

## **LESI Society Fact Sheet**

### **LESI China, Hong Kong Sub-Chapter**

*Thank you very much for your assistance. This Society Fact Sheet Is Very Important To Show Your Society's Annual Activity for the LESI Board's and the Membership Committee's Consideration.*

**CONTACT PERSON** *(This person is responsible for communication with & timely submissions to the LESI Office)*

**Name** : Charmaine KOO  
**Company** : DEACONS  
**Address** : 5<sup>th</sup> Floor, Alexandra House, 18 Chater Road, Central, Hong Kong  
**City & Postal Code** : N/A  
**Country** : HONG KONG  
**Phone** : (852) 2825 9300  
**Fax** : (852) 2841 3203  
**E-mail** : charmaine.koo@deacons.com.hk  
**Website** : www.deacons.com.hk  
**Twitter** : @LESHongKong

**CURRENT SOCIETY OFFICERS**

**Chairman** : Charmaine KOO  
**Vice Chairman** : Rosita LI  
**Secretary** : Michael LIN  
**Treasurer** : Annie TSOI  
**Society Administrator(s)**: NIL  
**Delegates** : David SWAIN (Legal Committee Chair)  
: Helen JIANG (Industry Liaison Committee Chairs)  
: Stella LAW (Young Member Congress)  
: Anita LEUNG (LESI Communications Coordinator)  
: Karen LEE  
: Rebecca LO  
: Janet WONG

**Term of Current Society Officers/ Date of Next Change of Officers:**

*(Please notify LESI with a complete list of officers when the change takes place)*

January 2021

**Date of Next Annual General Meeting (AGM):**

LESCHK holds a General Meeting once every 2 years to coincide with the fiscal term. The last General Meeting was held on 20 December 2018. The next General Meeting will be scheduled to take place in the year of 2020.

<u>NUMBER OF MEMBERS</u>		<u>CHANGE FROM PREVIOUS YEAR</u>
Lawyers or patent agents in private practice:	:	<u>16</u>
Lawyers or patent/trademark agents in law/patent firm	:	<u>2</u>
Lawyers or patent/trademark agents in production or sales company (of goods and materials)	:	<u>N/A</u>
Lawyers or patent/trademark agents in IP consulting or transaction entity (NOT production/sales company)	:	<u>N/A</u>
Non-lawyers/non-patent/trademark agents in law/patent firm :		<u>0</u>
Non-lawyers/non-patent/trademark agents in production/sales company (of goods and materials)	:	<u>4</u>
Non-lawyers/non-patent/trademark agents in IP consulting or transaction entity (NOT production/sales company).	:	<u>5</u>
Other members	:	<u>0</u>
Women Members	:	<u>14</u>
Thereof Young Members (< 40 years of age)	:	<u>6</u>
Total membership	:	<u>27</u>

**Annual National Membership Dues subscription rate**

: HK\$1,000 (HK\$2,000 from 1<sup>st</sup> January 2019 up to 31 December 2020)

**Please List Your Professional Committees (e.g., Education, Life Sciences, Transportation)**

Legal Committee - Mr. David Swain  
Industry Liaison Committee - Ms. Helen Jiang  
Young Members Committee - Ms. Stella Law

**Notable Society Activities (Society-wide and/or local) (Date of each activity /Purpose/number of attendees).**

**What Notable Activities has your Society has taken during this reporting period (immediate past year)?**

Date of each activity	Purpose	Number of attendees
13 June 2018	By invitation of Asian Licensing Association, LESCHK is the supporting organisation of the Hong Kong Licensing Awards Presentation Ceremony & Asian Licensing Awards Presentation Ceremony.	
15 June 2018	<p>By invitation of the Intellectual Property Department of the HKSAR Government to speak at the APEC Workshop on Promoting the Best Practices in Licensing for Small and Medium-sized Enterprises (SMEs) in Creative Industries, “Legal Issues in Acquisition / Licensing of Film and TV Copyright” by Charmaine Koo (as the President of LESCHK),</p> <p>This workshop aims to build SMEs’ capacity in creative industries and to promote the best practices of intellectual property (IP) licensing as their commercialization strategies. It highlights the latest developments of licensing and the support measures of the governments; explores the best practices and management tools, strategies and business models of the industries; shares the success stories in licensing as well as discusses IP enforcement and dispute resolution. Riding on the invaluable experience of the three economies, SMEs will be able to gain practical knowledge in IP licensing and enhance their competitiveness in the global marketplace through commercialization of creative contents.</p> <p>Charmaine, as the President of LESCHK, together with our client <a href="#">Mr. Kyoung-ill Hwang (General Manager of Copyright Team, CJ E&amp;M)</a> and Mr. Gerardo Muñoz De Cote (IP Chief Counsel, Grupo Televisa, S.A.B) spoke at the “<i>Business models in music / film / television industries</i>” session, where they shared their insights on copyright and brand licensing opportunities across different disciplines of the creative industries. The discussion showcased different licensing possibilities and business models applied in music, film, TV, animation, character merchandising and game industries and how these industries achieve the best possible results from IP licensing.</p>	
3 September 2018	<p>By invitation of Asian Licensing Association, LESCHK is the supporting organisation of the Hong Kong Licensing Awards Presentation Ceremony &amp; Asian Licensing Awards Presentation Ceremony. Ms Stella Law, Council Committee Member, attended the Ceremony on behalf of LESCHK.</p> <p>Launching Ceremony cum Creative Seminar is scheduled on 3 September 2018. Award presentation ceremony to</p>	

