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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

## Strong IP Drives The Bottom Line Moves To China

By Peter Hess,  
President, LES International



Education is one of the main pillars of LESI's value propositions. Based on a first meeting between representatives of LES China and the LESI Educational Committee during the LESI International Conference in Paris in April 2017, a licensing seminar took place in Beijing from November 15 to November 17, 2017, at which I had the honor to give the opening speech. The unique feature of this event with more than 100 participants was that it was organized in cooperation with CIPO (the Chinese Intellectual Property Office), LES China, and the LES International Educational Committee. In the name of LES International, I would like to



Hao Ma, President of AIPPI International, and Peter Hess, President of LES International at the Beijing Conference, meeting with AIPPI.

say, "A Cordial Thank You" to Mr. Zhao Meisheng, Deputy General Director of CIPO, Mr. Zhongqi Zhou, President of LES China, and Martin Schneider, Chair of the LESI Educational Committee, as well as to their respective teams which did the hard work to make this successful event happen. Let's hope that many subsequent events will follow in China, helping to make our LES family to grow in

China even stronger in the future. This event also reflects the huge interest which Patent Offices worldwide have to cooperate with LES and its educational programs.

During my visit in Beijing, I had also the chance to meet with Mr. Hao Ma, President of AIPPI International. During this fruitful meeting, we had the chance to discuss potentially common projects of interest which may result in some closer future corporation cooperation between AIPPI and LES International. As in many fields, both organizations face common challenges. It was agreed to start a corresponding discussion between the Boards of AIPPI International and LES International.

With my very best wishes to all LES Members worldwide, I remain...

Peter K. Hess, *President LES International*



Peter Hess leads panel discussion on Intellectual Property.

For more licensing seminar photos, see Page 2

Photo Gallery: Licensing Seminar In Beijing, China...continued from Page 2



Peter Hess, President LESI, gives opening remarks.



William Bird, President, LES Benelux.



Katharine Ku, Stanford Univ.



Seminar participants, back row (left to right): Mr. Aimin HUO, Secretary General, LES China; Mr. Xiaoqing MA, Counsel, Beijing Qiangqi IPR Research Institute; Partner, Beijing Shaohemingdi Law Firm; Mr. David Huang (speaker), Partner, LexField Law Offices; Dr. Achim Krebs (speaker), Partner, HGF B.V., Netherlands; Mr. Weidong WANG, President, Beijing Qiangqi IPR Research Institute; Mr. Wilson ZHANG, Partner, NTD Patent and Trademark Agency Ltd.; Mr. Ming-jie CHAI (speaker), IP Legal Counsel, Lenovo Singapore; Dr. Xiaobo FAN, Professor, Beijing University of Chemical Technology; Attorney at Law, Beijing Celue Law Firm

Front row (left to right): Mr. William Bird (speaker), President, LES Benelux; Partner, IP Lodge bvba, Heverlee Belgium; Ms. Katharine Ku (speaker), Director, Office of Technology Licensing, Stanford University; Mr. Zhongqi ZHOU, President, LES China; Dr. Peter Hess (speaker), President, LES International; Managing Partner, Bardehle Pagenberg, Munich/Germany; Ms. Yan ZHOU, Director, LES China; Chief Expert, Beijing Qiangqi IPR Research Institute; Ms. Mingyuan CHEN, Deputy Director, Patent Management Department, SIPO; Dr. Martin Schneider (speaker), Co-Chair Education Committee, LES International; Managing Partner, Schneider Feldmann, Zurich/Switzerland.



Ming-jie CHAI, Lenovo Singapore.



David Huang, LexField Law Offices.



Ningling Wang speaks on the Impact of Competition.



Audience and participants at licensing seminar.



Dr. Achim Krebs, Partner, HGF B.V., Netherlands