




2021



LES International Management and Delegates Meeting (IMDM)

Wednesday, May 19, 2021


(via zoom)



1

<b>AGENDA</b>					
<b>Wednesday, 19 May 2021 – International Management &amp; Delegates Meeting</b>					
No.	Time (EDT/SGT)	Description	Presented by	Action	Attachments
1.	08:00 <i>2 minutes</i>	President declaring the Meeting convened	Audrey Yap		
2.	08:02 <i>3 minutes</i>	Confirmation of Delegates & Proxies and Agenda adjustments	Pam Cox		
3.	08:05 <i>5 minutes</i>	Overview of votes to be taken	Dana Robert Colarulli		
4.	08:10 <i>5 minutes</i>	Approval, and waiver of reading the minutes from the last IMDM Meeting (held virtually, May 19, 2020)	Pam Cox	 Decision	4(a) Minutes of the 2020 IMDM Mtg (May 19, 2020)
5.	08:15 <i>10 minutes</i>	President's Report	Audrey Yap	Presentation/ Video	
6.	08:25 <i>10 minutes</i>	Executive Director's Report	Dana Robert Colarulli	Presentation	
7.	08:35 <i>10 minutes</i>	Treasurer's Report <ul style="list-style-type: none"> <li>• Budget review</li> <li>• LESI financial outlook for 2021 and 2022</li> </ul>	Mike Lasinski	Presentation	7(a) Treasurer's Report
8.	08:50 <i>5 minutes</i>	<b>Award Proposals</b> <ul style="list-style-type: none"> <li>• Presentation of 2020 Awards</li> <li>• Outstanding Event/Activity of Year</li> <li>• President's Most Progressive Society of the Year</li> <li>• Society of the Year</li> <li>• Service Recognition Recipients</li> <li>• Certificate of Merit Winners</li> <li>• Award of Achievement Nominees</li> <li>• Gold Medal Nominee</li> </ul>	Patricia Bunye & Madelein Kleyn	Discussion & Decision	
9.	08:45 <i>10 minutes</i>	<ul style="list-style-type: none"> <li>• LESI Service Recognition Certificates</li> </ul>	Audrey Yap	 Presentation	

2

No.	Time (EDT/SGT)	Description	Presented by	Action	Attachments
10.	08:55 5 minutes	Update on publications - <i>Les Nouvelles</i> and <i>Global News</i>	David Drews	Presentation	
11.	09:00 5-7 minutes	President's "Let's Innovate" Challenge – The Winners!	Audrey Yap	Presentation	
12.	09:05 3 minutes each	Committee Reports 1. Women in Licensing (WILA) 2. Young Members Congress (YMC) 3. Communications 4. IP Valuation 5. Industry, University, Government Transactions (IUGT) 6. Americas	1. Pam Cox 2. Gina Busku 3. Vincent Bergeron/ Jean-Christophe Troussel 4. Levente PETHŐ 5. Duncan Ferguson/Karin Hofmann/ Orakanoke Phanraksa 6. Jeff Whittle/Paula Mena Barreto	Brief Presentations	
12.	09:25 5 minutes	Nominating Committee Report and Vote: • Vote on LESI Board slate for 2021-2022 • Presentation of proposed slate for 2022-2023	Fiona Nicolson 	Vote Presentation	
13.	09:30 5 minutes	Report out of the votes • Approval of the Minutes from Yokohama • Approval of Awards • Approval of the 2021-2022 LESI Board slate	Dana Robert Colarulli	Decision	
14.	09:35 15 minutes	Presentation of the following upcoming meetings: • LESI2021 Annual Conference – Virtual (May 27/28)  • LES USA-Canada Annual Meeting  • LESI2021 Annual Conference - Venice	Natalie Raffoul Karina Haidar Müller Alexander Haertel Dana Robert Colarulli  Gillian Fenton  Mattia Dalla Costa	Presentation	
15.	09:50 10 minutes	Incoming LESI President's Report	John Paul	Presentation	
<b>Adjournment of meeting</b>					

3




**LET'S INNOVATE!**

## 2021 LES International Management & Delegates' Meeting (IMDM)

**Audrey Yap**  
**LESI Presidents' Message**  
**19 May 2021**

4

### The Renaissance of LESI



5

### The Renaissance of LESI

- Applied innovation extended to commerce,
- The funding of creativity and innovation,
- The incubation of startups.



6

What can LESI's role be for industries under siege?



7

How can LESI's renaissance be a catalyst?



