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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 from your society. 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/news-from-les-societies-blue-pages/submission-form.

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Licensing Executives Society International

Driving LESI Forward Through Change

By *Kevin Nachtrab*,
President, LES International



Dear LES Member,

2012 marks the fortieth anniversary of the founding of the Licensing Executives Society International.

From humble beginnings in 1972, LES International has managed to evolve from a small, fledgling U.S.-based organization dedicated to IP licensing and technology transfer to the world’s premier professional organization dedicated to advancing the business of Intellectual Property across the globe, with 32 Chapters consisting of approximately 11,000 members located in approximately 100 countries.

The 21st Century has seen the advent of the truly global marketplace, with technology, finance and even knowledge and human capital flowing freely to all corners of the earth. Businesses need licensing professionals who can act globally—in their knowledge of business, technology, law, contracts and customs, as well as in the personal and professional networks on which they can rely when needed.

With forty years of experience, LESI knows how to host forums which help you build networks. It provides an atmosphere where licensing professionals from all backgrounds and nationalities can meet, exchange ideas, and socialize in a relaxed and convivial atmosphere with colleagues from around the world. This enables its members the freedom and possibility to make the types of connections needed for growing your personal and professional networks in ways that are so essential for success in the 21st Century marketplace.



Jim Malackowski, past president of LESI, passes the gavel to the new LESI president, Kevin Nachtrab.

Whether you are from industry, a university or the service sector, you will be able to rely on the connections you make at LES for your whole career.

Of course, licensing is also about knowing what you are doing, and no other organization meets the educational needs of its members better than the Licensing Executives Society.

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President, continued from Page 2

It is with these ideas in mind that, forty years young, LESI is exploring and using innovative ways of networking in this digital age and of delivering more and better content to its members when they need it most.

With an eye towards improving those networking and educational capacities which our members find so essential, the last year has been spent consulting with LESI Members, Member Societies and thought leaders, both within and outside of LESI, to determine how to best improve our value proposition. This has resulted in the decision to undertake new initiatives, as described in the Task Forces' White Papers, which are designed to expand and improve LESI's networking and educational abilities and to keep LESI and its members at the center of the Global Licensing Network of the 21st century.

Outreach Initiatives:

- Assisted by a Best Practices Guide and general guidelines, LESI Committees (in particular Committees for the life sciences, chemicals, high technology and consumer products industries) are to engage in non-traditional Outreach Programs to Technical/Scientific Professional Organizations with the aim of informing their members about, and sensitizing their members to the importance of, IP and to make available to those organizations educational offerings concerning IP and licensing.

Mentoring Initiatives:

- Establishment of an LESI Mentoring Program (to be run by the Young Members Congress) whose objectives will be to establish a Program for mentoring young LES members in LESI and how to best participate in its activities.
- The program is to include a social & networking element designed to permit Mentors and Mentees to develop the type of relationships that provide for successful network building and mentoring.

Corporate Initiatives:

- LESI is establishing a specific organizational structure for continuously surveying the opinion of the corporate world as to what LES can do to improve its value proposition to corporations and to put those ideas into place. This structure includes:
 - Formation of a Corporate Advisory Board of Senior Members of large multinational companies.
 - Formation of an SME Advisory Board of Senior Members of SMEs.
 - Formation of a Corporate Practices Committee whose remit will be to interface with the Corporate Advisory Board and the SME Advisory Board to receive, refine and implement the ideas of those Boards.

Education Initiatives:

- Establishment of an LESI curriculum.
- Initiation of the awarding of certificates and recognitions for completing certain courses/grouping of courses.
- Eventual establishment of an LESI Academy dedicated to providing LESI education programs to all groups of people worldwide through the use of various media.

Achieving the goals of these initiatives will require a real team effort of all interested LES members. That means you. Accordingly, I and the entire LES International Board of Directors welcome your ideas and help.

Thank you for the opportunity to lead this organization for this year. It is my sincere honor to be able to serve as LES international President during this auspicious and pivotal year. And, last but not least, I thank you for participating in our efforts to place LES International at the center of the 21st Century Global Licensing Network. As I have heard it said many times before: Volunteers truly are the lifeblood of LESI! ■