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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

## Advancing The Business Of Intellectual Property Globally

By Fiona Nicolson,  
President, LES International



Dear All,

I hope that you enjoy this bumper edition of *LES Global News*, which includes our two special March features. First, our Gold Medal Winner Yvonne's Chua's reflections on her time as an LES member and leader, which makes fascinating reading. And, second, our new feature focusing on LES members from industry who—in their own words—share the reasons they are part of and contribute to LES around the world in so many ways. We are very grateful to all for their contributions.

As we all know, our LESI strap line is “Advancing the BUSINESS of Intellectual Property Globally,” and this year my focus as President has been to continue to encourage our industry committees and appeal to everyone whose day job involves the business of IP to join their local LES society, local industry committees—and of course our LESI industry committees. Our High Tech, Life Sciences and Chemical Committees each enjoy excellent leadership and are having a very busy year.

The latest news from the High Tech Committee is that under its auspices, an Automotive Industry Advisory Board has just been set up, thanks to the efforts of John Carney. The group is progressing well, with more than half of new board members confirmed, including representatives from Nissan, Avanci, Delphi and the

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## LESI Golden Reflections

### The Business Of IP As A Career— An Interview With Yvonne Chua



Yvonne Chua,  
LESI President  
in 2014.

**Q: When and why did you get involved in the business of IP as a career?**

**A: Yvonne:** As a second-year law student at Hong Kong University (HKU), I chose IP as the optional course, which was introduced into the curriculum for the first time, and I became much attracted by IP's international embodiments of creativity as property. I envisioned IP's importance to businesses would grow tremendously in the future and was eager to play a role in such development. I thus boldly decided to specialize in IP for my legal career and joined Wilkinson & Grist, which was then one of the few law firms that had an established IP practice. My practice—encompassing protection, management, exploitation and enforcement of IP rights, not only in HK but also China, Asia and globally—has happily continued for 40 years and is still thriving.

**Q: What are your career highlights?**

**A: Yvonne:** Since being admitted as one of the youngest partners in the firm, I have focused on advancing my firm's IP practice, particularly in China. Excitingly, in 2004, the Chinese government approved our Beijing IP agency as the first wholly foreign-owned IP agency for doing direct filings in China. Through the years, with the opportunities of handling cases involving complex cross-jurisdictional issues, on joint efforts with colleagues, I was thrilled to have attained many notable—even unprecedented—successes that have heightened IP setting. Blessedly also, I have received continual international recognitions as a leading and influential IP expert.

Simultaneous with my practice, I am always keen to drive IP enhancement and also to be at the forefront of legislative changes. In addition to my advisory roles for, *inter alia*, the Hong Kong Trade Development Council and my service in the IP Committee of the Law Society of Hong Kong, I was privileged to have been appointed by the HK government to the Special Working Group on IP Trading to work on the important task of promoting HK as the IP trading hub.

My 40 years of passionate IP journey, including being entrusted to

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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/les-global-news/submission-form](http://www.lesi.org/les-societies/les-global-news/submission-form).

Deadlines: January 15, April 15, July 15 and October 15

Editor: Larry Plonsker, 10580 Northgreen Dr., Wellington, FL 33449 • Email: [editor@LESi.org](mailto:editor@LESi.org)

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Connected Vehicle Trade Association. As we know the automotive sector is a very dynamic sector at the moment, and we are delighted to announce this new group.

Work is also progressing well on our three “primers”—short guides for business people on licensing, IP Management and IP Valuation, which we are hoping to launch in Berlin.

Lastly, on this “business” topic as part of the discussion in Phoenix about our new strategic plan for LESI, there has been some useful input on what we need to do in order to be more attractive as an organisation to those involved in industry. A small task force has been set up and has been considering what steps we might take. Many thanks to Andre Gorius, Scott Johnstone, Natalie Raffoul and Sun-Pil Hwang for their input. Suggestions include changing the composition of our LESI board to include more corporate representation and creating and deploying IP Value training for business people in conjunction with our Education Committee. These ideas are currently being discussed by the LESI Board, so watch this space!

One other topic I wanted to mention is how well our new LESI Executive Director Dana Colarulli is settling into his new role, having started with us at the end of September. Dana is making a great contribution, and we are all benefiting from his substantial expertise, connections and experience in our IP world.

In addition to supporting our committees and national presidents, Dana is helping us to build relationships with other IP organisations, including the IPO, APAA and AIPLA.

I look forward to seeing many of you in Berlin! By the time this issue of *Global News* is available, we will be just two months from our LESI Annual Meeting in Berlin. Please register if you haven’t done so already. The very informative website can be found here [LESI2020.de](http://LESI2020.de).

Fiona



Fiona Nicolson visits the China National Intellectual Property Administration (CNIPA). From the left: Ms. HE Jiahui (Interpreter of Department of Commercialization and Promotion of IP of CNIPA), JIANG Haifei (Director Department of Commercialization and Promotion of IP of CNIPA), Chris Shaowei, Mr. Zhou Zhongqi (President of LES China), Zhao Meisheng (Deputy Director General of Department of Commercialization and Promotion of IP of CNIPA), Fiona Nicolson, Ningling Wang, Natalie Raffoul and Simon Chalkley. More on Pages 10-13.