8



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10

'Let's Innovate' announced on 19 May 2020



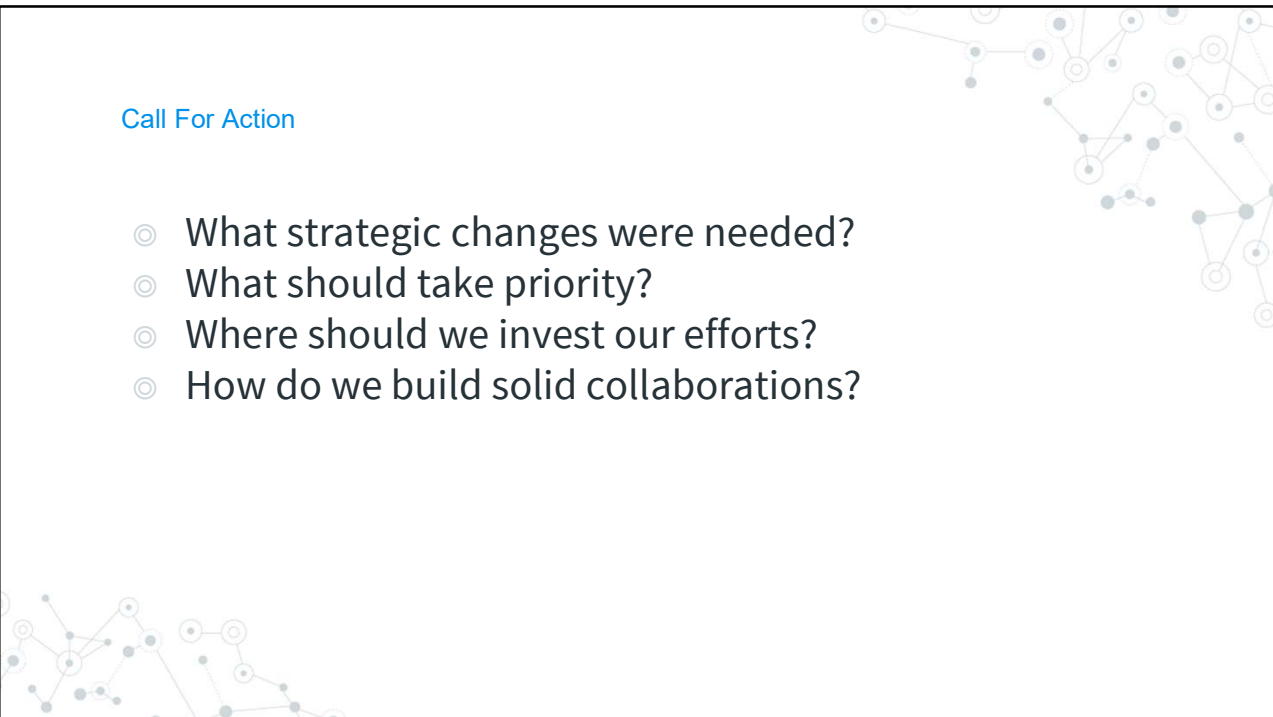
LET'S INNOVATE!



11

Call For Action

- What strategic changes were needed?
- What should take priority?
- Where should we invest our efforts?
- How do we build solid collaborations?



12

### What Strategic Changes Were Needed



## LES Committee Leadership Meeting

### PRESIDENT'S LET'S INNOVATE! CHALLENGE.

All such webinars/activities will *automatically qualify* for the President's **LET'S INNOVATE! CHALLENGE**.

First webinar/online activity to commence in July 2020 and activities will go on every month until February 2021.

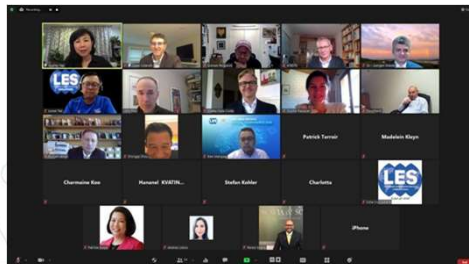
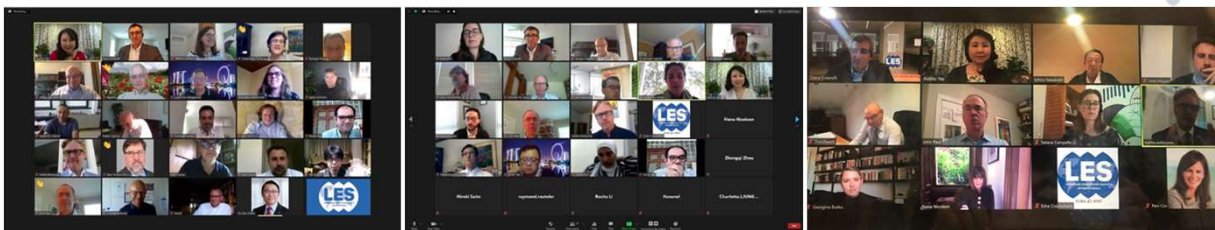
Please indicate which month your committee will present/conduct an activity by end-June to Dana and sign up your committee activities. To spread out activities and avoid virtual event fatigue, we will limit it to 3 activities/webinars per month in total. Time slots will be allocated on a first-come-first-served basis.

