

ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY
CREATING, PROTECTING, AND COMMERCIALIZING INNOVATION | MANAGING AND MONETIZING INTELLECTUAL PROPERTY



President's Message:

Great Things Happening As We Launch Into New Year

By John Paul, President, LES International

Lots of work is being done. Great things are happening as we launch into the new year:

1. The new LESI online community is now live.

In December, we officially launched connect.lesi.org. The site provides committee leaders with the tools to more effectively manage, communicate and share information with members. We have held orientation and training with all LESI chairs and vice chairs on the site and encourage all LES members to visit and join a committee. These committees provide links between members in various LES societies focusing on similar issues. To learn more about the LESI committees visit www.lesi.org/committees.

2. We are meeting again in person.

In November, LES France met in **Paris** for its annual meeting and 50th anniversary. In February, the LESI board and committee leadership will meet in **Honolulu** for its annual winter planning meeting to develop plans for the coming year. And in May, LESI will meet in **Venice** for our annual conference, and you should plan to be there!

3. We are better defining and differentiating ourselves.

The work of the national and regional societies provides a vision of LES at its best in the past 50 years and a fabulous foundation for the next 50 years.

The vision of LES for the future starts with who we want to think of ourselves as being, and we should dream big! A romantic idea perhaps. And, of course, we need to be practical as well—informed, honest, and right for the times—and possibly change every now and then in one way or another.

We know who we are, and we know how we are different from other IP associations.

We have a clear mission: To help our members, the profession, and the public *Create, Protect, and Commercialize Innovation, and Manage and Monetize Intellectual Property.*

And we are conducting and promoting that mission more strongly.

We are a “community of communities.”

And that is a strength!

We have 33 separate national and regional organizations involving 90 countries, which function independently around the world, and serve many different constituents with different interests and needs.

We have different roles, and we work together. We are business leaders, IP managers, licensing executives, financiers, licensing companies, IP brokers, experts in law, valuation, protection, transfer, and enforcement of IP. Our community of communities is a connected ecosystem. Together, we advance the business of intellectual property globally.

We are healthy and have big opportunities to grow.

Many people in many communities are waiting for us to reach out and include them in our community of communities and participate in the exchanges around our campfire of friends and colleagues.

4. We are developing and implementing a far-reaching vision for the next 50 years.

We are asking some big questions on membership and sponsorship, and we will discuss them during the winter planning meeting. How do we identify and engage new members? How do we remove barriers to entry? How do we fund the operations of LES?

How do we increase membership by removing barriers and increasing its value?

How about an “all in” membership? We provide membership at some level to all potential LES members—everyone who is involved in what we are about—creating, protecting, and commercializing innovation and managing and mone-

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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. 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.

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tizing intellectual property. What if we were somehow connected to all potential LES members? Increasing the size and power and value of our network geometrically. What would that look like? How would we get there? How do we remove barriers to becoming a member? Do we create organizational memberships? How do we identify and reach out to engage potential members and potential sponsors? How do we better serve and resonate with potential members?

How do we increase funds for services to members and the public?

How about a funding model that does not primarily depend on fixed individual dues? What would that look like? A pay-what-you-want membership supplemented by sustaining sponsorships? Premium and Free-ium levels of membership? How do we remove barriers to becoming a sponsor? How do we identify and reach out to engage potential sponsors? How do we better serve and resonate with potential sponsors?

How do we become better known as a thought leader?

How do we become better known as a key thought leader? What services do we provide? What communities do we form? What public service do we do? Who do we partner with to accomplish these goals?

5. We are on track and progressing on our priorities and value proposition
Providing education

Day-long job training courses in licensing and commercialization—available online so they can be accessed from around the world.

Quarterly publications on recent developments affecting licensing and other transactions around the world - court decisions, regulatory decisions, developments in the law, and how they affect business.

Monthly interactive pop-up courses on hot topics and led by experts - so far, we have addressed the proposed COVID IP waiver, trade secret licensing, and data protection.

CEO case studies, where a successful CEO talks about licensing strategies, growth financing, and build-to-sell.

Building community

Industry advisory boards to advise the leadership and industry forums for industry to meet and discuss issues in automotive, energy, health care, communications, consumer products, and other areas.

Industry forums to gather and immerse these groups in discussion that is interesting and relevant to their day jobs and energize them, to make them feel that they are sitting at the table with leaders in their community.

Recognizing accomplishments and presenting awards

New innovation awards identify and recognize achievements in what we are about—creating, protecting, and commercializing innovation, and managing and monetizing intellectual property.

Providing public service and thought leadership

Education for innovators and small businesses. Collaborating with the European Patent Office on presenting CEO case studies that draw over 400 attendees.

Education on international licensing and technology transfer for professionals and assistance with international technology transfer—most recently, the Korea Technology Transfer Agent Association.

“Ask me anything” sessions—the first three from China, France, and Brazil.

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Pro bono referral and legal assistance program in licensing and technology commercialization—exploring a collaboration with WIPO.

Sustainable development and technology transfer to the developing world and through the LESI Global Technology Impact Forum.

Growing and retaining membership and sponsorship.

We are developing our 50th anniversary campaign to grow membership and sponsorship.

We are creating tools for national societies to attract new members—detailing our value proposition in talking points—concisely listing the concrete things LES does and is planning to do, including our programs to build community, and provide education, thought leadership, and public service. An example of this effort follows this message, and you can download a copy here: <http://www.lesi.org/valueprop2022>. Please use it and add to it and spread the word to potential members!

We are exploring ways to reduce your individual membership dues.

We are exploring ways to work with the national societies to reach out to organizations around the world to become members and sponsors.

We are exploring how to expand our funding model for sponsorship to fund the programs LES is presenting.

Working at communicating better about what we do

Our new weekly email blast listing programs offered by LESI and national societies. It's really useful to see them all together and it's really impressive to see all the good work that everyone is doing.

We are differentiating the LES from other organizations with our role in “creating, protecting, and commercializing innovation, and managing and monetizing intellectual property.”

And we are developing a new website with more capabilities—connecting committees and other industry communities to provide interactive communications—organizing the contents more intuitively—modernizing the homepage to better reflect who we are and what we are doing.

Come to the annual conference in Venice!

We plan to make LESI2022 our best meeting ever. It kicks off our 50th anniversary and the beginning of our next 50 years. We need you all to be there, because you are the present and the future of LES.

You should plan to participate in making this our best meeting ever, and come with your friends, family, and colleagues.

Why should you plan to attend?

- There is nothing like being together with friends and colleagues from all over the world. And no matter how much we like being home, we have all been home for the longest

time in our lives. It's time to get out and connect.

- It's in Venice, no better place to celebrate a 50th anniversary.

- Arrangements are set for the conference, the events, and the accommodations. They are wonderful. They are reasonably priced. And they can accommodate anywhere from a few hundred to a few thousand people.

- While it is still some months away, it's time to start thinking about it as a reality that can be yours for a business meeting, to see friends, to celebrate 50 years and plan the next 50 in one of the most historic cities in the world.

- The program will address the “state of the industry” for important industries. It will discuss major transformations in business and the new models and opportunities those transformations are creating in licensing.

- The “experience” of the meeting will be more than talking heads. There will be new elements. There will be more interaction. You will have a role in defining your experience.

- We are working on having the meeting be a “community of communities,” with different industry, university, professional, legal, government, and other affinity communities coming with their members and contributing to the program and having live interaction with those who attend the conference.

I look forward to seeing you there! ■

