



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

“Advancing the Business of Intellectual Property Globally”



LESI Publications

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Two Publications

- *Les Nouvelles*
 - Learned articles
 - Peer reviewed
- Printed and distributed to all members
- Available on LESI's website electronically
 - Searchable
 - Library of back issues

<https://www.lesi.org/les-nouvelles/about-les-nouvelles>

- LES Global News
 - Highlights of LESI
 - Business of the Societies
 - Recent trends/changes in the laws
 - Meetings & Book reviews
- Distributed electronically

<https://www.lesi.org/global-news>

* We also have our Annual Report



In recent years → Increasing *les Nouvelles* related revenues

- Invite annual subscription at a fee
 - Deal with WestLaw (Thomson)
- Classified advertisements and related entity ads
 - Look at professionalising the advertising
- In line with initial responses from the 2011 survey



In recent years → Improve the quality of

- Done:
 - Repackaging to create a more modern outlook (still could be improved)
 - Revise the concept of the Blue Pages
 - LES Global News
 - Special Editions of les Nouvelles (occurred again last December)
- Not done (*Rejuvenate content*)
 - IP VIP's interviewed (WIPO, National IP Offices, business executives, Key note speakers from various meetings)
 - devote a section on education
 - publish the paper of winner of Business Plan Competition
 - les Nouvelles 100 recognition awards
 - publication of sample PDS course materials to promote these programs
 - etc.



In recent years → Reducing overall cost of

• Done

- Separate Blue Pages and no print
- Avoid extra costs (nb of pages, colour, holes, etc)
- In line with initial responses from the 2011 survey

• Not Done

- Introducing electronic copies and reducing (or eliminating) paper copies
 - Goal reducing printing and shipping costs
- Keeping a certain number of printed copies for marketing
- Also in line with initial responses from the 2011 survey (stopping paper copies was inconclusive)



In recent years → Improve the marketing of

• Done

- Teasers of current articles on LESI website to non-members

• Under consideration:

- Having some articles fully searchable and available on the non-member site of LESI
- Make articles easily accessible through all National Societies websites
- Consider including a “two page digest” of *les Nouvelles* in other business magazine (to seek readers and help National Societies with a simple recruiting tool)
- Create communities/discussion forums on LESI website (or other means) to encourage discussions on articles published
- Co-operate with other organizations or universities
- e-marketing (e.g. marketing agency may create pop-ups and prioritize our publication on internet search engine)
- Review current circulation list to increase promotion of our publication in relevant professional/industry/publications
- Invite members from the industry to include link to our online publication on their websites
- Advertise *les Nouvelles* on LinkedIn LESI group with teaser articles.



Other Possibilities/Issues for *les Nouvelles*

- Engage a professional journalists
- address/differentiate competitive offerings such as IAM
- Look at ways to partner with daily or more frequent electronic publications
- “Merge” les Nouvelles with an existing magazine, or use an existing infrastructure



Financial Elements

- Expense budget for *les Nouvelles* and LES Global News combined were reduced in 2012 by:
 - 28% compared to 2011
 - 15% compared to its last 3Y average



Financial Elements

Description	Category	2014 (est.)	2015 Budget (est.)
Revenue - Royalties, advertising, etc		\$ 25 000,00	\$ 26 000,00
les Nouvelles Publication Expense	Expense	\$ 90 000,00	\$ 73 000,00
les Nouvelles Shipping exp	Expense	\$ 90 000,00	\$ 73 000,00
les Nouvelles Editor	Expense	\$ 44 000,00	\$ 44 000,00
les Nouvelles Expense (Editor, otuer)	Expense	\$ 8 000,00	\$ 8 000,00
		\$ 232 000,00	\$ 198 000,00

* Publication and shipping for 2015 assumes two instances as opposed to four for 2014



Thank You!





Back up Slides





Elements used in the costs reduction of *les Nouvelles*

- Kept the concept of learned journal
- Kept printed format for now
- Kept 4 issues/ year
- Maximum of 72 pages per issue
- Web press printing
- No 5-holes drilling
- Created LES Global News