NOTE: The YMC Tournament is already included in the President's LET'S Innovate! Challenge. YMC may chose to submit more entries.

13

### 5 National Presidents Council Meetings

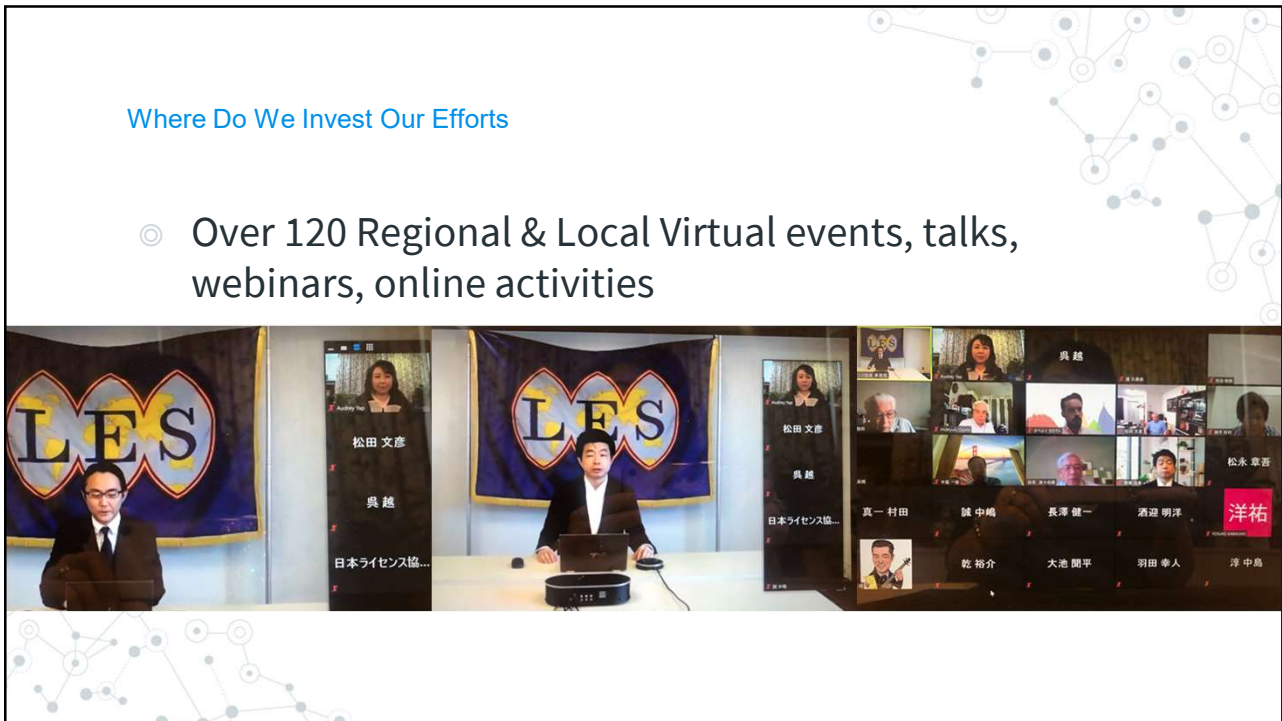
◎ 80% attendance rate



14



15



16



### Opening Remarks

1. 4 June 2020 **LESI AsiaPAC** Mediation webinar organized with **WIPO** covering ASEAN and involved combined efforts of LES TH, SG, MY, PH.
2. 20 July 2020 at the week long **LES Pan American Conference** –hosted by LESI Brazil jointly organized with Americas Committee.
3. 31 July 2020 **LES Japan Annual Meeting**
4. 15 – 20 Oct 2020 **LES USA Canada Annual Meeting**
5. 22 – 23 Oct 2020 **LESI Asia Pacific 2020 Conference**
6. 1 Dec 2020 **LESI, WIPO & INAPI** webinar on IP licensing & the Chilean IP Ecosystem
7. 17 March 2021 LES Copyright Forum 2021 co-organized with LES PH and LES SG
8. 8 July 2020 – **LES Nouvelle Live**
9. 15 Sept 2020- LES Nouvelle Live
10. 28 Jan 2021- LES Nouvelle Live
11. 16 March 2021- LES Nouvelle Live
12. 5 - 7 May 2021 **LES ANZ**
13. 11 May 2021 **LES LATAM**

