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## AGENDA

**Sunday, 8 May 2022– LESI’s International Management & Delegates Meeting**

Time (CET)	Description	Presented by
9:00am 15 minutes	President declaring the Meeting convened	John Paul
	Confirmation of Delegates & Proxies and Agenda adjustments	Pam Cox
	<b>Votes: Overview of votes to be taken:</b> <ol style="list-style-type: none"> <li>1. Minutes from 2021 IMDM</li> <li>2. Awards</li> <li>3. 2022-2023 Board Slate</li> </ol>	Dana Robert Colarulli
	Approval, and waiver of reading the minutes from the last IMDM Meeting <i>(held virtually, May 19, 2021)</i>	Pam Cox
9:15am 15 minutes	<b>President’s Report</b>	John Paul
9:30am 10 minutes	<b>Executive Director’s Report</b>	Dana Robert Colarulli
9:00am 10 minutes	<b>Treasurer’s Report</b> <ul style="list-style-type: none"> <li>• Budget review</li> <li>• LESI financial outlook for 2022 and 2023</li> </ul>	Mike Lasinski
	COFFEE BREAK	

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# AGENDA

## Sunday, 8 May 2022– LESI’s International Management & Delegates Meeting (cont.)

Time (CET)	Description	Presented by
10:00am 60 minutes	<b>PANEL DISCUSSION: The licensing industry - where is it going in the next 10 years and what are the implications for organisations such as LES?</b> <ul style="list-style-type: none"> <li>• Francois Painchaud, Robic</li> <li>• Hayley French, Apitope</li> <li>• Matteo Sabattini, Ericsson</li> <li>• Anji Miller, Lifearc</li> <li>• Francisco Velasco, Open Innovation Community</li> <li>• Dana Robert Colarulli, LESI</li> </ul>	Fiona Nicolson
11:00am 10 minutes	COFFEE BREAK	
11:10am 15 minutes	<b>LESI’s Key Priority Areas – Value Proposition and Deliverables</b> <i>We are a community of communities!</i> <ul style="list-style-type: none"> <li>o Presentations of selected activities</li> <li>o Challenge to Delegates: What else should we be doing in each priority area?</li> </ul>	John Paul
11:25am – 2:25pm	<ul style="list-style-type: none"> <li>✓ Building Community</li> <li>✓ Educating Our Members</li> <li>✓ Providing Public Service &amp; Providing Thought-Leadership</li> <li>✓ Recognizing Accomplishments and Presenting Awards</li> <li>✓ Communicating Better About the Things We Do</li> <li>✓ 50<sup>th</sup> Anniversary Campaign for Membership &amp; Sponsorship</li> </ul>	Various Speakers
2:25pm 20 minutes	<b>LESI Awards:</b> Presentation of 2022 LESI Awards and Announcement of the First Innovation Award Winners	



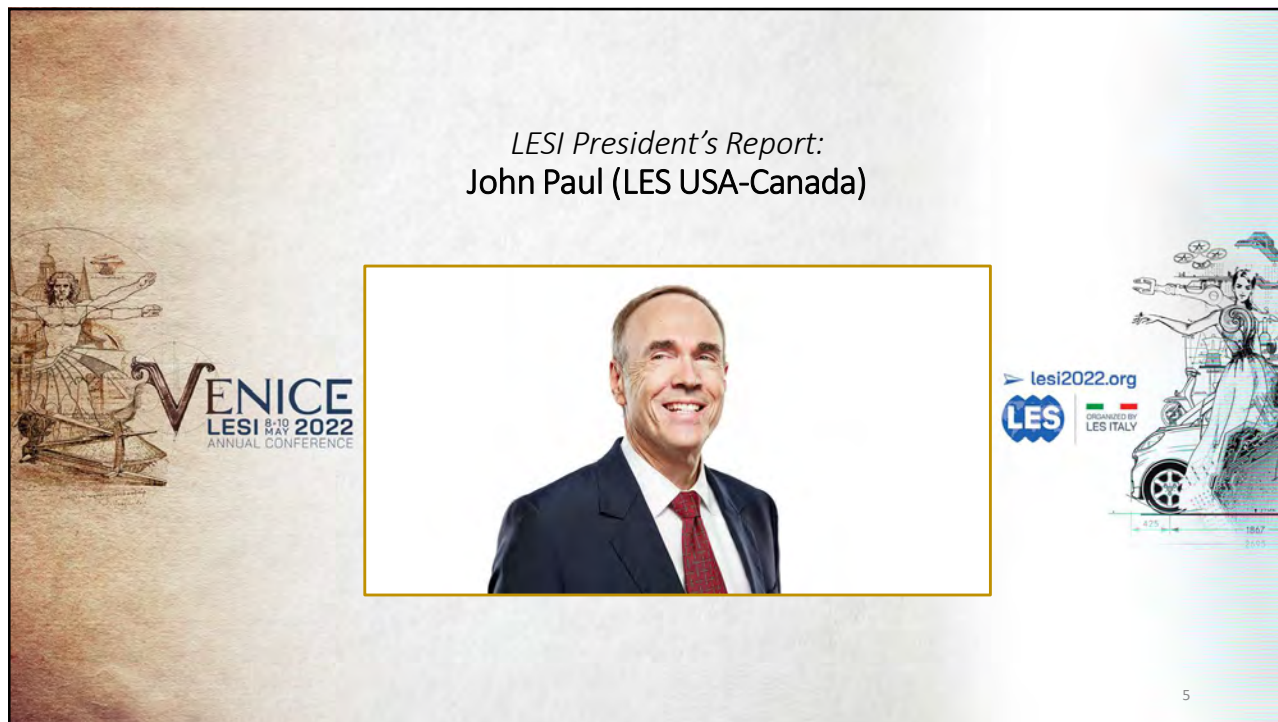
# AGENDA

## Sunday, 8 May 2022– LESI’s International Management & Delegates Meeting (cont.)

Time (CET)	Description	Presented by
3:05 pm 5 minutes	<b>Nominating Committee Report and Vote:</b> <ul style="list-style-type: none"> <li>• Vote on Officers for the 2022-2023 LESI Board of Directors</li> <li>• Presentation of the Proposed Officers for 2023-2024</li> </ul>	Audrey Yap
3:10pm 5 minutes	Report out of the votes: <ul style="list-style-type: none"> <li>• Approval of the Minutes from 2021 (Virtual IMDM)</li> <li>• Approval of Awards</li> <li>• Approval of the 2022-2023 Officers</li> </ul>	Dana Robert Colarulli
3:15pm 10 minutes	Meetings Committee Report – Location for the 2025 Annual Conference	Thomas Adocker Alexander Haertel
3:25pm 15 minutes	Upcoming Meetings / Promos: <ul style="list-style-type: none"> <li>• 2022 LES USA-Canada Annual Meeting</li> <li>• Promo for 2023 LESI Annual Meeting in Montreal</li> <li>• Promo for 2024 LESI Annual Meeting</li> </ul>	Scott Williams
3:35pm 10 minutes	Incoming LESI President’s Report	Ichiro Nakatomi
3:45pm	Meeting Adjourned	



*LESI President's Report:*  
**John Paul (LES USA-Canada)**



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*LESI President's Report:*  
**John Paul (LES USA-Canada)**



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***LESI @ 50***

*An association with a rich global history  
(Still) Advancing the Business of IP Globally*


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## LESI Through the years (LESI @50)


President	John A. Gay (U.K.)
President-Elect	Marcus B. Finnegan (U.S.A.)
Vice-President	Mitsuya Okano (Japan)
Vice-President	Michel Brochon (France)
Vice-President	Alberto M. Ferrari (Italy)
Vice-President	Bertil Hedberg (Scandinavia)
Secretary	Anthony McClellan (U.K.)
Treasurer	Florent Gevers (Benelux)

**Fig. 1** The First LESI Leadership Slate (Oct. 1973).



**Fig.2** Picture of Mark Finnegan (LES USA) and Dudley Smith (LES UK)

Three of the most popular personalities to grace LES, Mark Finnegan, his wife Betzi, and Dudley Smith, visit at the 1977 LES (UK) meeting in London.



Source: "Licensing Executives Society: The First 40 Years, A Living History. 1965-2005" Jack Stuart Ott (© 2006)

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Charles Chappell presided over the 1973 Annual Meeting in San Francisco, CA where LESI was formally created.



**CHARLES H. CHAPPELL \* 1973**

Dr. Chappell, who headed up technology licensing for Union Carbide Corporation, was only getting started when, as a Charter Member of LES he became an organizer and energizer of LES U.S.A. He soon became active in creating a global organization of licensing professionals, LES International. And as President in 1973 he presided over the LES U.S.A. annual meeting at which LESI officially came into existence. Dr. Chappell died in 2002 at the age of 92. As shown in early chapters in this history, Chuck was instrumental in the successful formulation of LES.



Source: "Licensing Executives Society: The First 40 Years, A Living History, 1965-2005" Jack Stuart Ott (© 2006)

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A motion was made by Marcus Finnegan, seconded by Dudley Smith and carried unanimously.



**MARCUS B. FINNEGAN \* 1974**

A 1949 graduate of the U.S. Military Academy, Marc earned a law degree from the University of Virginia Law School and a Master of Laws at the George Washington University Law School in 1957. He was Senior Partner in the law firm of Finnegan, Henderson, Farabow & Garrett. He became President of LESI in 1975 and was awarded the LES Gold Medal in 1977. He died in 1979 following a lengthy illness.



**DUDLEY B. SMITH \* 1967**

Dudley, a Charter Member of LES, was Licensing Coordinator for Celanese Corporation in New York City. He would be awarded the LES Gold Medal in 1971 and elected LES International President in 1978. He passed away in 2000.



Source: "Licensing Executives Society: The First 40 Years, A Living History, 1965-2005" Jack Stuart Ott (© 2006)

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The IP World has changed over the last 40/50 years and so has LES!  
 Photos from LES Meetings in the 1970's



Participants gather at the historic 1970 meeting between the U.S. and the Union of Soviet Socialist Republic. Pictured are Soviet visitors, U.S. government representatives, and LES members E.B. (Ted) White (first row, left end), Homer Blair (first row, second from left), and Dudley B. Smith (first row, third from right)



The audience kept busy at the 1975 LES Scandinavia Annual Meeting.



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Year	Name	LES Society
2023	Ichiro Nakatomi	Japan
2022	John Paul	USA & Canada
2021	Audrey Yap	Singapore
2020	Fiona Nicolson	Britain/Ireland
2019	Francois Painchaud	USA & Canada
2018	Peter Hess **	Germany
2017	Patricia Bunye	Philippines
2016	Jim Sobieraj	USA & Canada
2015	Arnaud Michel	France
2014	Yvonne Chua **	China (HK)
2013	Kevin Nachtrab	Benelux
2012	Jim Malackowski	USA & Canada
2011	Alan Lewis	South Africa
2010	Pat O'Reilley	USA/Canada
2009	Adam Liberman	Australia & New Zealand
2008	Chikao Fukada (福田 親男)	Japan
2007	Ron Grudziecki	USA & Canada
2006	Peter Chrocziel	Germany
2005	Willy Mamfroy	USA & Canada
2004	Jonas Guilleksson	Scandinavia
2003	Melvin Jager	USA & Canada
2002	Thierry Sueur	France
2001	Ed Shalloway **	LES USA/Canada
2000	Heinz Goddar	Germany
1999	Platon Mandros	USA & Canada
1998	Rodney DeBoos	Australia & New Zealand
1997	Sam Layton, Jr. **	USA & Canada
1996	Jeremy Brown	Britain & Ireland
1995	Norman Jacobs	USA & Canada
1994	Oliver Axster **	Germany
1993	Larry Evans	USA & Canada
1992	Akira Mifune	Japan
1991	Fernando Noetinger	Argentina
1990	Jean-Marc Portier	France
1989	Ken Payne	USA & Canada
1988	Desmond Ryan	Australia & New Zealand
1987	Pierre Hug	Switzerland
1986	Len Mackey **	USA & Canada
1985	Michiko Ariga	Japan
1984	Fernando Pombo	Spain & Portugal
1983	Henry Hodding	Britain & Ireland
1982	William Poms	USA & Canada
1981	Sam Heijn	Benelux
1980	John Stonier	Australia/New Zealand
1979	Jacques Gaudin	France
1978	Dudley Smith **	USA & Canada
1977	Mitsuya Okano	Japan
1976	Bertil Hedberg	Scandinavia
1975	Marcus Finnegan **	USA & Canada
1974	John Gay	Britain & Ireland
1973	LES Officially Formed	

### LESI Past Presidents

John Paul  
(2022)

Audrey Yap  
(2021)

Fiona Nicolson  
(2020)

Painchaud  
Francois (2019)

Peter-Hess  
(2018)

Patricia A. O.  
Bunye (2017)

Jim Sobieraj  
(2016)

Arnaud Michel  
(2015)

Yvonne Chua  
(2014)

Kevin Nachtrab  
(2013)

Jim Malackowski  
(2012)

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## **Treasurer's Report CONFIDENTIAL**

**Michael Lasinski, Treasurer  
May 5, 2022**

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### **Accountant's Conclusion**

Based on our reviews, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in accordance with accounting principles generally accepted in the United States of America.

Christopher J. Claire, CPA,P.A.  
Shawnee, KS

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**Cash & Cash Equivalents**

	<u>Dec-21</u>	<u>Dec-20</u>	<u>Variance</u>
Kellen Suntrust Account *74995 (Closed by Kellen)	\$0	\$130,494	-\$130,494
LESI Suntrust Account *2175	\$717,925	\$0	\$717,925
Merril Lynch Acc 519-02219	\$861,146	\$861,211	-\$65
Piedmont Bank - MMA(Closed by Kellen)	\$0	\$204,505	-\$204,505
BB&T Bank - MMA (Closed by Kellen)	\$0	\$243,415	-\$243,415
Ameris Bank - MMA (Closed by Kellen)	\$0	\$133,576	-\$133,576
<b>Total Cash &amp; Cash Equivalents</b>	<b>\$1,579,071</b>	<b>\$1,573,201</b>	<b>\$5,870</b>

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**2021 & 2022 Annual Budget Comparison**

2021 Actual	Revenue	Expenses
Annual Dues	456,205	0
Investments	721	0
Publications	1,482	154,970
Communications & Online Tools	0	65,333
Committees	0	10,000
Administration	0	279,678
Special Projects	3,010	8,881
Meetings	174,652	115,462
Board Directors Travel	0	2,928
<b>Total Revenue</b>	<b>636,070</b>	
<b>Total Expense</b>		<b>637,252</b>
<b>Net</b>	<b>1,182</b>	

2022 Budget	Revenue	Expenses	Comments
Annual Dues	431,830	0	based on current survey numbers
Investments	4,500	0	
Publications	13,000	188,200	Shipping costs increased
Communications & Online Tools	0	79,800	43% increase due to Higher Logic and marketing consultant
Committees	0	11,500	
Administration	0	289,950	Costs increased to 2020 figures
Special Projects	0	20,500	Korea expenses and YMC spent less
Meetings	0	14,000	Winter planning and board meeting. Based on breakeven in Venice
Board Directors Travel	0	72,500	Expenses increase back to 2020 figures as travel expected
<b>Total Revenue</b>	<b>449,330</b>		
<b>Total Expenses</b>		<b>676,450</b>	
<b>Net</b>		<b>-227,120</b>	

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## Approved Dues Increase Reminder

- 2021 Dues \$67
- 2022 Dues \$70
- 2023 Dues \$74

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**BACK TO LICENSING:**  
RESTARTING BUSINESS AND  
FUELING INNOVATION

# VENICE

**LESI 8-10 MAY 2022**  
INTERNATIONAL ANNUAL CONFERENCE

> [lesi2022.org](https://lesi2022.org)

**LES** ORGANIZED BY  
LES ITALY

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## Panel Discussion: The licensing industry - where is it going in the next 10 years and what are the implications for organisations such as LES?