	be held in Jan 2019 (exact date not confirmed).	
6-7 December 2018	<p>Business of IP Asia forum 2018 was organised by Hong Kong Trade Development Council, and LESCHK was the supporting organisation.</p> <p>Ms Charmaine Koo, Chairman of LESCHK, acted as Panel Chair of “Comprehensive Defence: Safeguarding Your Brand in the New Economy”. Mr Jack Chang (Chairman of Quality Brands Protection Committee of China Association of Enterprises with foreign Investment), Mr Philippe Lucet (VP General Counsel, R&amp;D and IP of Nestle SA) and Mr David Upite (Senior Counsel of Procter &amp; Gamble) were speakers. Charmaine was also the speaker of “Innovative Strategic Considerations of Trademarks and Brand Building” session.</p> <p>LESCHK co-organised the breakout session of “IP Entrepreneurship: The Journey from Start to Growth”. Charmaine presented the Introductory Remarks. Ms Rosita Li, Vice-Chairman of LESCHK, acted as Moderator, and Mr Michael Lin, Council Member of LESCHK, acted as one of the Speakers.</p>	over 3,000 participants from all over the world

**What Educational Events has your Society Hosted or Co-Hosted over the Past year?**

18 April 2018	<p>Presentation at Annual World IP Day Luncheon, “Competition Economics and IP” by Dr. Lilla Csorgo, PhD, Head of Economics and Policy at the Hong Kong Competition Commission</p> <p>As the Chair of the Licensing Executives Society of China (Hong Kong sub-chapter) (“LESCHK”), <u>Charmaine Koo</u> (Co-head of Intellectual Property Department) organised the Annual World IP Day luncheon for LESCHK’s members as well as clients, barristers, industry representatives and other IP practitioners.</p> <p>Dr. Lilla Csorgo, Head of Economics and Policy at the Hong Kong Competition Commission (“HKCC”) was invited to shared her views on “Competition Economics and IP” at the luncheon.</p> <p>Before the seminar kicked off, Charmaine and <u>David Swain</u> (Senior Associate of the IP Department and Council Member of LESCHK), introduced the background and information about LES, as well as the first Pan-Asian LES Young Members Congress (“YMC”) Conference that David is organising, which will be taken place in Hong Kong on 30 November 2018.</p> <p>Dr. Csorgo then gave an informative seminar about the perceived and often possible tension between competition economics and IP, and conduct involving IP rights that may raise competition concerns (including some practical examples as to when competition law may be an issue when licensing and exploiting IP, and otherwise extending and maintaining market power).</p> <p>The luncheon was well received by nearly 60 LESCHK members, clients, industry representatives and IP practitioners.</p>
---------------	--

28 June 2018	<p>“Frاند or Foe: The Licensing of Standard Essential Patents” by Mr. Douglas Clark, Barrister.</p> <p>Standard Essential Patents (SEPs) are an essential to the interoperability of many modern devices. The courts and competition authorities worldwide have faced extremely difficult issues when dealing with the licensing of SEPs on Fair Reasonable and Non-Discriminatory (FRAND) terms. Recently PRC courts and the National Development and Reform Commission have been taken a particularly aggressive stance in relation to the licensing of SEPs. The past year has seen some major cases decided in China, the UK and the USA that have a major impact on the way FRAND licensing should proceed. Doug will talk about the key issues in FRAND licensing worldwide, bringing his personal experience of acting for licensors and licensees for over 15 years.</p>
--------------	--

4 July 2018	<p>Lunch at Peking Garden with Mr Francois Painchaud of LESI President</p> <p>Mr Painchaud will make a short speech of “Licensing into Canada and Updates on LESI” to members during the lunch gathering.</p>
-------------	---

30 November 2018	<p>1<sup>st</sup> LES Asia Pacific YMC Conference</p> <p>The conference attracted nearly 70 IP practitioners from all over the world including Austria, Canada, China, Germany, Japan, Malaysia, the Philippines, Singapore, South Africa, South Korea, Spain, Switzerland, Taiwan, Thailand, the UK, and the USA.</p> <p>The conference was well received by the delegates as various topics, including “Top New Developments in IP Licensing”, “War Stories on Cross-Jurisdictional IP Disputes”, and “New Trends and Developments in Blockchain”, were discussed. The delegates had an opportunity to take part in a mock licensing negotiation conference program then ended with a mock licensing negotiation. We closed the program with an evening out on the town, enjoying Hong Kong’s world famous food and night life.</p>
------------------	---

**Requests for Assistance.** What kind of support (except monetary support) your Society would like to have from other Society(-ies) or LESI in order to support your Society?

---



---

**Train-the-Trainer personnel (TTT):** \_\_\_\_\_

**Other Comments:**

---



---

**Report completed by :** Charmaine Koo                      **Date :** 16 April 2019