17

### Keynotes, Plenaries & Panels

1. 26 June 2020 – Presented on the Renaissance of Innovation together with 3 other speakers from TurkPatent, WIPO & Nokia at LES Turkey's 10<sup>th</sup> Anniversary Webinar
2. 25 Nov 2020 –presented on Tech Transfer at RedOTT – an association of 320 tech transfer institutions and affiliates attended by over 1000 people support by LES Mexico
3. 8 Dec 2020 – addressed the general assembly LES France Annual Meeting 2020
4. 23 Feb 2021 – gave a talk on impact of Covid both from legal and business perspective LES China HK Virtual Webinar
5. 26 April 2021 – In celebration of World IP Day joined a panel on IP & SMEs in Conference jointly organized by TurkPatent & WIPO
6. 28-30<sup>th</sup> April 2021 – moderated and spoke on a couple of panels for HTBC Asia 2021 Hybrid Event over 3 days

18

### How Do We Build Solid Collaborations

#### Joining hands



19

### LESI-EPO

- 33 joint activities
- Over 9 initiatives



20

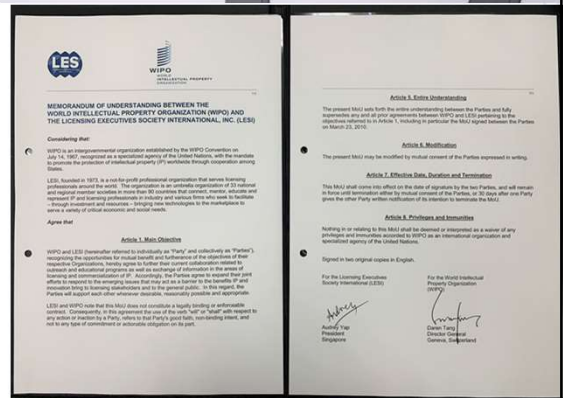
### LESI-EPO Stakeholder Meeting 2021

- Fully completed 30%
- Of remaining, 60% done
- Only 2% delayed
- Now 43% completed as of 19th May 2020 (the 60% and 2% unchanged of remaining)

21

### LESI-WIPO


- LESI-WIPO MOU 2021



22


**LESI-WIPO**

- ⦿ IP policy
- ⦿ Building strong local IP ecosystems
- ⦿ Promote training programs



23

**ASEAN Scientist Network**



**PIONEERING INTELLECTUAL PROPERTY PROGRAMME FOR YOUNG RESEARCHERS IN ASEAN**

THREE-MONTH TRAINING PROGRAMME HOSTED BY ASEAN YOUNG SCIENTISTS NETWORK IN COLLABORATION WITH THE LICENSING EXECUTIVES SOCIETY INTERNATIONAL (LESI)

**PROGRAMME OBJECTIVES**

- TO PROVIDE OPPORTUNITY FOR YOUNG RESEARCHERS IN ASEAN TO GET TRAINED IN THE FUNDAMENTALS OF IP KNOWLEDGE
- TO PROVIDE A PLATFORM WHERE YOUNG RESEARCHERS CAN ENGAGE WITH IP EXPERTS, CONVEENE AND NETWORK WITH PROFESSIONALS BEYOND THEIR FIELDS OF EXPERTISE
- TO STIMULATE A SHIFT TOWARDS AN ACADEMIC CULTURE THAT PROMOTES INTERACTIONS BETWEEN SCIENTISTS, INDUSTRY, AND BUSINESS/INVESTORS

**ELIGIBILITY**

- BE AN ASEAN NATIONAL -- HOLDING CITIZENSHIP IN ONE OF THE ASEAN MEMBER STATES
- BE ≤ 45 YEARS OLD
- BE AN INDIVIDUAL WHO HAS DEMONSTRATED EXCELLENT RESEARCH TRACK AND INTEREST IN IP KNOWLEDGE
- POSSESS EXPERTISE IN ANY FIELD OF SCIENCES
- CURRENTLY RESIDING IN ONE OF THE ASEAN MEMBERS STATES

**FORMAT OF THE TRAINING**

- THE TRAINING WILL BE AN ONLINE PLATFORM, EXPECTED TO COMMENCE CLASSES IN NOVEMBER 2020.
- THIS IS A CERTIFIED TRAINING THAT INVOLVES ROBUST PARTICIPATION IN A TOTAL OF EIGHT 2-HOUR WORKSHOPS.
- EACH WORKSHOP WILL BE RUN BY PROFESSIONAL MEMBERS FROM LESI SOCIETIES FROM 7:00 - 9:00 PM (GMT +7.J)
- TO BE ELIGIBLE TO RECEIVE THE CERTIFICATE, A MINIMUM REQUIREMENT OF 80% CLASS ATTENDANCE IS REQUIRED INCLUDING SUCCESSFUL COMPLETION OF RELEVANT ASSIGNMENTS.

