talk about the latter two topics. I shared that we have a great opportunity by recognizing our key strengths as a community, a network and our unique proposition as a focused group serious about not just IP but the business of it—deals, collaborations, and ALL that go into it—specialized knowledge be it data, regulation, valuation or strategy, and this, more frequently than ever, involves transactions across borders, where our international footprint is strong.

So, let us deepen these international ties, and not just superficially. How do we emphasize our strengths as such a community and allow others to know we are the group to consult on these matters? The members of LES are those closest to the deals, so let us build communities that are willing to share these real live dynamic stories of successes. Campfire stories that can be retold as befitting the “greats” in licensing.

As you know, LES is the community to join for the latest and greatest in IP deals—my dream is that everyone in those deals are members of LES. Let that be our identity.

My friends, Let your light shine before others! ■

Kind regards,

Audrey Yap

President, Licensing Executive Society International