*Moderated by LESI Past President Fiona Nicolson*

**Speakers:**

- Francois Painchaud, Robic
- Hayley French, Apitope
- Matteo Sabattini, Ericsson
- Anji Miller, Lifearc
- Francisco Velasco, Open Innovation Community
- Dana Robert Colarulli, LESI



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**BACK TO LICENSING:**  
RESTARTING BUSINESS AND  
FUELING INNOVATION

# VENICE

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➤ [lesi2022.org](http://lesi2022.org)

**LES** ORGANIZED BY LES ITALY

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## LESI's Key Priority Areas: *Value Proposition and Deliverables*

11:10am  
15 minutes

*We are a Community of communities!*

- Overview
- Presentations of selected activities
- Challenge to Delegates: What else should we be doing in each priority area?

John Paul



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April 2022  
Vol. LVII No. 2

LES

GLOBAL  
NEWS

Highlights

Society News

Meetings

New Members

Reviews

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

President's Message:

Defining and Building our Value Proposition for the Next 50 Years

By John Paul, President, LES International

1. Thank you!

In my final president's message for *LES Global News*, I want to start by saying how much I appreciate the many friends and colleagues who worked so hard and accomplished so much for LES International over the past year and what a privilege it has been to work with you while serving as LESI president.

We have a great group of people who contribute so much in so many ways to our community. LES International has over 100 members in leadership positions, and each of the 22 national and regional associations have their own

2. We focused on defining and providing concrete value to LES, its members, and the public, and communicating about that value in an organized way.

This year, we created a North Star to focus our leaders and provide a sense of purpose and mission that keeps us on track and aligned.

We started with the priority areas from long range planning—educating our members, building community, recognizing achievements and awards, providing public service and thought leadership, building membership and sponsorship, and communicating better about what we

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## ✓ Building Community

**11:25**  
**20 minutes**

- Automotive Industry Advisory Board (IAB)
- Chemicals, Energy, Environment and Materials (CEEM)
- Women in Licensing Alliance (WILA)
- Young Members Congress (YMC)

What else should we be doing?

John Carney  
Keith Lutsch  
Dallas Wilkinson  
Pam Cox  
Kilian Schaeerli



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## ✓ Educating Our Members

**11:45**  
**20 minutes**

- Job Training: LESI Licensing & Commercialization Courses (day-long sessions)
- Interactive Hot Topic Discussions: Pop-Up Courses
- Recent Developments/Publications: Global Licensing Report, les Nouvelles & Global News)
- Case Studies: Collaboration with EPO on CEO Case Studies with High-Growth Tech Business

*What else should we be doing?*

Natalie Raffoul  
Martin Schneider  
David Drews  
Audrey Yap



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# LESI Education Committee


by  
Martin Schneider, Natalie Raffoul

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## *organisation & promotion of Education*

- LESI education concept:
  - Education is performed on national level primarily
  - Co-ordinated by LESI edu committee
  - Special Edu offerings offered on LESI level
- Edu committee: Chair/co-chairs; 4 – 6 vice chairs.
  - Regional / national concept
  - Vice chairs: responsible of a geographical region / coordinate with «their» LES society program managers
  - Goal: identify successful & interesting topics that can «travel» (together with its creator/speaker) to an event of a neighbouring society – SPEAKER DATABASE
- LESI special edu offerings: an edu “brand”; qualified trainers: TTT-courses: ONLINE (not being held anymore physically on the last day of the IMDM);
- LESI Committee meetings and LESI Edu corner: a crowd of LESI members engaged in education
- Huge thanks to Karin Hofmann und Danie Dohmen for supporting the development of this concept; huge thanks also to Bill Bird (LES Benelux) and Thomas Bereuter (EPO/LES AT)




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## LESI STANDARD LICENSING COURSE

- Author/Creator of Standard Licensing Course (SLC): LES SA
- Content: 4 modules (interactive teaching) / Babinc Case (licensing game burglar alarm / Licensor&Licensee)
- Licensed to LESI/out-licensed to LES societies
- Regular case: onsite presentation; exceptional case: online presentation (short version or full course in 2 or 3 parts / consecutive weeks).
- SLC is being conducted by qualified trainers
- Online TTT-Course / qualified TTT-Trainers are marked as such in the LESI member database / list of qualified TTT-Trainers
- Advertised on LESI website



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## LESI/EPO advanced technology commercialisation course

- Author/Creator of TCC: LESI & EPO
- 3- 10 speeches with advanced content; R&D collaboration and licensing game (3 parties) ICU/pandemic case
- Out-licensed to LES societies / National Patent Offices
  - EPO and LESI are both free to outlicense to their own «channel», but it is the goal to combine
  - in case EPO decides to not pursue the collaboration / the TCC, LESI will get the materials and sole ownership (to be formally agreed with EPO)
- Regular case: onsite presentation (2 days course & short version 1 day course available)
  - online presentation (1 day short version in 2 or 3 parts / consecutive weeks [work in progress]).
- TCC are being conducted by qualified trainers
  - Online TTT-Course / qualified TTT-Trainers are marked as such in the LESI member database / list of qualified TTT-Trainers
- Advertised on LESI website



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Education  
Committee  
presents



Pop-Up #1, #2, #3... and more!

Format: Education + Networking

Objective: Mini-LES to attract  
Members

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**LESI Pop-Up Classes: Popping up near you...via zoom!**



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# Year in Review



- Pop- Up Class #1 – October '21 - **COVID-19 TRIPS Patent Waiver**
  - Natale Raffoul & Peter Ling as organizers
  - **Julie Barnes-Weise**, CEO, Global Health Innovation Alliance Accelerator, USA (Moderator), **Wolf Meier-Ewert**, Secretary of the Council for TRIPS, WTO, **James Pooley**, International trade secret expert, former Deputy Director General of the WIPO, **Andrew Casey**, CEO of BIOTECanada, **Prof. Cesare Galli**, Professor at the University of Parma, Italy, **Archana Shanker**, Senior Partner, Head of Patents & Designs, Anand and Anand, India
  
- Pop-Up Class #2 – November '21 - **There is More to Trade Secrets than Signing NDAs**
  - Breakout Group 1: China – USA (Natalie Raffoul & Qinghong Xu)
  - Breakout Group 2: USA – Brazil (Jennifer Pierce & John Williamson)
  - Breakout Group 3: Brazil – China (Victoria Cundiff & Mariana Reis Abenza)
  
- Pop-Up Class #3 – March '22 - **Crossing Your T's and Dotting Your I's: Strategies for Avoiding the Pitfalls of Multijurisdictional Agreements**
  - **Sherry Rollo**, Hahn Loeser & Park LLP (Moderator), **Natalie Raffoul**, Brion Raffoul, **David Swain**, Lewis Silkin, **Bruna Lins**, Hallem Advogados, **Peter Ling**, Lenz & Staehelin

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LES POP-UPclasses

**1.**  
The Proposed TRIPS COVID-19 Patent Waiver

▼  
**OCTOBER 7**  
8 AM EDT | 2 PM CEST

LES POP-UPclasses

**3.**  
CROSSING YOUR T'S AND DOTTING YOUR I'S:  
Strategies for Avoiding the Pitfalls of  
Multijurisdictional Agreements

▼  
**MARCH 23 @ 9:00 AM ET / 10:30 AM ET**

LES POP-UPclasses

**2.**  
There is More to Trade Secrets  
than Signing NDAs

▼  
**NOVEMBER 23**  
**@ 8AM EST / 2PM CET**

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## Upcoming



- Pop-Up Class #4 - TBD
  - ***The Challenges around Licensing IP and Big Data in the AI/ML context (slated for this past February but did not happen due to scheduling conflicts)***
  - Bastien Best, Paul Gagnon, Mike Pellegrino, and TBA
- Pop-Up Class #5 – May or June TBD
  - ***The role of an IP portfolio in securing venture financing for scale-ups***
  - Omer Hizioglu as moderator
- Pop-Up Class #6 – July or August TBD
  - ***IP Valuation – Practical perspectives***

### Omer Hizioglu and Natalie Raffoul also collaborating with WIPO Green

- Advisors to WIPO Green Tech Clinics
- Providing IP related lectures
- Working with startups and SMEs
- Developing course curriculum and IP checklists for companies

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## Format



- 45 Minute Panel Discussion followed by
- 45 Minute Small Breakout Sessions
- Opportunity for Sponsorship of the Pop-Up Class Series with sponsor saying a few words at the start and leading a small group breakout session

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## Objective & Purpose



- Provide a **mini-LES** format of **education** and **networking**
- Provide a format for topics that are **HOT** and topical and not in regular programming
- Recruit potential members globally through **FREE online** Zoom event

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## *LESI website advertisement (work in progress)*

- Heading: Events around the Globe (or: Events and Education around the globe)
- Introduce on top of list a section LESI education offering
- Introduce a section «LESI education offering» and list the SLC and TCC and possibly pop up courses
- or: Introduce a section «LESI education offering» and place a link to the Edu Committee sub section
- or similar



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## *LESI edu offerings: legal concept*

- SLC: LES SA licenses out to LESI/Edu committee (support by LESI executive director)
- Cost free out-licensing to national societies
- National societies are licensed the right to modify the courses and adapt them to national legal requirements; Condition: modified versions must be licensed back to LESI (and back to LES SA)
- ATTC: no modification allowed (work in progress)
- Keeping list of qualified trainers / qualification to be updated



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## **High-growth Technology Business Forum HTBF**

***Audrey Yap, Thomas Bereuter, Jurgen Graner***

May 2022

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## Overview status 2022

HTB forum <b>Licensing</b> Live case study (1 hour) Meet-the-speakers (30-60')	HTB forum <b>Growth financing</b> Live case study (1 hour) Meet-the-speakers (30-60')	HTB forum <b>Build-to-sell</b> Live case study (1 hour) Meet-the-speakers (30-60')	HTB forum <b>Open innovation</b> Live case study (1 hour) Meet-the-speakers (30-60')
-----------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------

- Virtual events bridging the gap from one HTBC to the next
- Targeted at business decision makers
- Live case study based (featuring SMEs)
- Each forum is led by an expert panel chair moderating the session and consists of
  - 1 forum host (Dana Colarulli)
  - 1 expert panel chair (Sonja London, Willem Bulthuis, Juergen Graner)
  - 1 CEO of featured live case study (alternatively other C-suite level speaker)
  - Global expert panel
    - 1 expert panel representative Europe
    - 1 expert panel representative Asia
    - 1 expert panel representative North America

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## HTBF session structure

#	Topic	Speakers	Duration
1	Introduction & arrival	Host	3-5'
2	Case study intro	Panel chair	3-5'
3	Case study presentation	CEO of featured company	15'
4	Q&A (prepared)	Moderator & CEO & panel	25'
6	Conclusions & takeaways	CEO & panel (5x)	10'
7	Meet the speakers (open Q&A)	CEO & panel chair (panel optional)	30-60'

- Post production videos from recording
  - Case study
  - Q&A
  - Conclusions & takeaways
- Meet the speakers session is not recorded
  - Mics & cameras open

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## Unique features of HTB forum

- **Attracting business decision makers**  
HTBF will feature business decision makers. This attracts other CEOs of high-growth technology businesses as participants, which supports to better involve more decision makers.
- **Case study driven**  
Each forum will feature a case-study with the CEO behind it. This makes the learning highly practical.
- **Video library**  
Over time a significant video library of learning materials will be developed.
- **Take-away points**  
Similar to the Dublin HTB conference event in 2019, each session will end with a summary of take-away points for participants.
- **Global expert panel**  
Each session will have one expert from Europe, Asia and North America. Panel members will provide their viewpoint on questions asked. The audience will receive a global perspective on the topics discussed.
- **Closing the gap between HTB conferences**  
The regular HTB forum events will close the gap between HTB conferences in order to retain and grow the participant base continuously.