PLEASE SUBMIT YOUR APPLICATION AT [SAMORNLUX@NSTDA.GR.TH](mailto:SAMORNLUX@NSTDA.GR.TH) BY OCTOBER 31<sup>ST</sup>, 2020

24

### Online Graduation Ceremony



25

### Master Financial Modelling Course

26

University of Padua Italy




UNIVERSITÀ  
DEGLI STUDI  
DI PADOVA

27

Commax Ventures




28



LES LATAM

LES  
LICENSING EXECUTIVES SOCIETY  
LATAM



Intellectual Property Protection

Patents

Plant Variety Protection

Trademarks

LES LES LES LATAM Launch Event  
May 11, 2021  
Gathering IP Licensing Professionals Across Latin America



29

HGE, LIT and LIIF

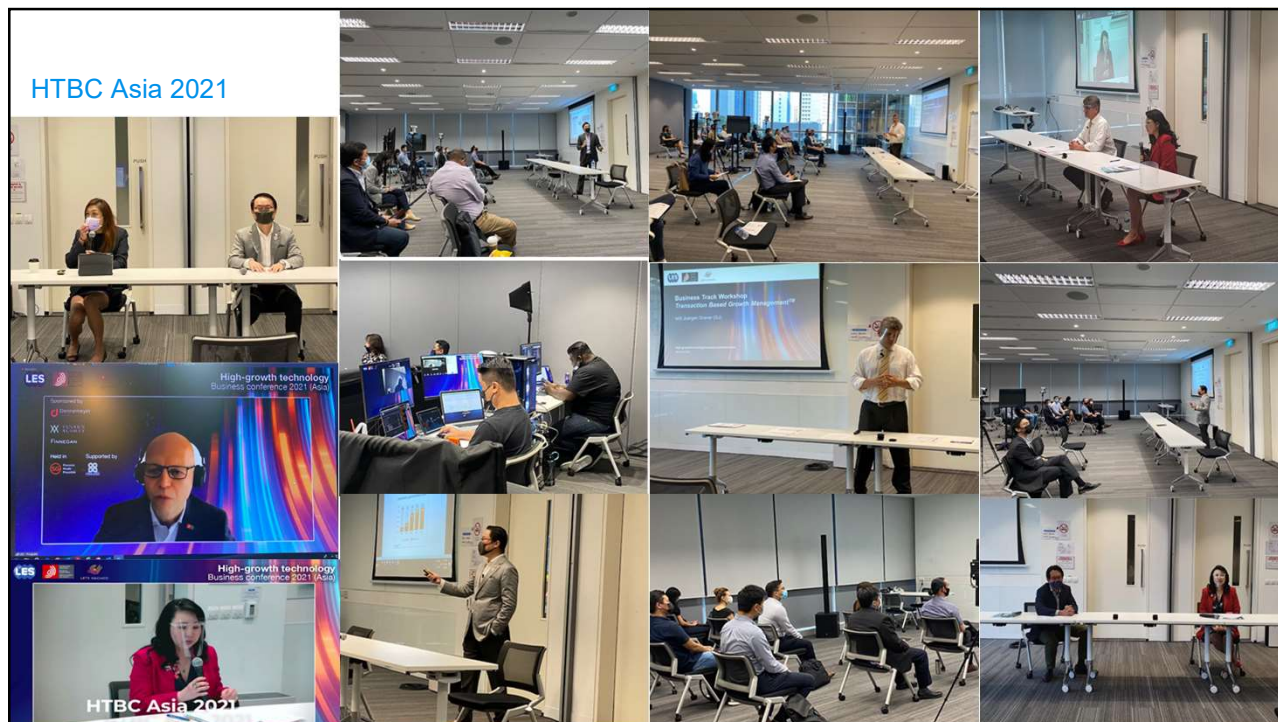
High-Growth Enterprise Task Force

- Les Nouvelle LIVE!

HTB Forum

HGE Assembly

30



31

## Kids IP Day

**Becky Schroeder, Glo-Sheet - 12 years old**

In 1974, Becky Schroeder created The Glo-Sheet and became the youngest woman to be granted a U.S. patent.

Becky was only 10 years old when she was attempting to do homework in her mom's car. As it got darker outside, she had the idea that there should be a way to make her paper easier to see in the dark. Becky took matters into her own hands and began playing around with phosphorescent materials, which exhibited light but without heat. She then used phosphorescent paint to cover an acrylic board and The Glow-Sheet was created.

At the ripe old age of 12, Becky became the youngest woman to be approved for a U.S. patent for her Glo-Sheet invention.

