

President-Elect Report

Joining Hands: A Stronger LES Family—And Closer

By Yvonne Chua,
LESI President-Elect



I am truly honoured to be trusted with the opportunity to serve you as President of LES International for the society year 2013-14, particularly as the first Chinese and second female in the history of LESI to hold such a position. With the changing geo-economic landscape, there has been rapidly growing interest in IP as well as a significant rise in cross-border IP transactions and exchange. LES, being privileged with experts experienced in all aspects of intellectual property, through its 11,000 members across the 32 national/regional societies in over 90 countries of the world, has a unique role to play in embracing the opportunities that these changes present and in making meaningful contributions to the IP community and our members.

A Stronger LES Family—and Closer

My first encounter with LESI began in 2002 with the Annual Conference in Osaka when, immediately, it struck me as an organization different from other IP associations with which I have been heavily involved in the preceding 20 years of my IP practice. There was dynamic stimulation brought forth by the interaction of different sectors of people ranging from scientists, academics, government officials, to business people from companies of all sizes, with lawyers, patent and trademark attorneys, all sharing the common enthusiasm of advancing the business of IP. At the same time, I was deeply touched by the warmth of the LES friendship that

quickly developed with many whom I met for the first time, including Melvin Jager and Philipp Dreier.

My passion for LES soon attracted me to serve in the leadership of LES China-HK, LESI Trademark Committee, Asia Pacific Committee and the LESI Board. These experiences have beautifully enriched my professional life and I must thank all in particular Heinz Goddar who have inspired and supported me all through the years to grow in the LES family. It is thus my heartfelt wish to bring forth this passion that I cherish, to the entire LES community so that it will continue to excel. “A Stronger LES Family—and Closer” will be my vision, as well as my challenge for this coming society year.

Establishment of a New LES Society

With the shifting of the global economic gravity to the East, and pursuant to my Asian base, a special project has been in place since last year, with the aim of establishing a foundation for an LES society in Thailand. I am grateful to have the support of the past and current LESI Membership Committee and the LESI Board to this project. With Patricia Bunye as Chair and Heniz Goddar as Advisor, we have been working closely with the Thailand organizing group that has been formed, composed of members from the academia, business, government agency and the legal sector. LES Japan has kindly assisted as the provisional mentor society and a special visit to Thailand was made by them and Patricia, pursuant to which a detailed action plan was set.

Whilst this project will be a lengthy process, I am most happy to witness the keen interest of all involved and the great progress already achieved. I am looking forward to continual advancement on this very exciting creation of a new LES society in the expansion of our organization and will render my full support to see this happen.

Joining Hands 攜手

To foster a stronger and closer LES family, I would invite all of you to actively engage in collaboration as you plan your activities—collaborating with other societies, regions, committees, members and other organizations, whether big or small. This will serve to drive membership and also build a stronger LES, both internally and externally. Five years ago, as Chairman of LESCHK I boldly initiated the inaugural Joint Meeting of LES China, LES Chinese Taipei and LESCHK which has since developed into a regular bi-annual event. Following other joint meetings such as between LES Japan and LES China, LES Singapore and LES Philippines, and with the persistent efforts of the Asia Pacific Committee, today the LES Asia Pacific Regional Meeting has become a successful annual forum. I am so excited that this year it will take place from October 15 to 17 under the flag of LES China in the beautiful city of Hangzhou, China.

Moving on, LESI will continue to actively engage in closer co-operation with other international and regional organizations such as WIPO, WTO, WHO,

APEC, ASIPI, and the European Commission, under the focused efforts of our External Relations Committee and our Executive Director Chris Katopis.

To encourage this joint power, and in keeping with my vision of “A Stronger LES Family—and Closer,” our LES Family motto for this society year will be **Joining Hands—攜手**. François Painchaud will be leading this initiative, a one-year project. This logo, specially designed for me by my high school classmate Lilian Tang who is a distinguished HK graphic designer, consists of rays of light, denoting the ‘creations of the mind’ developed by the joining hands. The specific colour implies ‘from sea to sea,’ meaning engaging societies and people from all continents.



I will also advocate the sharing of success stories by national presidents and committee chairs in the LES Global News so that all members will learn about these best practices and may adopt them as appropriate. At the same time, I will devote specific efforts in helping the few of our societies that have not been too active, by joining hands with their mentor society and the Membership Committee.

Chopsticks function best when they are in pairs. When more pairs are joined together, they cannot be readily broken and more people can share and enjoy the abundance. Being Chinese, chopsticks represent to us hospitality (*i.e.* friendship), abundant food (*i.e.* prosperity) and future generations (*i.e.* continuity/succession). These are my fervent wishes to all of you as we join hands in the coming year.

GTIF

In this spirit of collaboration, building on the momentum and the successes of GTIF realized from the previous two years when LESI took a leading role in bringing

together key players from government agencies, corporations, non-profits and NGOs in a powerful dialogue regarding the use of IP for the betterment of mankind, I am pleased to announce that we will continue GTIF 2014 under the theme ‘A Practical Approach to Technology Transfer—Corporate, Research and NGO Collaboration for Double-Bottom-Line Results’. Excitingly, this time, past presidents Heinz Goddar and Peter Chroczel will join hands with our GTIF past chairs Jim Malackowski and Hector Chagoya, so three highly regarded international past presidents in the leadership committee, and more will be in partnership with LES Switzerland and having the ready support of the LESI Long Range Planning Committee. Our co-operation with WIPO, WTO and CAI (Invent For Humanity) will continue, and a number of other NGOs are, for the first time, reaching out to us about contributing.

The next GTIF will, undoubtedly, have an even stronger impact and will further enhance the importance of our organization in global technology. My deep appreciation to all who have volunteered to make this possible, including Martin Schneider, Raymond Reuteler, Gary Keller and Russell Boltwood. I urge all to mark the dates, January 19 to 21, 2014, for joining in.

Appreciation to the Dedicated

The wonderful volunteer spirit of LES members around the world in advancing IP has been the legacy that LES continues to stand for and of which all of us in the LES Family can always be proud. As we celebrate the 40th anniversary of the founding of LESI, let us remember, with gratitude, all those who have relentlessly dedicated, in word and deed, to the creation and evolution of our organization.

Special pages commemorating the 40th Anniversary will be featured in this issue of *LES Global News* with sto-

ries on the founding of LESI where we shall pay tribute to the hall of our international past presidents, LESI award winners as well as past and present society presidents within the National Presidents Council.

In special recognition of some of these outstanding volunteers, in addition to the existing LESI Gold Medal and the Certificate of Merit, new awards will be introduced by the LESI Awards Committee, and these are:

- ‘LESI Service Recognition Award’—to persons who have in a particular manner fulfilled a service for LESI.
- ‘Most Progressive Society of the Year’—to a society that has made the most significant progress in the year.
- ‘Outstanding Activity/Event of the Year’—to a society that has developed a unique program in the year that brings enhanced benefit to the members or wins new members.

Please join hands with me in giving a big applause to these contributors to LES, who have walked extra miles and whose devotion has made an invaluable difference to LES.

I warmly invite all of you to directly participate in the plans and activities for the society year 2013-14 and thank you in advance for your feedback and suggestions. Please do not hesitate to email me at yvonnechua@wilgrist.com. In unity there is strength. Joining hands with my Board and Chris, and with your support and contributions, we are confident in advancing the hard work and solid foundation laid by our past presidents as the world’s pre-eminent IP commercialization organization and in delivering even more value to our member societies and through them, to each individual member.

Warmest regards,

Yvonne Chua,

LESI President-Elect