Those interested in our HTB Community:  
<https://www.linkedin.com/company/htbcommunity>

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## ✓ Providing Public Service & Providing Thought-Leadership

12:05  
20 minutes

- “Ask Me Anything” National and Regional Sessions
- Pro Bono Commercialization Program: Collaboration with WIPO
- Impact Licensing & Funding (formerly GTIF)
- Sustainable Development Goals (SDG) – Creation of an IP Index
- Technology Transfer Collaboration: Korean Tech Transfer Attorneys Association (KTAA) MOU
- Professional Certifications: Certified Licensing Professionals (CLP), Proposed LESI IP Valuation Certification

*What else should we be doing?*

Emmanuel Gouge  
 Paula Mena Barreto  
 Chris Shaowei  
 Dana Colarulli  
 Mark Wilson  
 Omer Hizioglu  
 Ichiro Nakatomi  
 Jeff Whittle  
 Fiona Nicolson



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# SDG- IP Index Committee

IMDM  
May 8, 2022



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## SDG – IP Index Committee – The Roadmap 2022-23

1. *Agree upon Roles and Responsibilities*
2. *Liaise with scoring/ranking organisms to evaluate missing actions namely concerning IP and licensing*
3. *Sampling and evaluate the business/technology/ product from Global 100 Index\* (Davos) or other selected SDG ranking*
4. **Select agenda from 17 targets of SDGs**
5. **Create an LESI SDG-IP Index**
  - R&D spendings related to SDG
  - **Patents related to SDG**
  - Licensing / best solutions availability
  - ...
6. **Standardize and have Index recognized by other organizations (IP, Extra-Financial Reporting, ...)**
7. **Provide LESI Awards for SDG IP**
8. **Invite speakers at LESI 2023 Annual Conference**



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## SDG – IP Index Committee



**Dr. Rinaldo Plebani (LES Italy)**  
Italian & European Patent, Design & Trademark Attorney  
Co-Chair, LESI IP Maintenance Committee

Co-  
Chairs



**Dr. André Gorius (LES France)**  
Partner, Winnotek  
Chair LESI IP Valuation Committee  
Co-Chair LIT Committee



**Dr. Suracha Udomsak (LES Thailand)**  
Chief Innovation Officer and Executive Vice President – New Business, SCG Chemicals


Vice-  
Chairs



**Dr. Thierry Van Beckhoven (LES Benelux)**  
IP Valuation Expert, Solvay



**Bruno Vandermeulen (LES Benelux)**  
IP Director Impact Licensing Initiative




**Dr. Ichiro Nakatomi (LES Japan)**  
President Elect, LESI 2021-2022  
**Founder of SDG-IP Committee**




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## Appendix: First Findings

- Some companies begin to communicate
  - Example Arkema: “222 new patent applications filed, 200 of which related to sustainable development
- They are including these concepts in the management of their R&D/R&I
  - “Quantitative objectives regarding climate and resources, as well as better life”
  - “In-house tool quantifies the sustainability of products
  - “In-house tool used to assess and select R&I projects in order to achieve One Planet objectives”
  - “Classification of inventions under way”
- It is a sensible subject:
  - « It is an ambitious project”: the Global VP of IP in large Multinational
  - “Our corporate philosophy is “We place the highest priority on the happiness, sorrow, and joy of patients and their families, and we will strive to provide the best possible care and support for them” : answer to our questionnaire
- **No doubt, the road is long**
  - **Defining the right indicators**
  - **Help companies instead of blaming them**

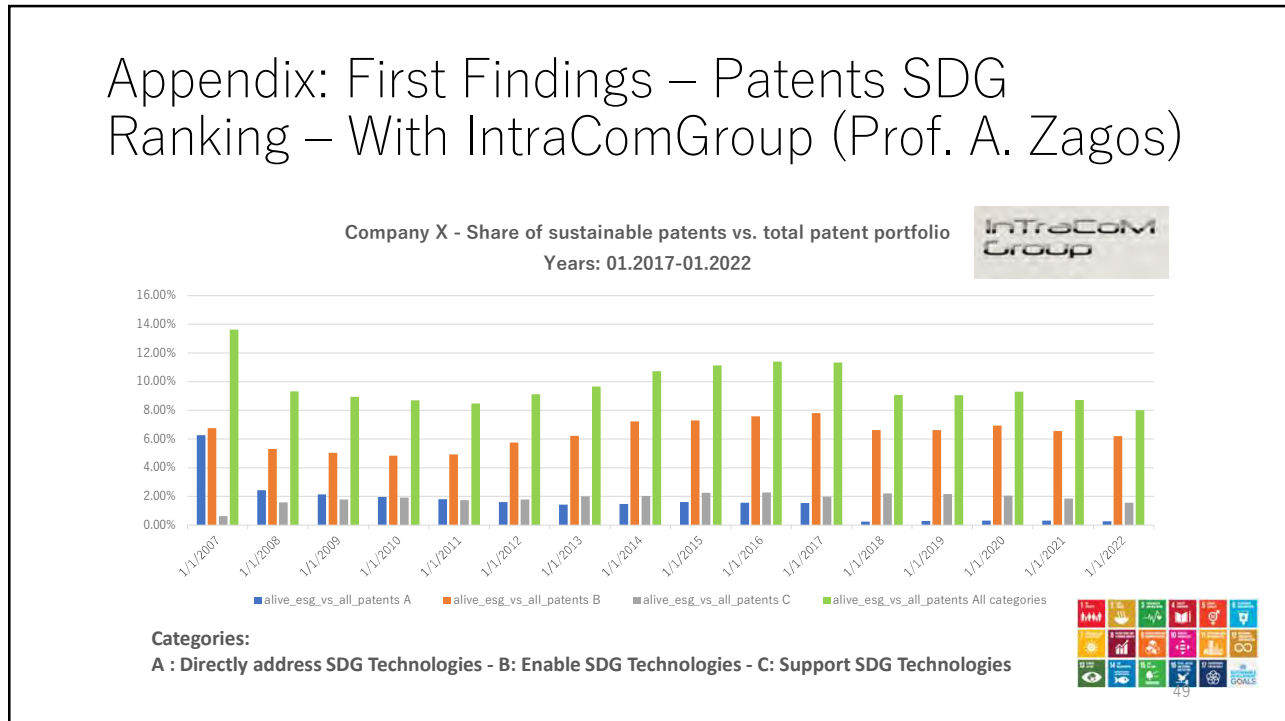


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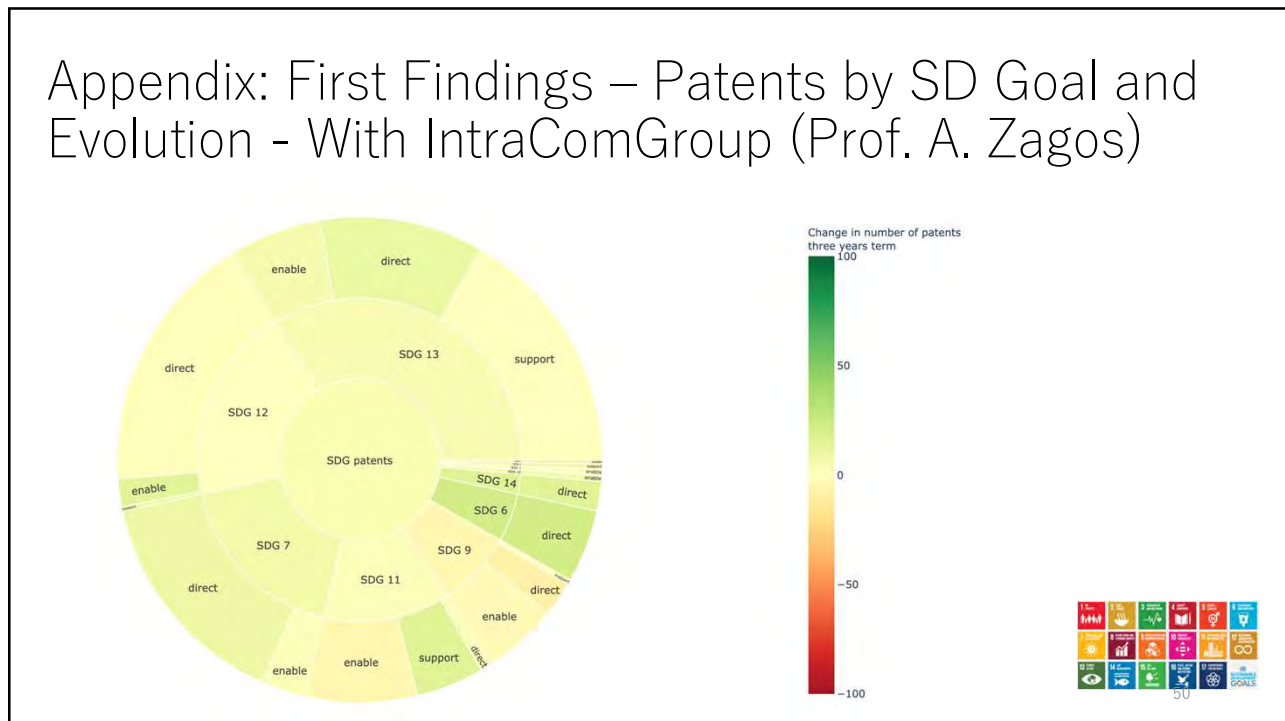


## Appendix: First Findings – Patents SDG Ranking – With IntraComGroup (Prof. A. Zagros)



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## Appendix: First Findings – Patents by SD Goal and Evolution - With IntraComGroup (Prof. A. Zagros)



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# CLP

CERTIFIED LICENSING PROFESSIONAL



RECOGNIZE EXPERIENCE & QUALIFICATIONS



DEFINE A PATH FOR PROFESSIONAL DEVELOPMENT



INCREASE VISIBILITY OF THE PROFESSION

51

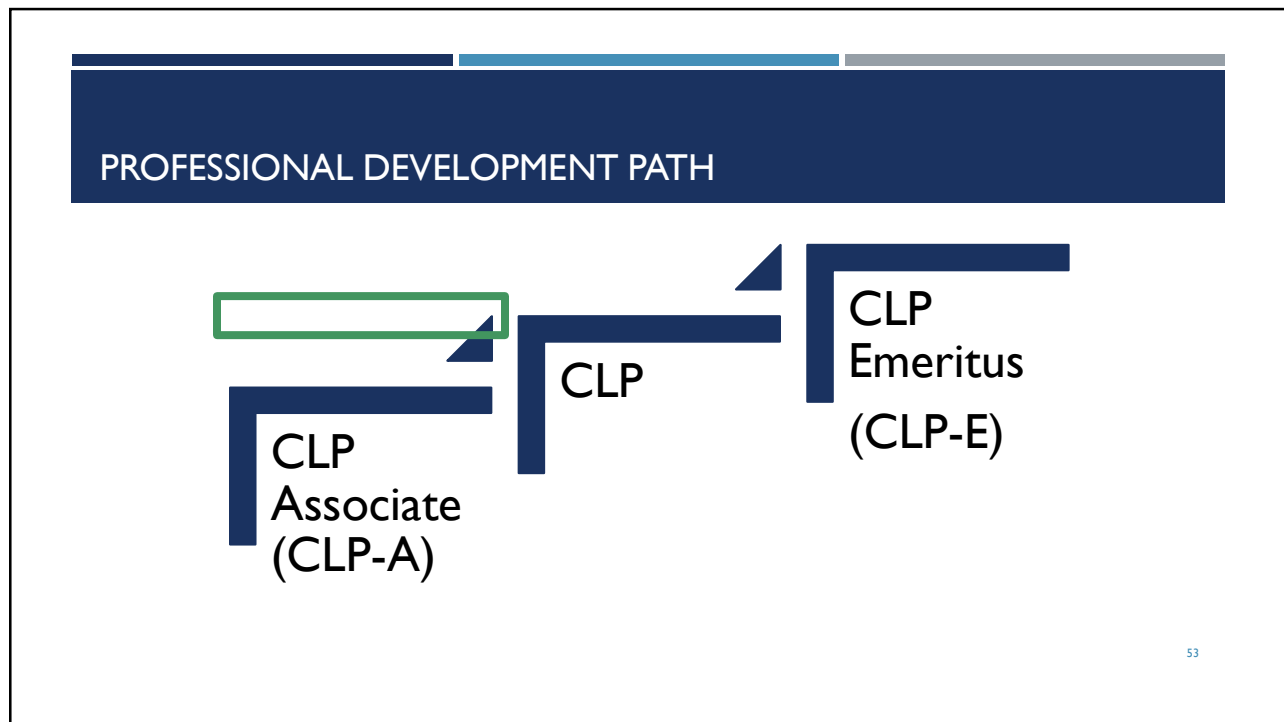


## CLP<sub>s</sub> AROUND THE WORLD

NEARLY 700 PROFESSIONALS FROM 30 DIFFERENT COUNTRIES ARE CLP CERTIFIED TODAY.

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Certified Licensing Professionals, Inc.  
CLP Associate (CLP-A)

The CLP-A:

- ✓ Provides a tangible demonstration of knowledge attained in the early stages of the individual's licensing and technology transfer career
- ✓ Demonstrates commitment to the profession & ongoing development of knowledge and skill
- ✓ Establishes the basis of knowledge needed to earn the CLP certification

Two-Step Process

- 1) Complete Education or Training in the content areas covered on the CLP exam.
- 2) Complete a Professional Narrative that encourages reflection on education, training and/or previous work experience.

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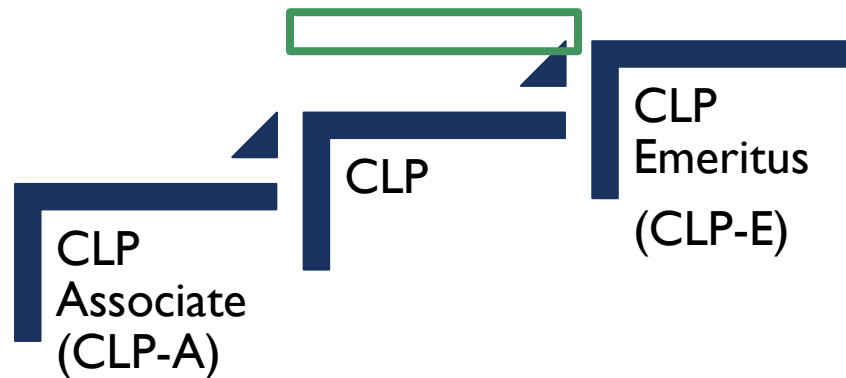
## CLP-A PROCESS

- Complete online application
- Pay application fee of \$225 (USD)
  - The application fee for CLP-A will be applied to the CLP exam application fee
- After approval, display digital badge on LinkedIn and other social media platforms
- CLP-A valid for 3 years
- Prepare to advance to the CLP level

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## PROFESSIONAL DEVELOPMENT PATH



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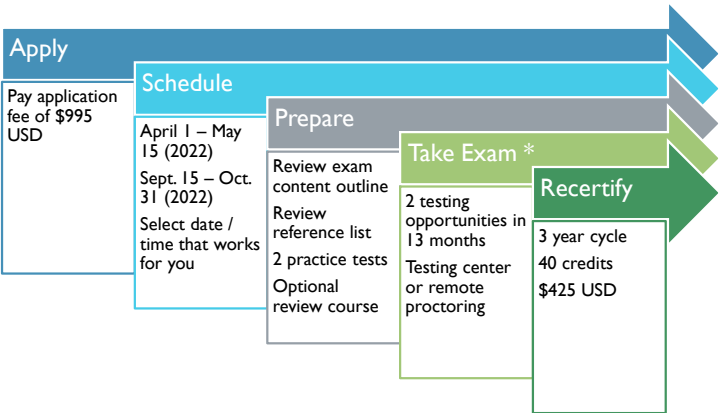
56

## CLP ELIGIBILITY

-  Bachelor's Degree or higher
-  Work in the licensing field currently or within the last 12 mos.
-  At least 3 yrs licensing experience within last 8yrs

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## CERTIFICATION PROCESS



Apply	Schedule	Prepare	Take Exam *	Recertify
Pay application fee of \$995 USD	April 1 – May 15 (2022) Sept. 15 – Oct. 31 (2022) Select date / time that works for you	Review exam content outline Review reference list 2 practice tests Optional review course	2 testing opportunities in 13 months Testing center or remote proctoring	3 year cycle 40 credits \$425 USD

\* Independent and secure testing platform

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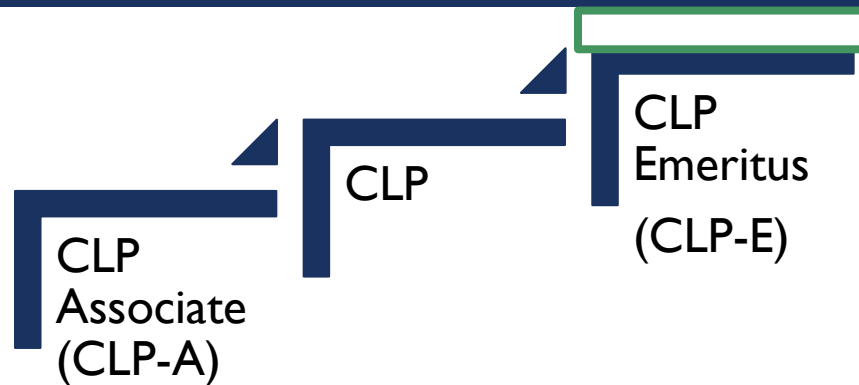
## CLP RECERTIFICATION

- CLP credential granted for 3-year period
- Recertify by earning 40 CPD credits (Numerous types of credit opportunities)
  - Speaking engagements
  - Participation in conferences, webinars, workshops
  - Publications
  - Full-time employment
  - Serving as an expert witness
- More details and application on CLPWeb site at [www.licensingcertification.org](http://www.licensingcertification.org)

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## PROFESSIONAL DEVELOPMENT PATH



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## CLP-EMERITUS

- CLPs retired from full-time employment
- Requirements
  - Have held the CLP credential, in good standing, within the last three (3) years;
  - Be retired from full-time employment (Note: a limited amount of part-time work is allowable, such as independent consulting, board seats, or pro bono work);
  - Pay a one-time fee of \$150 USD; and,
  - Use the credential as “CLP Emeritus” only (Note: use of the “CLP” credential is not permitted).