# LET'S INNOVATE!

## Celebrate Kids IP Day

### March 17

### How old do you have to be?

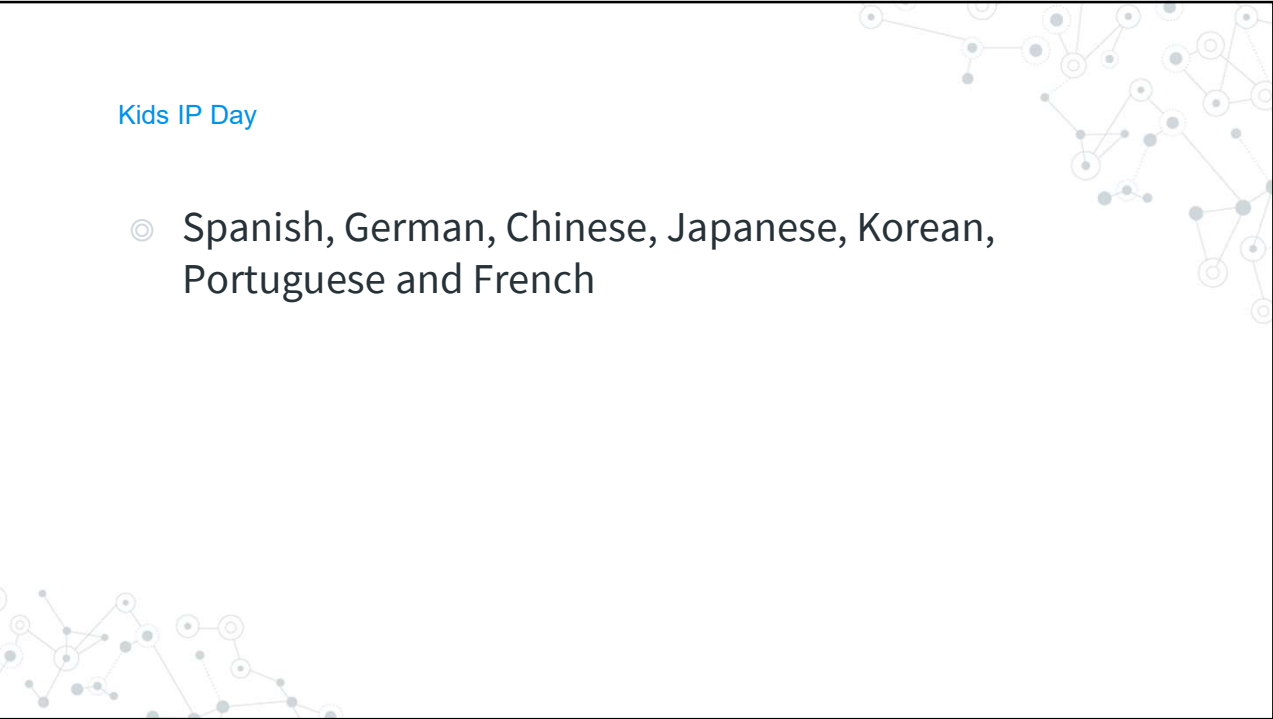
### Recent kids' inventions

32



Kids IP Day

- Spanish, German, Chinese, Japanese, Korean, Portuguese and French



33

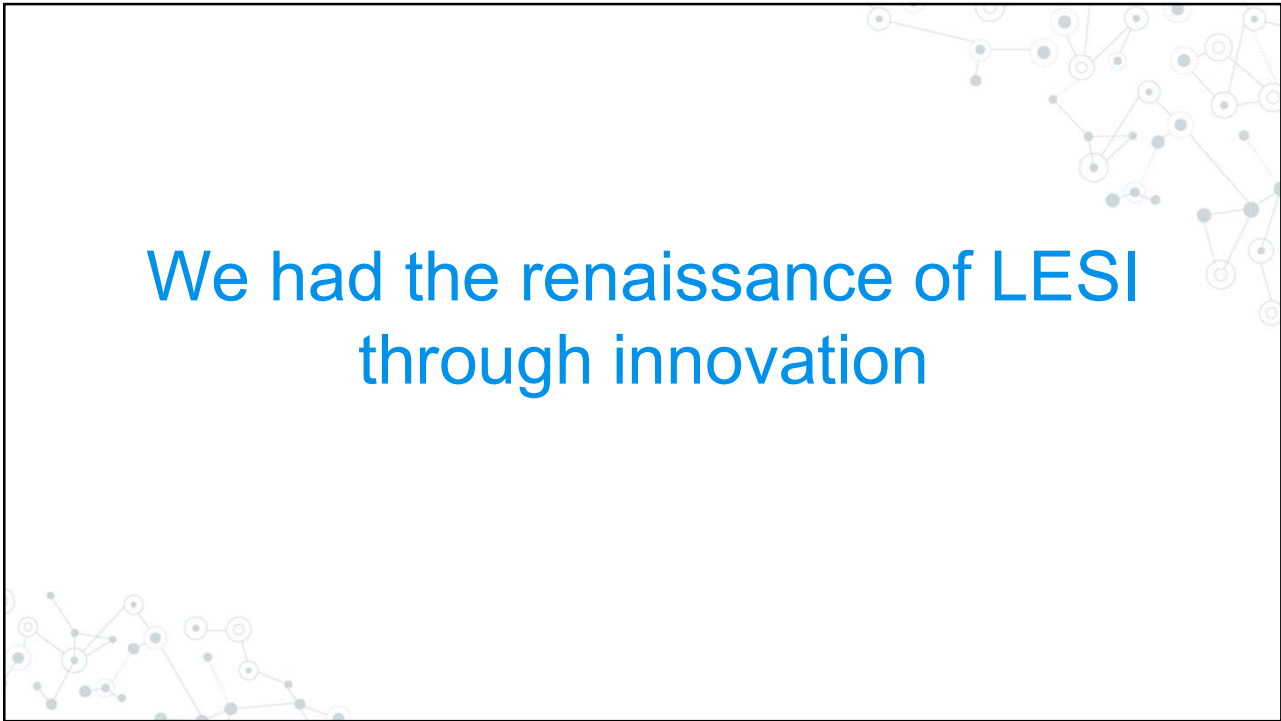
