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# IP Owners Membership Program

# Goals of IP Owner Membership Program

- Increase number of members in LES USA & Canada and IP community engagement
- Increase participation from young IP professionals
- Bring value to the enterprise
  - IP Owners
    - More participation at a reduced rate
    - Focus on initiatives that benefit IP Owners
  - Professional Service Providers
    - A larger platform for thought leadership
- Increase long term revenue

# Program Highlights

- Organizational price of \$1995 for up to 15 employees designated as LES members
- Special Pricing available for more than 15 members
- Same full benefits as individual members, plus:
  - Pay for one member to attend a ½ day virtual educational meeting and have the rest the LES members in your organization attend for free (one ½ day meeting per year).
  - Virtual education class discount – Buy one attendee, get one free.
  - Permanent early bird pricing for members to attend the LES Annual Meeting
- Bi-monthly New Member Orientation Program
- Special Events for IP Owner group members are in development.



# Early Results, Feedback and Challenges

- Twenty (20) IP Owner organizations of have signed up
- Designated members = **214** and growing. **147** are new members.
- Feedback is favorable
  - Good value, Many younger members.
  - Diverse mix of operating companies, universities, non-profits and government organizations. Under consideration from many more organizations.
- The IP Owners program discounts the individual membership price of \$395 per person to \$1995 for up to 15 members.
  - LESI dues are paid for each individual.
  - We are hopeful that over the long term we are able to attract and retain a higher number of individual members through the IP Owners program, resulting in an increase in overall membership revenue.

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# Emerging Leaders of LES Membership Program

# Goals of Emerging Leaders Membership Program

- Increase membership and participation by young IP professionals
  - Target: individuals with less than 10 years of professional experience in the IP and licensing field.
- Build career-long members
- This program is not simply a discount, but creates a pathway for engagement, career development, education, etc.
- Increase long term revenue
- The Young Members Task Force is developing an onboarding and continuing outreach program with the YMC.



# Program Highlights

## Emerging Leaders of LES Only \$195\*

- This exclusive offer will enable you to elevate your career without breaking the bank. Qualified applicants\* receive \$200 off the LES Annual Membership for three consecutive years.
- *Qualified applicants include individuals with less than 10 years of professional experience in the IP and licensing field. This offer does not apply to anyone who has been an LES USA & Canada member within the last 3 years*
- Pitch: Your LES membership will allow you to build a resilient licensing career that includes:
  - Global networking with peers and industry experts
  - Professional and career development opportunities
  - Education courses, webinars, Annual Meeting and Chapter events
  - IP community involvement
  - Access to global business/legal resources to facilitate international deal-making
  - LES/LESI Global Membership Directory (the largest global network of licensing professionals)
  - Career Center to discover new opportunities and resources
- The new member is automatically added to the Young Members Congress roster.



# Early Results and Feedback

- As of January, 2022, **seventeen (17) young members have joined** using the new Emerging Leaders program.
- Feedback is favorable
  - Good value
- We are hopeful that the reduced revenue to LES USA/CA on a per member basis in the three-year discount window will be surpassed by the long term revenue gain associated with membership maintained throughout one's career.