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## RESOURCES FOR APPLICANTS



Candidate  
handbook



Exam content  
outline



Exam references  
listed by domain



Sample exam  
questions




Practice test

More details and resources on CLPWeb site at  
[www.licensingcertification.org](http://www.licensingcertification.org)

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**Contact Information**

Jeffrey Whittle – Chair of CLP Board of Trustees  
[jeffrey.whittle@wbd-us.com](mailto:jeffrey.whittle@wbd-us.com)

Sian Godwin – Chair-Elect of CLP Board of Trustees  
[sian.godwin@Sandoz.com](mailto:sian.godwin@Sandoz.com)

Fiona Nicolson – Secretary of CLP Board of Trustees  
[fiona.nicolson@keystonelaw.co.uk](mailto:fiona.nicolson@keystonelaw.co.uk)

Julie Watson – Treasurer of CLP Board of Trustees  
[jwatson@marshallip.com](mailto:jwatson@marshallip.com)

Cynthia Allen – Executive Director of CLP, Inc.  
[callen@licensingcertification.org](mailto:callen@licensingcertification.org)

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**KTTAA**  
(Korea Technology Transfer Agent Association)

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✎

**Overview of KTTAA**

- ◆ January 28<sup>th</sup>, 2004 established
- ◆ Chairman : Mr. Insuk Nam
- ◆ **Vision**  
*Strengthen the capabilities of technology traders and discover industrial technologies. By being responsible for the professional services of transaction and evaluation and management and distribution of technical information, the aim is to contribute to industrial technology policy through technology transfer and commercialization.*
- ◆ Address: Room# 503, 6 Gil 22, Teheran-Ro, Kangnam-Gu, Seoul



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Recording



KTTAA



Dana Robert Colanuzzi (he/him)



KTTAA\_LEE(Researcher)



Fiona Nicolson



John Paul



Ben Dibling - CLP

**MOU Signing Ceremony between CLP, KTTAA and LESI - November 18, 2021**

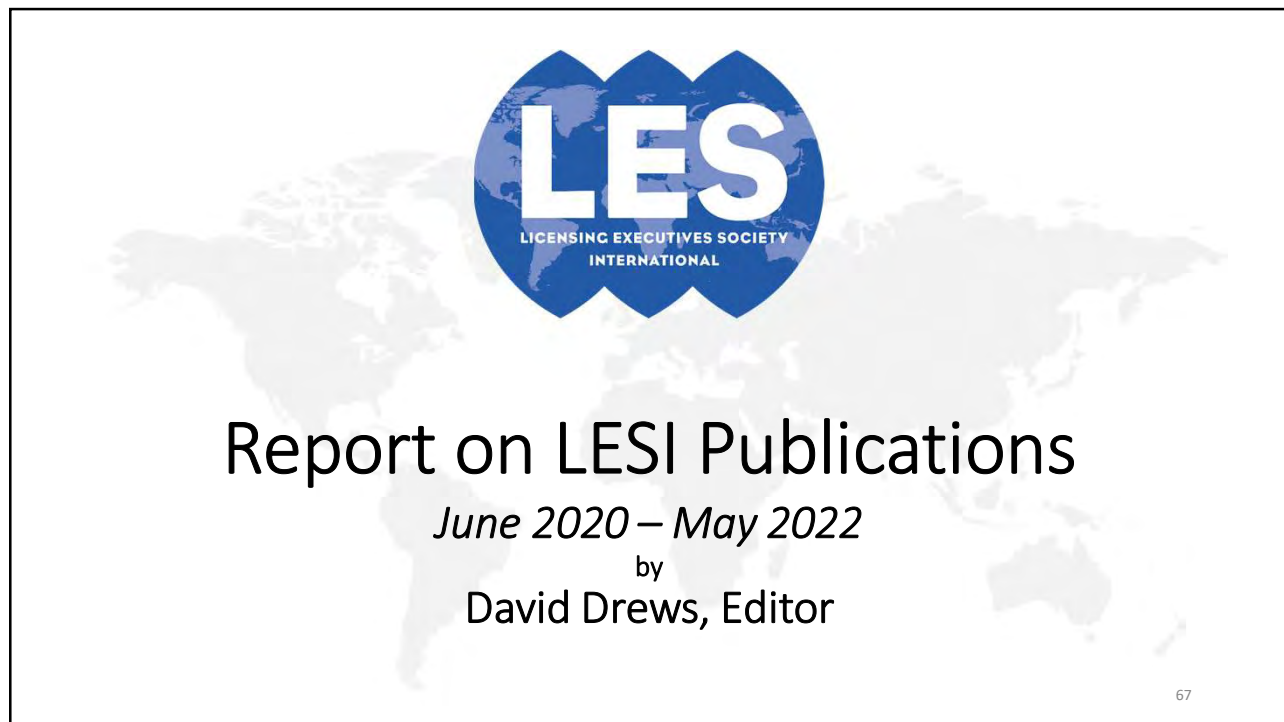






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### *les Nouvelles* June 2020 – March 2022

- March, June, September, and December publication schedule. Converted to digital-only issues for March and September starting in September 2020. Saves money, removes size constraints and other limitations. June 2022 will also be digital.
- 87 articles by 138 unique authors covering SEP/FRAND issues, valuation techniques, AI, Blockchain, SMEs, COVID issues, various industry insights, trade secrets, copyrights, etc., etc.
- Special issue with EPO, special section for YMC, special issue for trade secrets, special section for LESI FRAND/SEP Study, special section for LESI Innovation Trends Task Force.

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## *LESI Global News June 2020 – May 2022*

- January, April, July, and October publication schedule. Catch-all for current events. Digital only.
  - President's message
  - Society reports
  - Committee reports
  - Upcoming events
  - Book reviews of interest
  - Significant obituaries, etc.
- Timely articles that cannot wait for the drawn-out peer-review process associated with *les Nouvelles*.
- Averages about 20 entries per issue.



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## *LESI Global Licensing Report*

- Relevant recent court decisions, regulatory changes, and other developments affecting the business of IP. Eventually it will have a February, May, August, and November publication schedule. Digital only.
  - Highlight Section
  - Short Summaries
- The inaugural issue was 30 pages covering 16 separate items
- 18 contributing authors so far.



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## Innovations

- Launched *les Nouvelles* Live! online webinar series in September 2020. The webinar highlights three articles from each issue. Attendance has been growing with approximately 50 attendees on the most recent effort.
- Launched the *Global Licensing Report* in March 2022. The effort has been spearheaded by Larry Plonsker. The *GLR* will summarize recent laws/regulations/trial outcomes from around the world three or four times a year, staggered to not align with *les Nouvelles* or *Global News*.



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## Goals

- *les Nouvelles* – Be more proactive in obtaining content. Specific topics that are hot button issues or of primary interest to members. Committee/task force driven?
- Sustain the *Global Licensing Report*. Grow content sources for additional territories (additional Asia, central Europe, LATAM).
- *LESI Global News* – The goal is for regular reports from virtually all societies and committees, especially with upcoming events that members can attend/participate in. Perhaps regular columns from key committees like Membership, Meetings, Education, and Communications?



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## ✓ Recognizing Accomplishments and Presenting Awards

**12:25**  
**15 minutes**

- LESI Awards – recognizing service to LESI
- LESI Innovations Award – recognizing achievements in our profession
- 50<sup>th</sup> Anniversary Awards

*What else should we be doing?*

Madelein Kleyn  
Patricia Bunye  
Andre Gorius  
Bayani Loste  
Tanja Sovic  
Mattia Dalla Costa  
John Paul



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## LESI Innovation Award

*The goal of this new award is to highlight recent case studies in innovations and licensing – to recognize innovative approaches in licensing technology that lead to long-term market innovations and differentiation. Higher scores will be given to inclusive and impact-driven deals.*

**Award Selection Committee:**



**André Gorius**  
(LES France)



**Tanja Sovic**  
(LES Austria)



**Bayani Loste**  
(LES Thailand)



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## LESI Innovation Award

*Awarded to the most innovative deal from bench to market, for practices in innovations and licensing.*

*Specific criteria:*

1. *The value created by the innovation*
2. *The Market Value of the Innovation*
3. *Conduct of Contractual Arrangements*
4. *Alignment with Focus Areas Identified by LESI*



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## ✓ Communicating Better About the Things We Do

12:40  
20 minutes

- Event Publicity – weekly emails on LES national and regional society events to the LESI global community
- Differentiating LES (adopting and using meaningful descriptions)
- Social Media (engaging a wider audience)
- Online Improvements (community building tools, updated content, updated homepage reflecting the value of LES membership, more intuitive organization)
- Society News and other Happenings (Global News)

*What else should we be doing?*

Jean-Christophe Troussel  
Dana Colarulli  
David Drews



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## Improved Communications @ LESI

### Overall Goals:

- **Greater Focus on communicating LESI Value Proposition** (developing and sharing a paper that could be used in LESI and society communications/consistent messaging)
- **Providing a vehicle to push more LES Members to events around the world – particularly given online offerings** (LESI eBlast)
- **Using Social Media** in a better way to highlight events and LESI activities
- **Creating consistent communication methods.**
- **Website: Improving the tools available** for committees to communicate with members
- **Website: Improving the front end** (Note: on our “to do list”)



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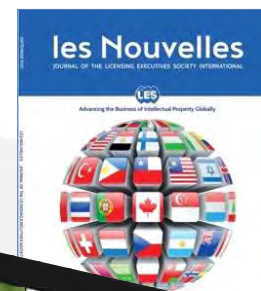
## Who is LESI?

The **Licensing Executives Society International (LESI)** is an umbrella association of 33 national and regional Member Societies in more than 90 countries serving more than 6500 individuals.

- A global network of businesses and professionals for **50 years**
- Creating, protecting, and commercializing innovation, and managing and monetizing IP
- Business leaders, IP managers, licensing executives, financiers, licensing companies, brokers
- Experts in law, valuation, protection, transfer, and enforcement of IP
- Advancing the business of intellectual property




LESI: Advancing the Business of Intellectual Property Globally



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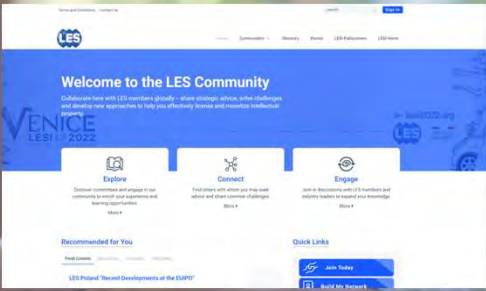
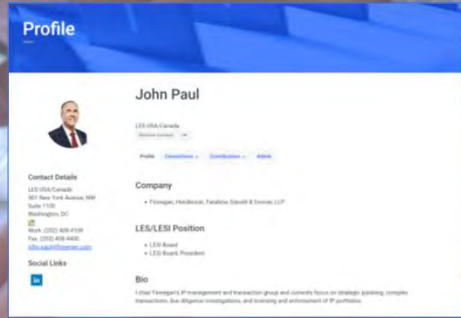


Connect.lesi.org

**LESI's Online Community**

powered by:











**Provides:**

- Community/Committee Management Tools
- Improved Global Directory for LES members
- community discussions and ability to digest messages to your email or only see on the website.
- Up-to-date committee member lists
- A Mobile App
- Improved ability to join committees \*\*

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SHARE   
Join Our Email List 



**Upcoming Webinars & Events**


LESI's Global eBlast

Two weeks from today, LESI will be in Venice – the [Monday afternoon program](#) at LESI2022 will be in full swing with the Automotive State of the Industry Briefing, with speakers from Huawei, Daimler, TÜV SÜD, Avanci and former counsel to Audi. Our meeting and kick off to LESI's 50<sup>th</sup> Anniversary is almost here and its not to late to join us. Register at [www.lesi2022.org](http://www.lesi2022.org).

**CALL FOR PHOTOS:** If you have a great historical photo from an LES Society or LESI meeting in the past, please send it to us! We would like to showcase the community, the professional education and the fun that LES members globally have come to recognize over the years. We will be showcasing many of these photos and pictures of our past leaders at the meeting in Venice and on social media. Extra credit for the oldest photo submitted and for those that feature members of the [current LESI Board of Directors](#)! You may send your photos directly to LESI's Executive Director, Dana Colarulli, at [dana@lesi.org](mailto:dana@lesi.org).

This week we join WIPO in celebrating World IP Day. This year's theme is IP and Youth: Innovating for a Better Future. More information on LESI events are below and information on the global celebration is available on [WIPO's website](#).

A very timely theme for LESI given that we also just celebrated our Annual LESI Kids IP Day. [Download the LESI educational materials](#) you can use with your own young people. Happy World IP Day all and have a good week! #WorldIPDay



- April 26 - "World IP Day Celebration" (LES Italy)
- April 26 - "World IP Day Celebration" (LES USA & Canada)
- April 28 - "Influencers: stories from social media" (LES Britain & Ireland)

Details on these events are posted below and on [connect.lesi.org](http://connect.lesi.org).  
See the full list of upcoming events on the [LESI website](http://lesi.org).