## LESI Annual Conference 2021



Maximizing the value of innovation in an era of convergence

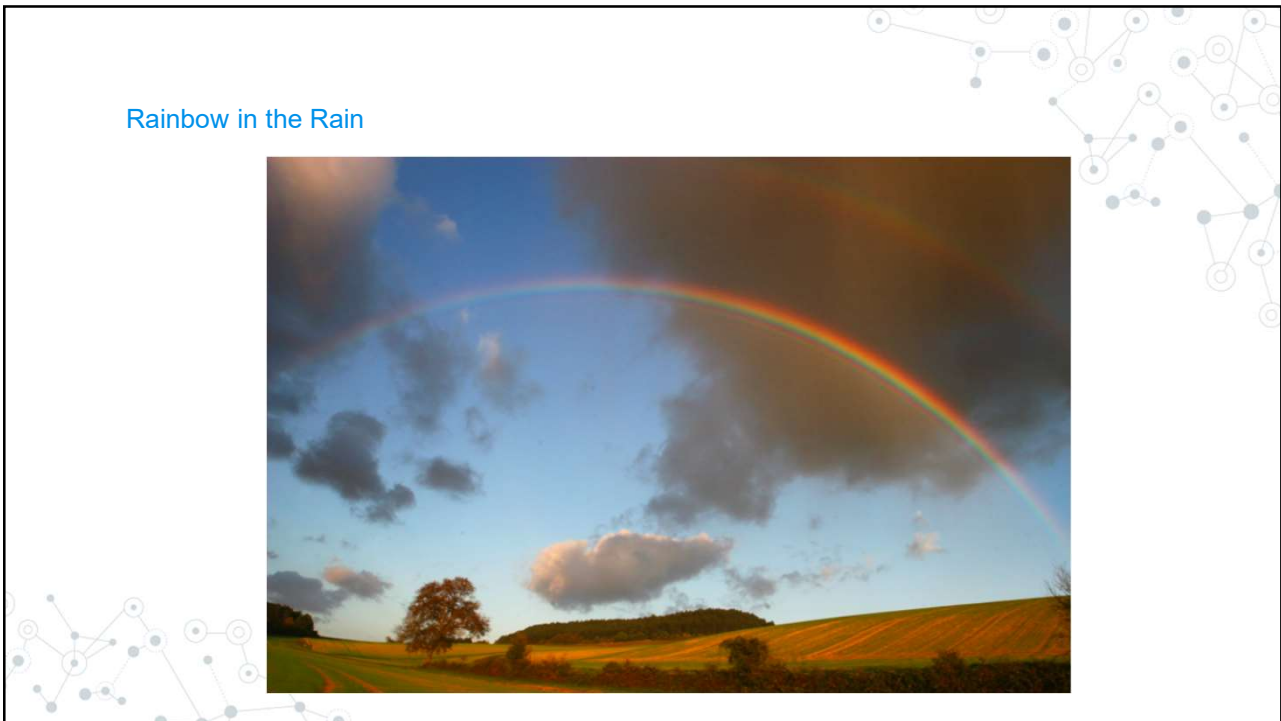


34



We had the renaissance of LESI  
through innovation

35



Rainbow in the Rain



36



37

## Executive Director's Report

- Dana Robert Colarulli, Executive Director

David Drews (Pubs/Editor)