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**JOIN!**

## Licensing Executives Society International (LESI)

- A global network of businesses and professionals for nearly 50 years
- 33 member societies in more than 90 countries
- Creating, protecting, and commercializing innovation, and managing and monetizing IP
- Business leaders, IP managers, licensing executives, financiers, licensing companies, brokers
- Expertise and experience in law, valuation, protection, transfer, and enforcement of IP
- Advancing the business of intellectual property

**LESI @ 50**

### Benefits

- 1. Connection and access to a global community of businesses and experienced professionals**  
*Leaders in every industry, in every legal specialty throughout the world*
- 2. Education on best practices growing revenue, profit, value, cash flow through IP**  
*Creating, protecting, and commercializing innovation, and managing and monetizing IP*
- 3. Access to a full spectrum of member activities and perspectives**  
*Education and support for your day job in business and university environments*
- 4. Access to numerous resources**  
*Tool kits, industry and professional committees, education, mentoring, royalty rate and deal term surveys*
- 5. Part of a community devoted to thought-leadership, public service, inclusion, diversity, and equity in the business of IP for nearly 50 years**

**BUILDING COMMUNITY**

- ▶ Industry focus groups: life sciences, communications, automotive, software, chemicals, materials, energy, environment and more
- ▶ Legal focus groups: focusing on licensing patent and technology, trademarks and branding, copyrights and software
- ▶ Affinity groups: Young Members Congress (YMC), Women In Licensing Alliance (WILA), LES Society presidents, other leaders in licensing, and more
- ▶ Global industry advisory boards: advising the board and committees

**EDUCATING OUR MEMBERS**

- ▶ Job training: basic licensing and advanced commercialization courses
- ▶ Recent developments: court decisions, legislation, regulatory summaries
- ▶ Pop-up courses: "hot topics" for licensing professionals
- ▶ Scholarly articles: quarterly journal
- ▶ Master classes: deep dives taught by

**PROVIDING THOUGHT-LEADERSHIP**

- ▶ Collaborate with WIPO, EPO, and local patent and IP offices on policy, education, and best practices
- ▶ International Standards Organization task force on intellectual property
- ▶ Les Nouvelles: A quarterly journal of scholarly articles
- ▶ Royalty rate and deal term surveys focused on life sciences, high technology, chemicals, energy, environment, materials

**PROVIDING PUBLIC SERVICE**

- ▶ Mentoring, role models, and cultivating success in others
- ▶ Focusing on inclusion, diversity, and equity initiatives
- ▶ Hosting "Ask me anything" sessions and pro bono referrals
- ▶ Facilitating tech transfer and educating the developing world
- ▶ Sustainable innovation, development, and reduced environmental impacts
- ▶ Educating innovators and small enterprises with instruction and case

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## WHAT'S NEXT - THE OBJECTIVES OF THE COMMUNICATIONS COMMITTEE

- WHAT ?
  - Website (external): finalise front page
  - Website (external): committee pages
  - Website (internal): Higher Logic (accelerate adoption - train)
  - Social media push (status report; best practices; guidance)
- HOW ?
  - Dedicated taskforces
  - Engage with committees (questionnaire -> interview -> guidance -> follow-up)
  - Network of contact persons in charge of each committee's communications
- CHALLENGES
  - Position in the value chain: substance vs strategy vs execution
  - Balance between ambitions and internal resources



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## ✓ 50th Anniversary Campaign for Membership & Sponsorship

**2:00pm**  
**25 minutes**

- 1) Community & Membership Development – including industry and professional focus areas
- 2) Sponsorship – including “Thought Leadership” Programs

*What else should we be doing?*

John Paul  
Mike Lasinski  
Madelein Klein  
Sonja London



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## Awards Committee 2022 Report



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**Awards Committee**

**Chair:**  
Patricia Bunye  
(LES Philippines)

**Vice-Chair:**  
Madelein Kleyn  
(LES South Africa)

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022

LES

This slide features a dark blue background with a large, semi-transparent circle on the left containing the text 'Awards Committee'. To the right, two rounded rectangular boxes are stacked vertically. The top box is light blue and contains the text 'Chair: Patricia Bunye (LES Philippines)'. The bottom box is light green and contains the text 'Vice-Chair: Madelein Kleyn (LES South Africa)'. At the bottom of the slide, there is a white footer bar with the text 'VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022' on the left and the LES logo on the right.

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*Awards Committee Report*

**LESI Award Categories**

- Society Awards
- Individual Awards

**Processes**

- Who Nominates
- Who Approves
- Role of Awards Committee

**2021 Awards presentation**

**2022 Winners and Nominations**

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022

LES

This slide features a dark blue background with a large, semi-transparent circle on the left containing the text 'Awards Committee Report' in italics. To the right, four rounded rectangular boxes are stacked vertically. The first box is light blue and contains the text 'LESI Award Categories' followed by a bulleted list: 'Society Awards' and 'Individual Awards'. The second box is light green and contains the text 'Processes' followed by a bulleted list: 'Who Nominates', 'Who Approves', and 'Role of Awards Committee'. The third box is light green and contains the text '2021 Awards presentation'. The fourth box is light green and contains the text '2022 Winners and Nominations'. At the bottom of the slide, there is a white footer bar with the text 'VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022' on the left and the LES logo on the right.

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# Awards Committee Report

## LESI Awards & Certificates

**Society Awards/Certificates:**

- Society of the Year
- Most Progressive Society of the Year
- Outstanding Event/Activity of the Year

**Individual Awards:**

- LESI Gold Medal
- LESI Peter K. Hess Award of Achievement
- LESI Certificate of Merit
- LESI Service Recognition Certificates







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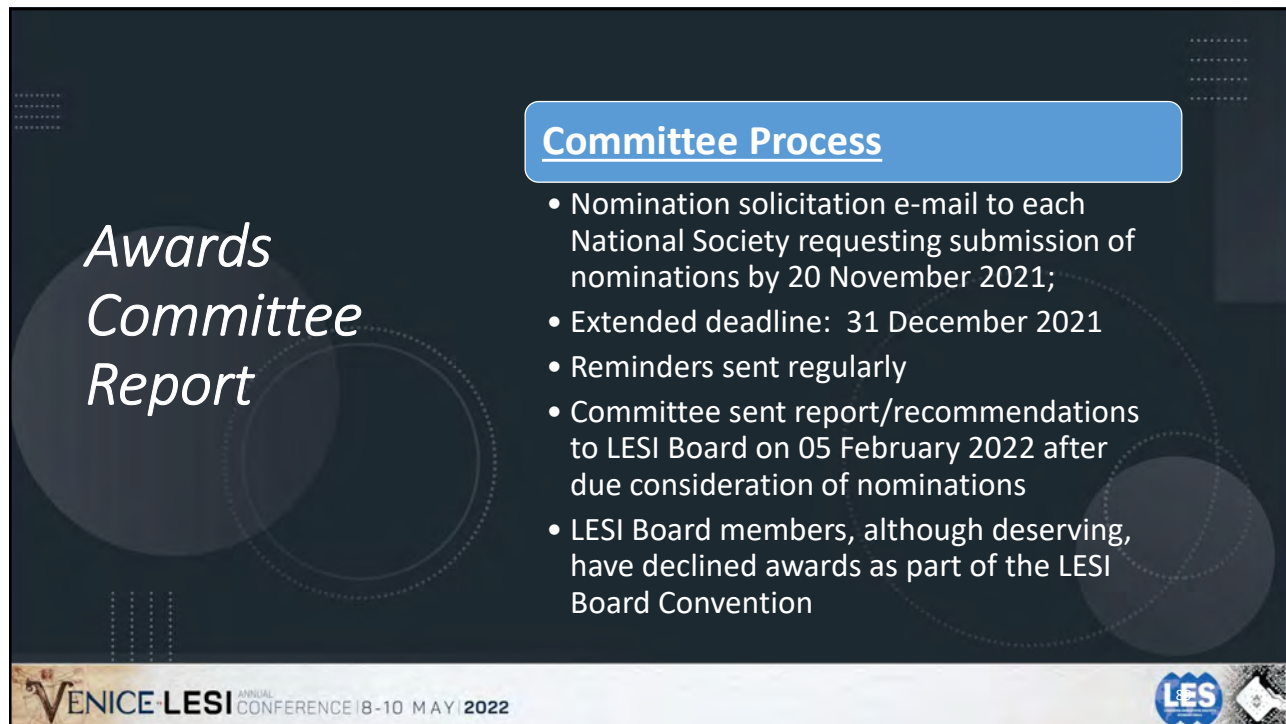
<b><u>Process</u></b>	<b><i>Awards Committee Report</i></b>
<b><u>Society Awards/Certificates</u></b>	
<b>LESI Award/Certificate</b>	<b>Who Nominates</b>
Society of the Year (Nomination for 2022, presentation of awards voted by IDs 2021)	Board
Most Progressive Society	Board or ID
Outstanding Activity/Event	Board or ID or Societies
	<b>Who Approves</b>
	Board* & ID*
	Board*
	Board*
<b><u>Individual Awards/Certificates</u></b>	
<b>LESI Award/Certificate</b>	<b>Who Nominates</b>
Gold Medal	Board or Awards Committee
Peter K. Hess Award of Achievement (Nomination for 2022, award for 2021)	Board or Awards Committee
Certificate of Merit	Board
Service Recognition Certificate	Pres. or Board or ID or Societies
	<b>Who Approves</b>
	Board* & ID*
	Board* & ID*
	Board*
	Board

\* Approval upon recommendation of Awards Committee





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**Awards Committee Report**

### Committee Process

- Nomination solicitation e-mail to each National Society requesting submission of nominations by 20 November 2021;
- Extended deadline: 31 December 2021
- Reminders sent regularly
- Committee sent report/recommendations to LESI Board on 05 February 2022 after due consideration of nominations
- LESI Board members, although deserving, have declined awards as part of the LESI Board Convention

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**Presentation of 2021 approved awards**

LESI Gold Medal 2021:  
Kevin Nachtrab

LESI Award of Achievement 2021:  
Francois Painchaud and Patrick Terroir

LESI Society of the Year 2021:  
LES Brazil

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*Gold Medal Award Presentation*


**Winner 2021**      **Kevin Nachtrab**

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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*Awards presentation*




**Award of Achievement 2021**

- Francois Painchaud  
LES USA-Canada and LESI  
Past President
- Late Patrick Terroir (LES  
France and Co-Chair PTLC)

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Society event  
of the Year  
2021



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*Awards  
affirmation  
from 2019*

- 2019 Peter K. Hess Award of Achievement
- Jonas Gulliksson
- LES Scandinavia
- Alan Lewis
- LES South Africa

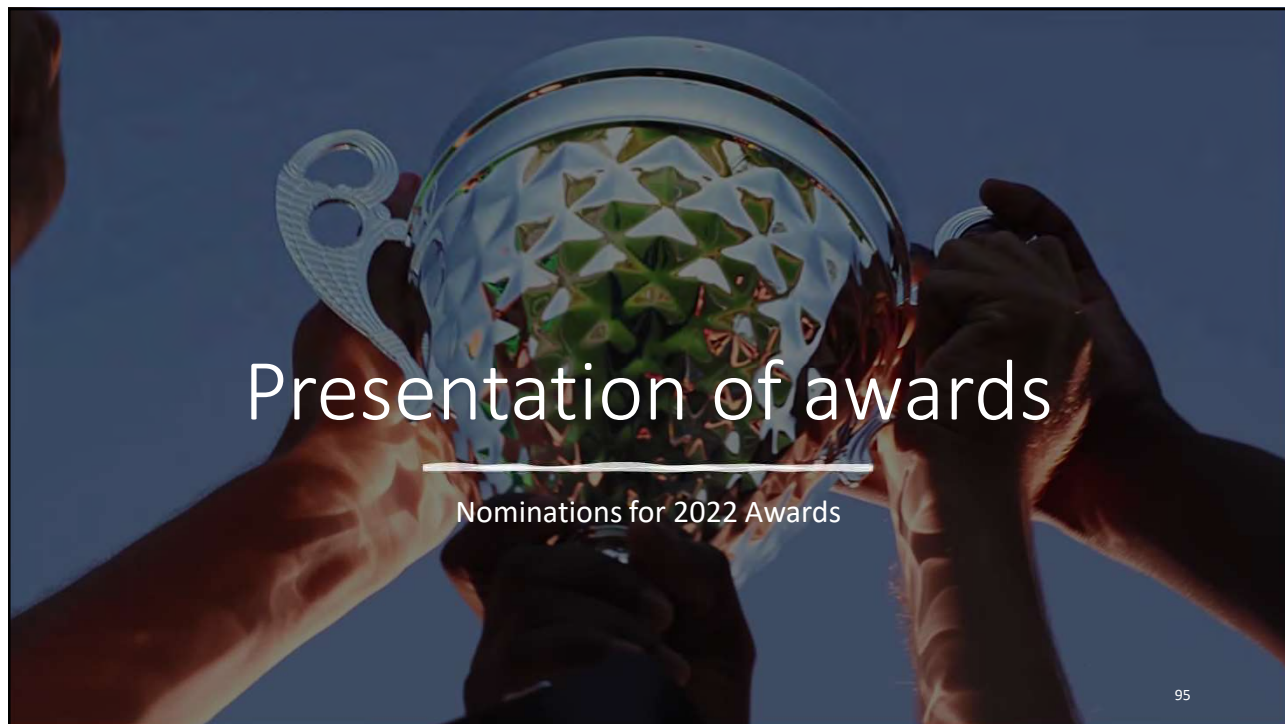
*Approved by the delegates in Yokohama in 2019, but not presented.*

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# Presentation of awards

Nominations for 2022 Awards

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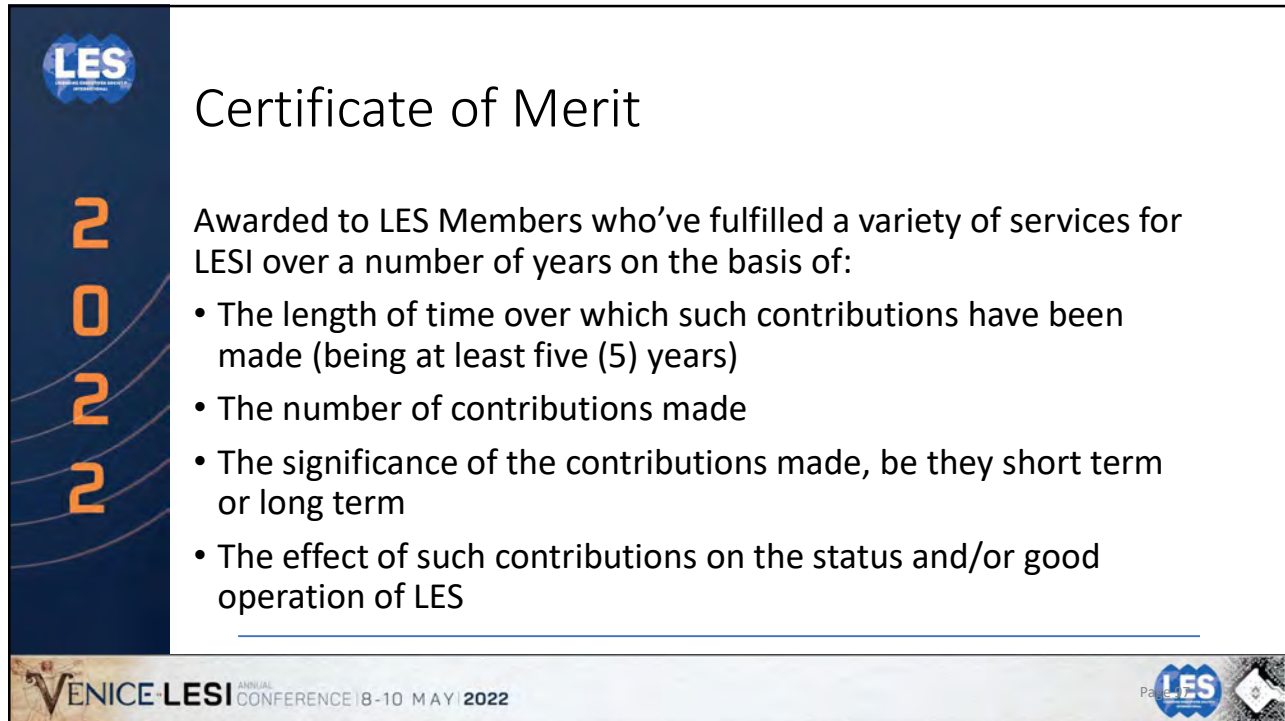
## Nominations and Award categories

- Certificate of Merit
- Yvonne Chua Joining Hands Award
- Most outstanding event of the Year
- Service Recognition
- President's Service Recognition
- President's most progressive LESI society of the year

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**LES**


2022

## Certificate of Merit

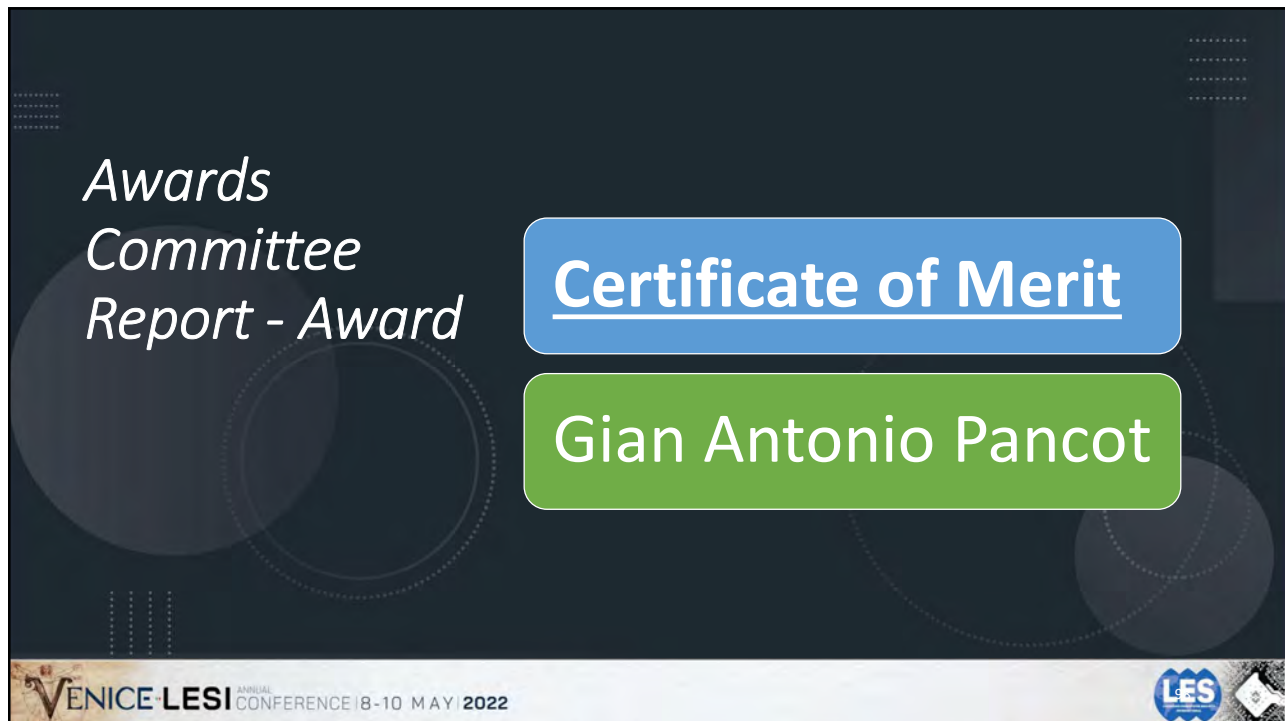
Awarded to LES Members who've fulfilled a variety of services for LESI over a number of years on the basis of:

- The length of time over which such contributions have been made (being at least five (5) years)
- The number of contributions made
- The significance of the contributions made, be they short term or long term
- The effect of such contributions on the status and/or good operation of LES

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*Awards Committee Report - Award*

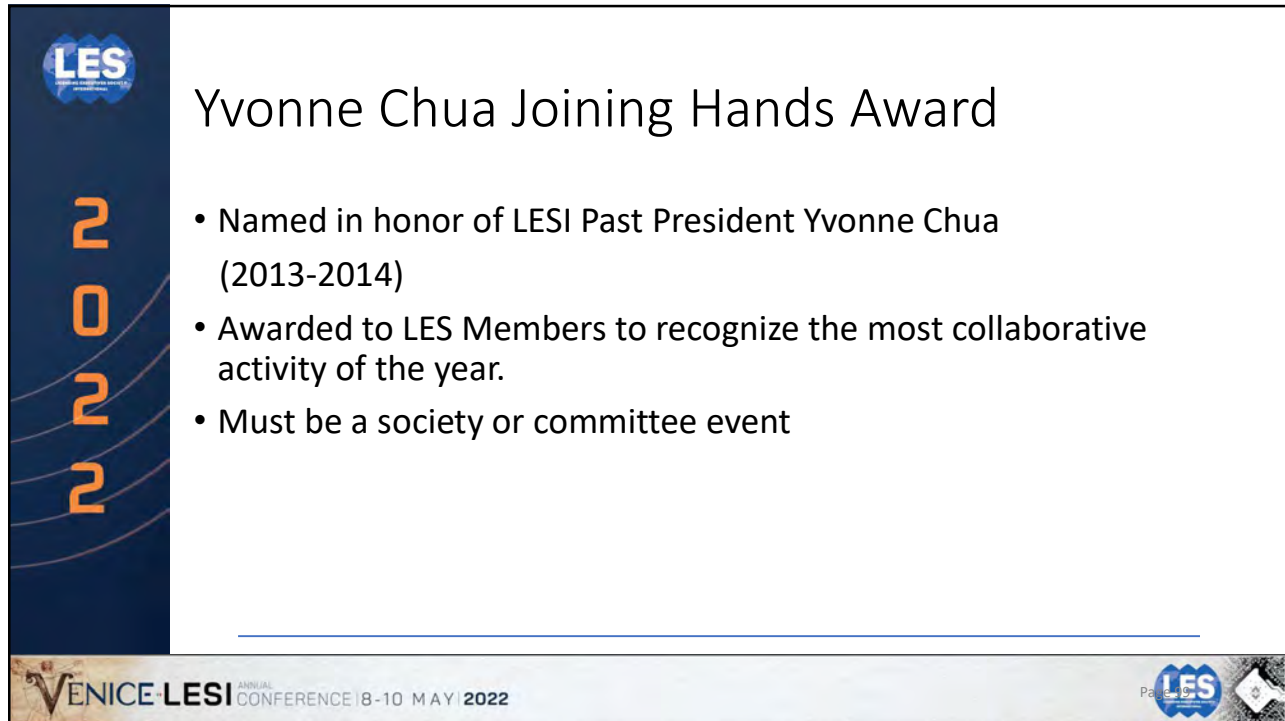
**Certificate of Merit**

**Gian Antonio Pancot**

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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**LES**

2022

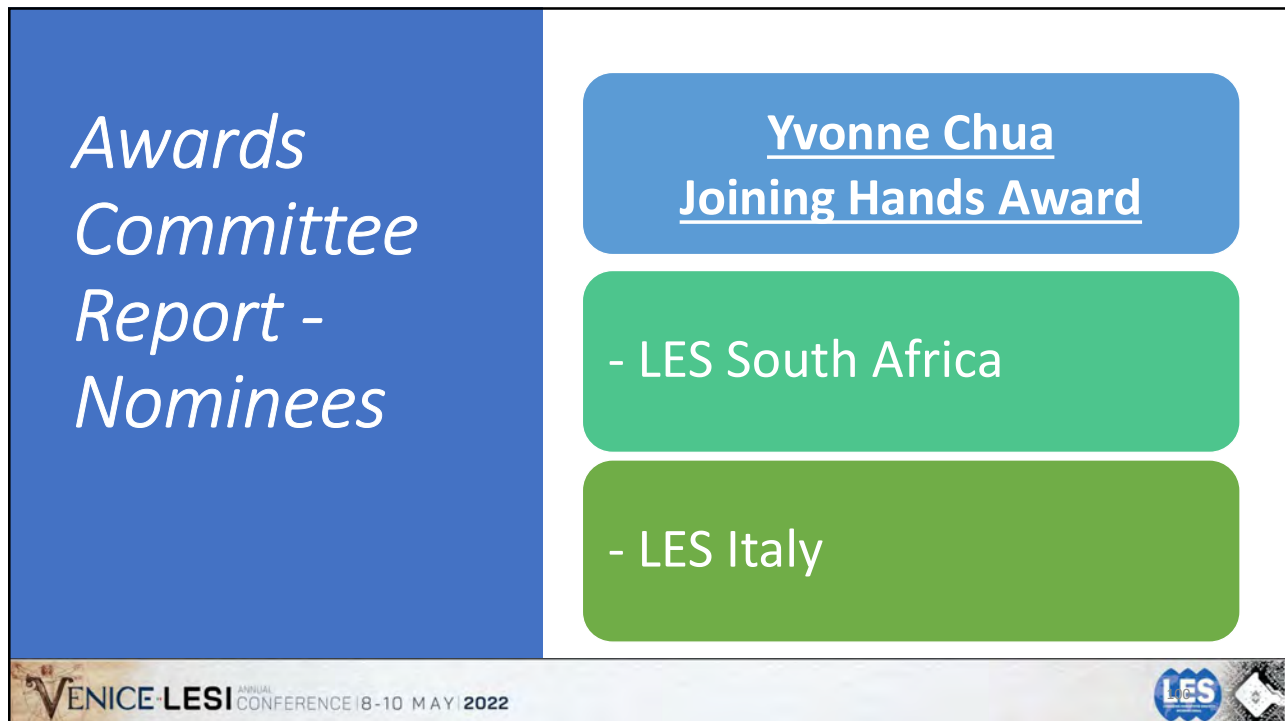
## Yvonne Chua Joining Hands Award

- Named in honor of LESI Past President Yvonne Chua (2013-2014)
- Awarded to LES Members to recognize the most collaborative activity of the year.
- Must be a society or committee event

VENICE-LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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*Awards Committee Report - Nominees*

Yvonne Chua  
Joining Hands Award

- LES South Africa
- LES Italy

VENICE-LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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**Yvonne Chua**

**Joining Hands Award winner**

LES South Africa

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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## Most outstanding Activity of the year

Awarded to the LESI member Society that has developed and held a unique activity or event, e.g., a unique conference, promotion program or the like in the respective year that promises to either add supplemental benefit to the existing members or to gain new members.

---

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*Awards Committee Nominees*

**Most outstanding Activity of the year**

LESI Young Members Congress - Asia Pacific Conference

LES South Africa - Leveraging Publicly Financed IP in the Life Sciences for Spin-Outs and Start-Ups,

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*Awards Committee Report - Winner*

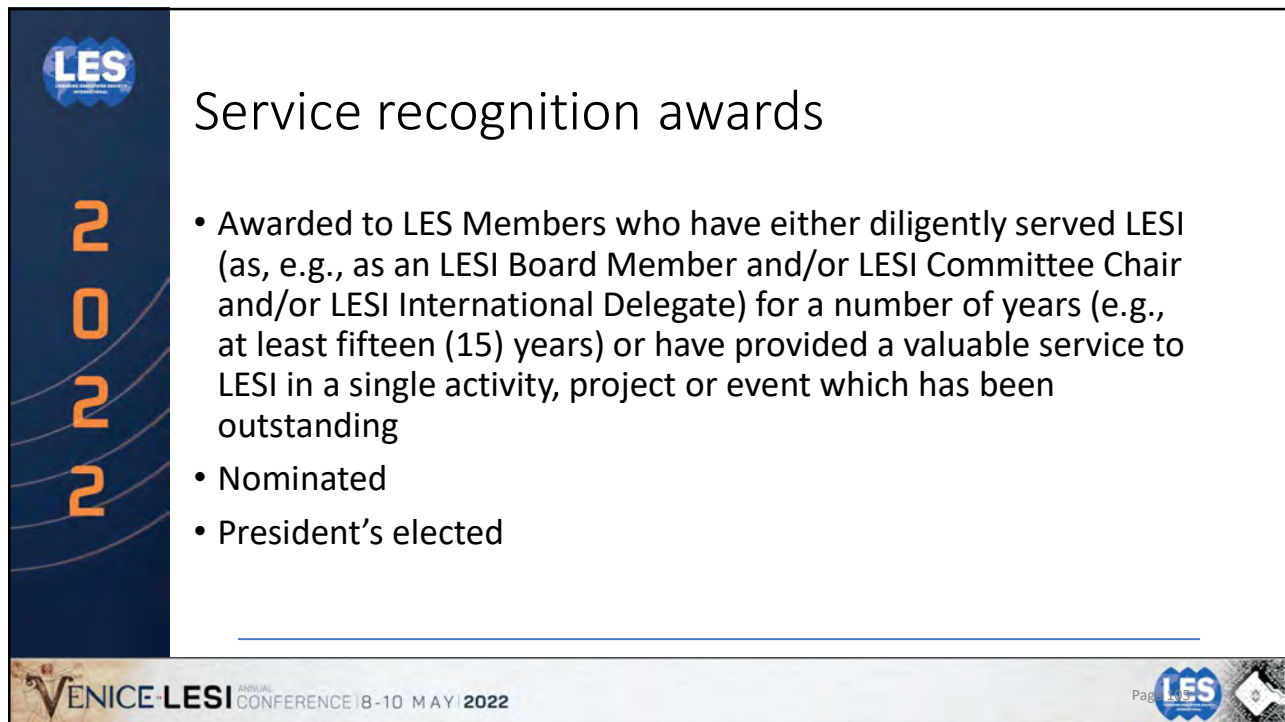
**Outstanding Activity**

LESI Young Members Congress - Asia Pacific Conference

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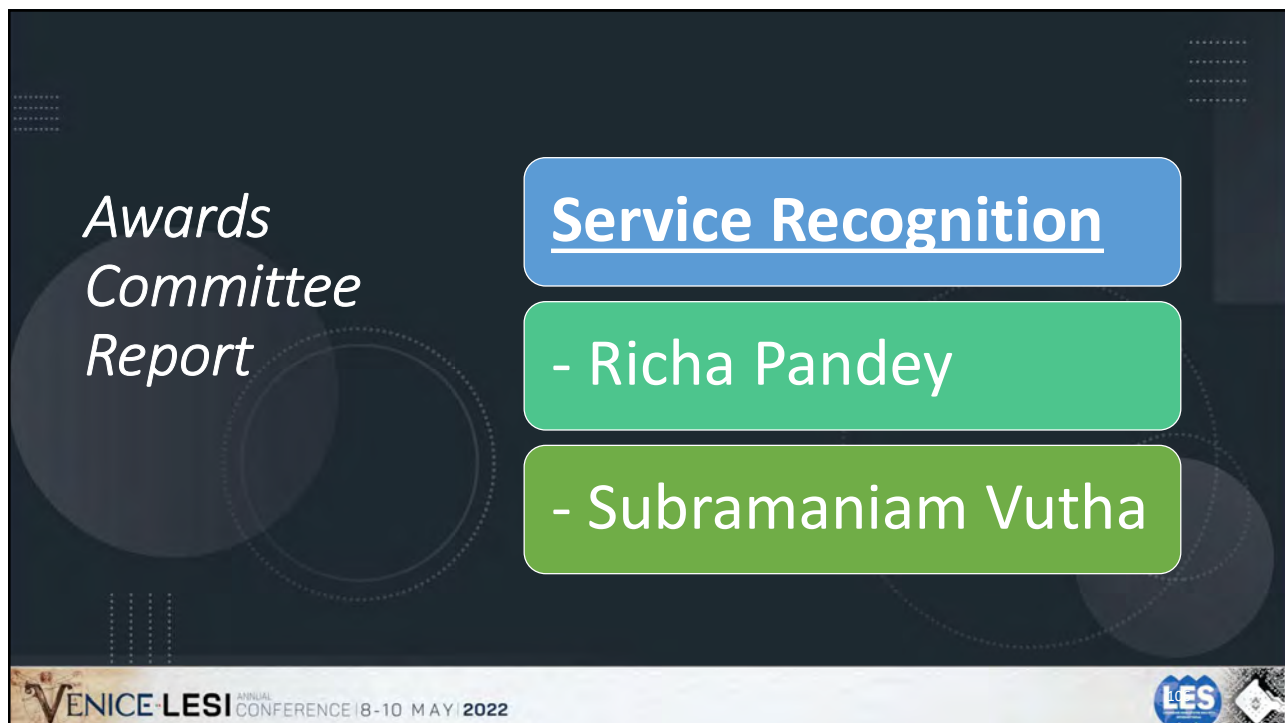
The slide features a dark blue vertical sidebar on the left with the LES logo at the top and the year '2022' written vertically in orange. The main content area is white with a title and a bulleted list. The footer contains the conference name and logos.

## Service recognition awards

- Awarded to LES Members who have either diligently served LESI (as, e.g., as an LESI Board Member and/or LESI Committee Chair and/or LESI International Delegate) for a number of years (e.g., at least fifteen (15) years) or have provided a valuable service to LESI in a single activity, project or event which has been outstanding
- Nominated
- President's elected

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The slide has a dark blue background with decorative dotted lines. On the left, the text 'Awards Committee Report' is written in white. On the right, three colored boxes list the award recipients. The footer contains the conference name and logos.

## Awards Committee Report

- Service Recognition
- Richa Pandey
- Subramaniam Vutha

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*Awards Committee Report*


*President's Service Awards*

- Natalie Raffoul (LESI Pop-up courses)
- Thomas Adocker (Meetings Committee)
- Alexander Haertel (Meetings Committee)
- Yorikatsu Hohokabe (Membership Committee)
- Dallas Wilkinson (Chemicals Energy Environment Materials Committee)
- Keith Lutsch (High Technology Committee)
- John Carney (Automotive Industry Advisory Board)
- Simon Chalkley (Trademarks, Designs, and Merchandising Committee)
- Larry Plonsker (LESI Global Licensing Report)
- Chris Shaowei ("Ask Me Anything" Pro Bono Series)
- Group Award for the LESI Innovation Awards (Tanja Sovic, Bayani Lose, Andre Gorius)

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## Most progressive Society of the Year

Awarded to the LESI Member Society that, for the preceding year, has made the most significant progress, e.g., in its membership, activities, etc., or developed some outstanding program

2022

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*Awards Committee Report*

**President's Most Progressive Society of the Year Certificate**

LES USA & Canada

For the IP Owner Group Membership Program



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Summary of Nominations 2022 for voting by International Delegates



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## LESI Society of the Year



- The LESI Member Society that, in the preceding year made the greatest contribution to LESI on the basis of:
  - financial contribution to LESI;
  - growth of the relevant Member Society;
  - contribution to the establishment and mentoring of LES Member Societies;
  - contribution to the mission of LESI generally and in particular, to the education and training of LES members and potential LES members;
  - contribution its representatives from the relevant Member Societies have made to LESI.

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## Peter K Hess Award of Achievement


*For significant contribution to LESI and the Licensing profession over a number of years*

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VENICE-LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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## Gold Medal

Awarded to LES Members (and, on rare occasions, select other non-LES Members) who have made exceptional contributions on the basis of:

- Contributions to LESI and/or the Licensing Profession made over a number of years;
- The long-term importance of such contributions to LESI and/or the Licensing Profession;
- For, select other persons, the strength of their ties to LESI

VENICE-LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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### *Awards Committee Report*

**Society of the Year 2022**

LES Italy

*Subject to approval of the delegates*

VENICE-LESI ANNUAL CONFERENCE | 8-10 MAY | 2022




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*Awards Committee Report - Nominees*

Peter K. Hess Award of Achievement 2022

- Audrey Yap\*
- Fiona Nicolson\*\*

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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*Awards Committee Report - Nominee*

Gold Medal 2022

Arnaud Michel

*Subject to approval of the delegates*

VENICE LESI ANNUAL CONFERENCE | 8-10 MAY | 2022



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*Awards Committee nominations summary*

*Based on:*

- *Nomination duly made;*
- *Recommendation of the Awards Committee; and*
- *Approval of the LESI Board*

**We recommend to the LESI International Delegates the approval of the nominations of:**

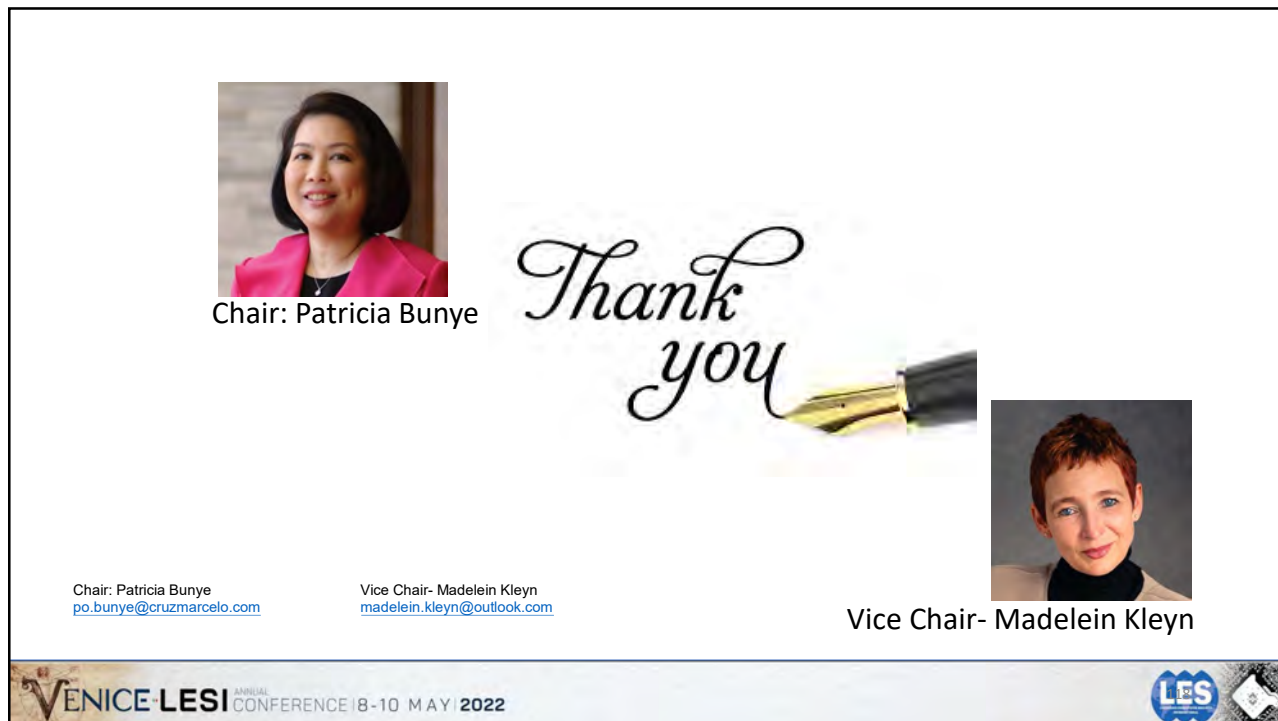
LESI Society of the Year 2022:  
**LES Italy**

LESI Peter K. Hess Award of Achievement 2022:  
**Fiona Nicolson**

LESI Gold Medal 2022:  
**Arnaud Michel**

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*Thank you*

Chair: Patricia Bunye

Chair: Patricia Bunye  
[po.bunye@cruzmarcelo.com](mailto:po.bunye@cruzmarcelo.com)

Vice Chair- Madelein Kleyn  
[madelein.kleyn@outlook.com](mailto:madelein.kleyn@outlook.com)

Vice Chair- Madelein Kleyn


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## LESI Innovation Award

*Large Enterprises:*  
**Northrop Grumman Corporation**

*Small Enterprises:*  
**Lithoz GmbH**





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### LESI Presidential Year 2022-2023 (for Vote)

<b>Ichiro Nakatomi (Japan)</b>	<b>President</b>
Mike Lasinski (USA & Canada)	President-Elect
John Paul (USA & Canada)	Immediate Past-President
Sonja London (Scandinavia)	Treasurer
Tatiana Campello (Brazil)	Corporate Secretary
Karin Hofmann (Austria)	Vice President
Junko Sugimura (Japan)	Vice President
Mattia Dalla Costa (Italy)	Vice President
Madelein Kleyn (South Africa)	Vice President
Hayley French (Britain-Ireland)	Non-Executive Director
Duncan Ferguson (Australia-New Zealand)	Non-Executive Director
Russell Levine (USA & Canada)	Non-Executive Director



*Note: Counsels to the Board for 2022-2023 are appointed by the LESI President and will be Emmanuel Gougé and Ningling Wang*

**LESI International Management and Delegates Meeting**  
8 May 2022

*Presented by Audrey Yap,*  
2022 Nomination Committee Chair

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### Proposed LESI Presidential Year 2023-2024 (for Information Only)

<b>Mike Lasinski (USA &amp; Canada)</b>	<b>President</b>
Sonja London (Scandinavia)	President-Elect
Ichiro Nakatomi (Japan)	Immediate Past-President
Russell Levine (USA & Canada)	Treasurer
Tatiana Campello (Brazil)	Corporate Secretary
Karin Hofmann (Austria)	Vice President
Junko Sugimura (Japan)	Vice President
Mattia Dalla Costa (Italy)	Vice President
Madelein Kleyn (South Africa)	Vice President
Tilman Mueller-Stoy (Germany)	Non-Executive Director
Ningling Wang (China)	Non-Executive Director
Matteo Sabattini (USA & Canada)	Non-Executive Director



*LESI International Management and Delegates Meeting  
8 May 2022*

*Presented by Audrey Yap (for Information Only)  
2022 Nomination Committee Chair*

### Report-out of the Votes taken by the LESI Delegates

VENICE  
LESI 8-10 MAY 2022  
ANNUAL CONFERENCE

lesi2022.org  
LES  
ORGANIZED BY  
LES ITALY

LESI Meetings Committee Report:

*Future Venues for the  
LESI Annual Conference*



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**LES International Annual Conference  
Madrid 2025**

A sustainable IP for the future

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OUR CITY  
WE LOVE MADRID  
SPECIALY IN SPRINT

19 - 21 May 2022



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**MA  
DRID**



**BEST WORLD DESTINATION  
FOR MEETINGS 2019 - 2021**

**3<sup>RD</sup> POSITION IN ICCA  
WORLD RANKING**  
International Congress and Convention Association



**SECOND GREEN CITY  
IN THE WORLD**

 189 Parks & Gardens	 240,980 Trees	 6,249 ha Green spaces
-------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------



**ONE OF THE TOP  
SAFEST CITIES  
IN EUROPE**

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LE  
SI  
20  
25

Licensing  
Executives  
Society  
International

## MADRID: THE HEART OF THE COUNTRY

### Madrid in Spain



+100 daily high-speed train connections with the rest of Spain

Most modern high-speed network of any country in Europe!

15.704 taxis

208 bus routes

3.618 km of roads

4 motorway ring roads

2<sup>nd</sup> largest fish market in the World!

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LE  
SI  
20  
25

Licensing  
Executives  
Society  
International

## AN UNFORGOTTABLE CULTURAL EXPERIENCE



PRADO MUSEUM

REINA SOFIA MUSEUM

THYSSEN BORNEMISZA MUSEUM

CAIXAFORUM MUSEUM

Over 6 million yearly visitors

128

128

LE  
SI  
20  
25

Licensing  
Executives  
Society  
International

## World class gastronomy

### A COSMOPOLITAN CITY WITH A WIDE RANGE OF LEISURE ACTIVITIES



2.769 yearly hours of sunshine

5.077 restaurants

27 golf courses in the region

21,2% foreign population


144 museums


87 art galleries

61 theatres

24 Michelin stars (16 restaurants)

129





**MADRID CONVENTION BUREAU**

## Madrid

Making business a pleasure

MADRID CONVENTION BUREAU

Madrid Destino  
Plaza Mayor 27 - 4ª planta  
28001 Madrid, Spain  
+34 91 578 77 00  
www.congresosmadrid.com  
Ayuntamiento de Madrid  
Madrid City Council

**Mr. Francisco Velasco Zapata**  
President  
Licensing Executive Society Spain & Portugal  
C/ Poeta Joan Maragall, 9, 3 Izq.  
28020 Madrid

Madrid, May 12<sup>th</sup>, 2021


Dear Mr. Francisco Velasco,

Permit me to begin this letter by expressing our satisfaction with the possibility of staging the **LES International Annual Conference 2025**. We believe our city meets all the necessary requirements of this meeting and may readily contribute to its success.

It is a great pleasure for me to inform you that the Madrid Convention Bureau will be at your disposal to assist in every possible way to find the best solutions and partners for your meeting.

Please find below a detailed description of the support that the MCB can offer your Association:

- Aid in organising a site inspection visit previous to the congress. Accommodation, site visit agenda, transfers and general assistance will be provided.
- Branding of the meeting on the Madrid Convention Bureau website, [www.congresosmadrid.com/mcb](http://www.congresosmadrid.com/mcb), as well as on its LinkedIn feed.
- Welcome and information facilities at the Conference venue to service the delegates, such as a hospitality desk with multilingual staff and tourist information.
- Complementary special dinner for the president and 50 invited people as speakers, VIPs, etc previous to the conference.
- Advice and help in the identification of venues and reliable service providers for the social events.
- Aid in designing and implementing a legacy project that would complement the celebration of the conference in Madrid, and create a lasting, positive impact in the city. The project will be developed jointly with LES local representatives and stakeholders.

 **MADRID**


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## Hotel Meliá Castilla



- Great location next to the Paseo de la Castellana, Bernabéu football stadium and the culinary Golden Mile of Madrid
- Excellent access to the airport, train stations, exhibition centres, museums and main tourist attractions
- Melia Castilla Convention Centre provides more than 7,000 m2 of space in 30 rooms and is the ideal location for any personal or professional event



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## PALACIO MUNICIPAL DE MADRID - IFEMA



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## Gala Dinner

Real Fábrica de Tapices

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# Flamenco Life Music

Life performace, feel it!

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# Farewell Dinner

Palacio Duarte Pinto  
Coelho

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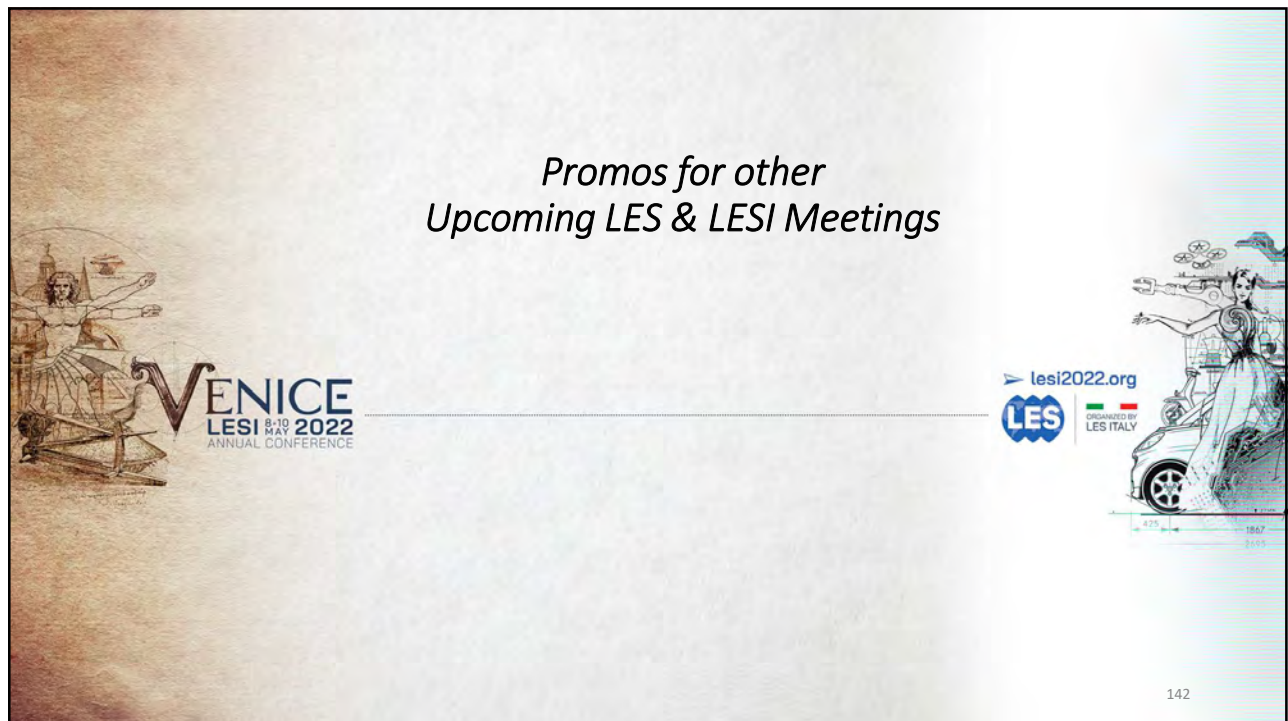


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**OCTOBER 16-19, 2022**  
*The City by the Bay*  
 San Francisco Marriott Marquis

**LES**  
 LICENSING EXECUTIVES SOCIETY  
 USA & CANADA

**LES 2022 Annual Meeting**  
**COMMERCIALIZING INNOVATION**

**Register before May 31, 2022!**

**When the sun shines on the bay you will experience....**

- Distinguished keynotes and fireside chats
- Cutting edge topics, including: the creative disruption of healthcare, environmental sustainability, innovations in payment technology and blockchain, and IP valuation in the new era of licensing.
- Interactive round-table discussions
- Startup pitch competition

**When the lights go down in the City...**

- Reconnect with old friends over a coffee break
- Make some new friends at one of several networking events
- Enjoy a special themed reception at a San Francisco landmark
- Explore the city's many cultural and sightseeing attractions

**TIME IS RUNNING OUT!**

The SUPER EARLY BIRD Registration rate for the LES 2022 Annual Meeting will expire on May 31, 2022! This is the LOWEST ticket price we will be offering.

**REGISTER NOW AND SAVE \$5 BEFORE IT IS TOO LATE!**

Prices increase on June 1, 2022.

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**#LESI2023**  
**Montreal, Canada**

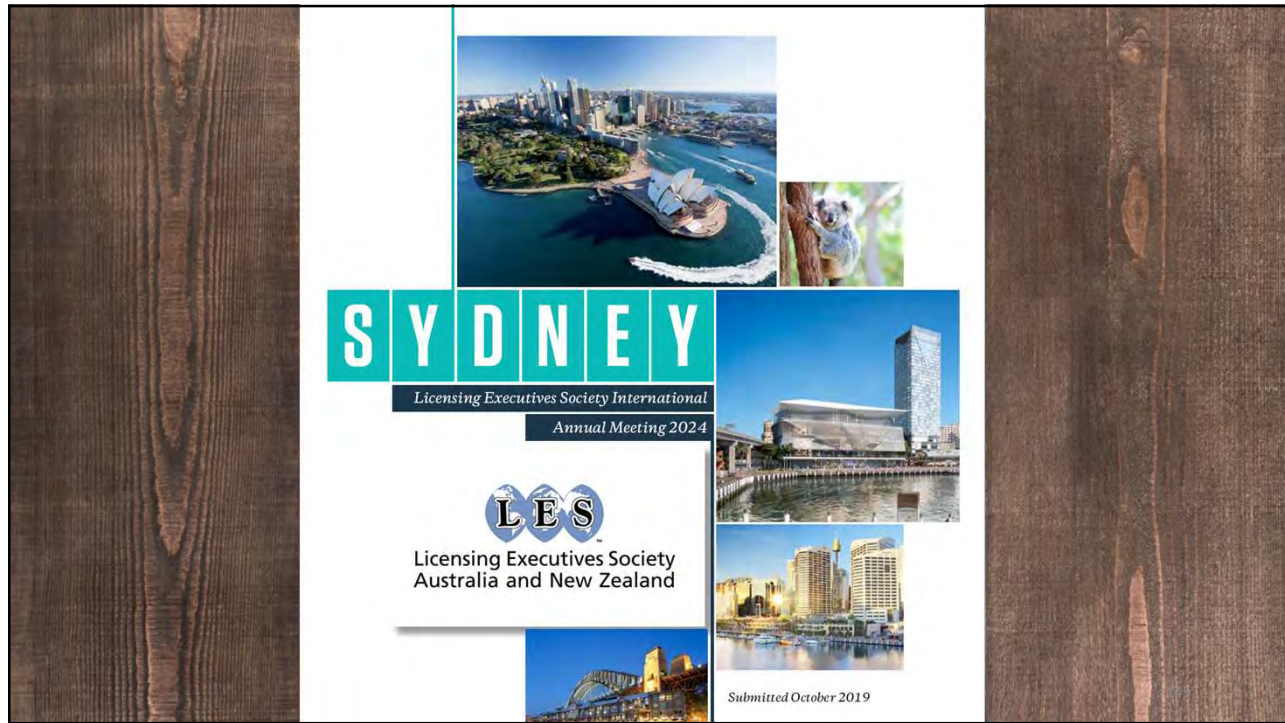
**LES**  
 LICENSING EXECUTIVES SOCIETY  
 USA & CANADA

*USA-Canada Organizing Committee Co-Chairs:*  
**Bob Held**  
**Sam Wiley**

**Events**

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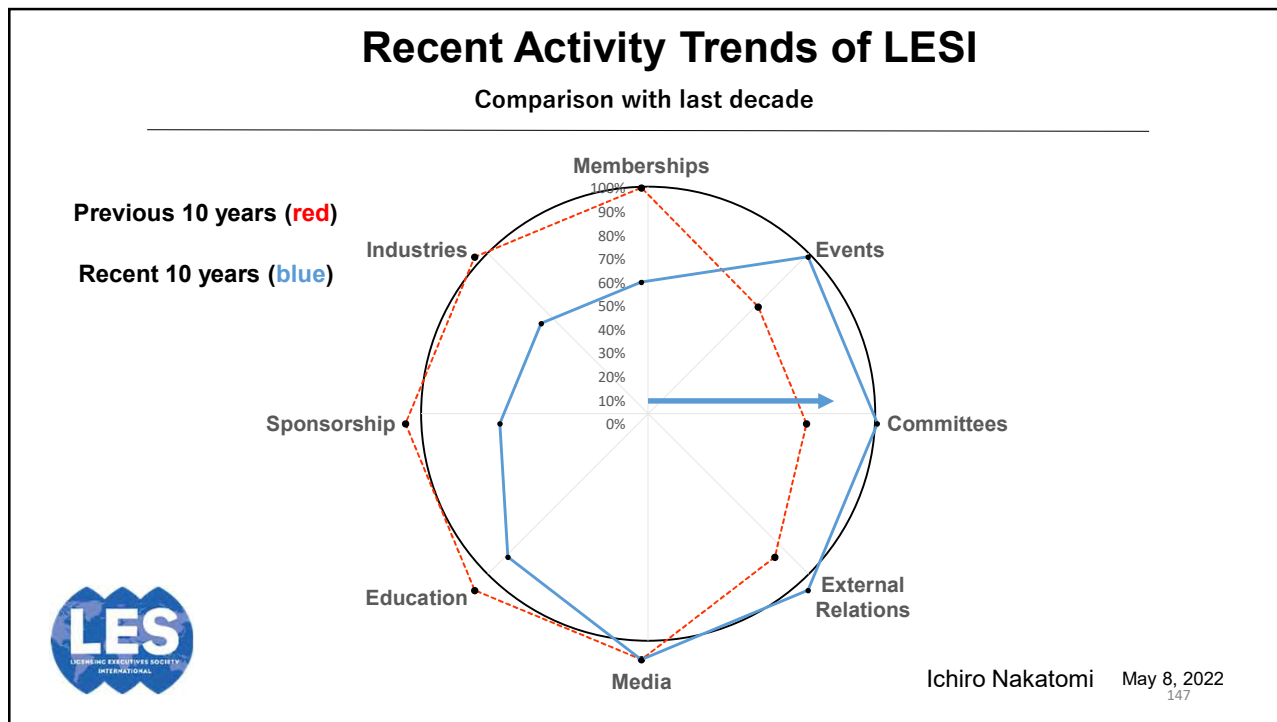




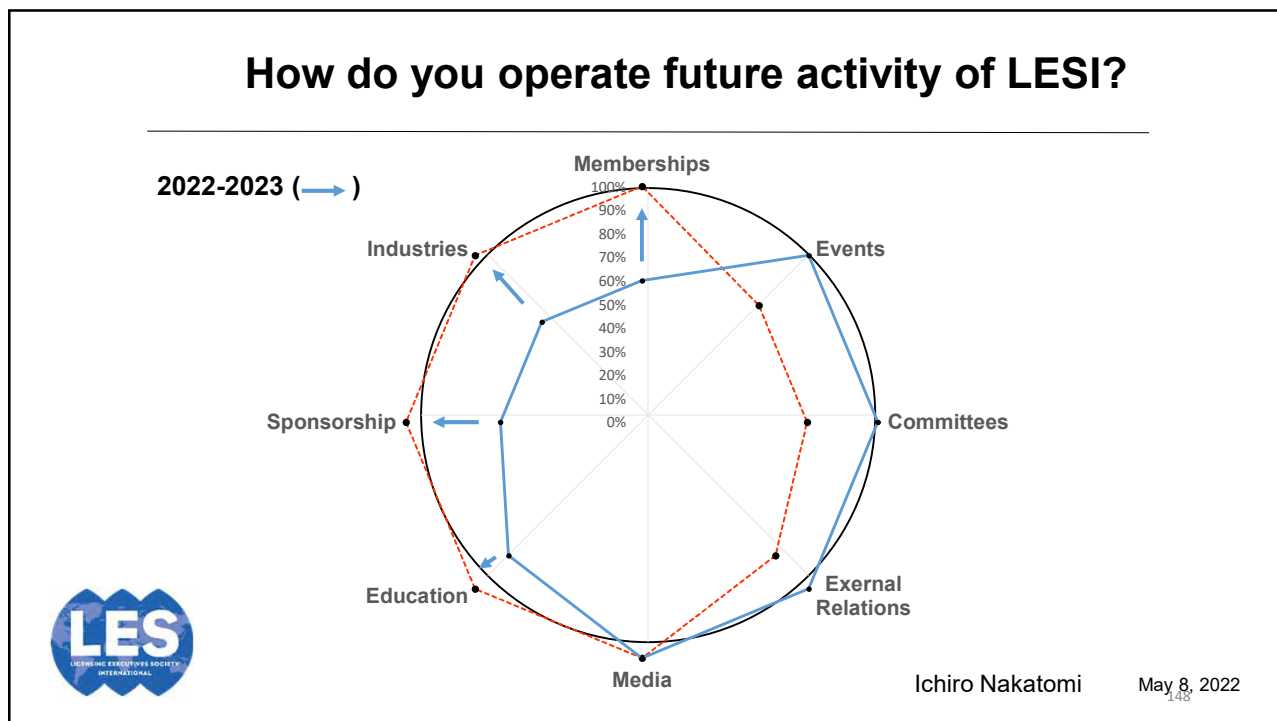
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## Incoming LESI President's Message

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**Not pursue own satisfaction**

**Be an industry person**

**Be an inventor**

**Look for the most max value**



Ichiro Nakatomi May 8, 2022  
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