Jennifer McNally (Comms/Social Media)

Dana Colarulli (Executive Director)

David and Esha (NNE/Assn. Ops)

Noemi (graphics designer)



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Page 38

38

# Executive Director's Report

- Dana Robert Colarulli, Executive Director

**“Advancing the Business of IP”**  
*...supporting the LESI Board and  
 LES societies globally*



**LES**  
 LICENSING EXECUTIVES SOCIETY  
 INTERNATIONAL



**2021**

**Treasurer's Report**  
**CONFIDENTIAL**

Michael Lasinski, Treasurer  
 May 19, 2021

**LES**  
 LICENSING EXECUTIVES SOCIETY  
 INTERNATIONAL



LET'S INNOVATE!



2021

## Agenda:

1. Cash Position (Account Consolidation)
2. Annual Budget Review
3. Expected Annual Meeting Financial Performance
4. Approved Dues Increase Reminder
5. Investment Account – Merrill Lynch
6. Select Key Financial Issues Going Forward



41



2021

## Current Cash Position

	<u>Apr-21</u>	<u>Apr-20</u>	<u>Variance</u>
<b>Cash &amp; Cash Equivalents</b>			
Kellen Suntrust Account *74995 (Closed by Kellen)	\$0	\$292,862	-\$292,862
LESI Suntrust Account *2175	\$778,359	\$0	\$778,359
NNE USD Account Acc 12157616	\$99,297	\$0	\$99,297
Merril Lynch Acc 519-02219	\$861,211	\$861,211	\$0
Harris Checking (closed by Kellen)	\$0	\$0	\$0
Piedmont Bank - MMA (Closed by Kellen)	\$0	\$204,367	-\$204,367
BB&T Bank - MMA (Closed by Kellen)	\$0	\$243,398	-\$243,398
Ameris Bank - MMA (Closed by Kellen)	\$0	\$133,461	-\$133,461
Morgan Stanley Money Market Fund (Closed by Kellen)	\$0	\$0	\$0
<b>Total Cash &amp; Cash Equivalents</b>	<b>\$1,738,867</b>	<b>\$1,735,299</b>	<b>\$3,568</b>

42






## 2020 & 2021 Annual Budget Comparison



LES Budget 2020 and 2021 Summary

	2020 Budget		2021 Budget Proposal		Notes - compared to 2020 budget
	Revenue	Expenses	Revenue	Expenses	
Annual Dues	\$ 484,736.00	\$ 25,000.00	\$ 458,749.00	\$ 25,000.00	Slight Revenue reduction
Investments	\$ 4,500.00	\$ -	\$ 4,500.00	\$ -	No Change
Publications	\$ 13,000.00	\$ 186,450.00	\$ 13,000.00	\$182,700.00	No Change
Meetings	\$ 7,000.00	\$ 14,000.00	\$ -	\$ 4,000.00	No surplus was predicted
Communications	\$ -	\$ 52,200.00	\$ -	\$ 64,200.00	Increase due to consulting expert
Committees	\$ -	\$ 11,500.00	\$ -	\$ 11,500.00	No Change
Administration	\$ -	\$ 306,550.00	\$ -	\$270,150.00	Expected Expenses reduced
Board Directors Travel	\$ -	\$ 72,500.00	\$ -	\$ 36,250.00	Expected Expenses reduced
Special Projects	\$ 15,000.00	\$ 20,000.00	\$ 15,000.00	\$ 20,000.00	No Change
<b>Total Revenue</b>	<b>\$ 524,236.00</b>		<b>\$ 491,249.00</b>		
<b>Total Expense</b>		<b>\$ 688,200.00</b>		<b>\$613,800.00</b>	
<b>Net Income</b>	<b>\$ -163,964.00</b>		<b>\$ -122,551.00</b>		

Berlin	\$ -	\$ 20,000.00
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43






## Anticipated Annual Meeting Surplus (as of May 14, 2021)

Summary	
Anticipated income	\$168,452.00
Anticipated expenses	\$98,871.45
<b>Anticipated surplus</b>	<b>\$69,580.55</b>






44

## Approved Dues Increase Reminder

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

2021

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45




## Investment Account – Merrill Lynch

LICENSING EXECUTIVES SOCIETY INTERNATIONAL INC.  
INVESTMENT POLICY GUIDELINES  
June 2019

**PREAMBLE**



This Investment Policy Statement has been adopted by the Board of Directors of the Licensing Executives Society International Inc. (LES) to provide guidelines for the investment of funds held by the organization.




2021



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46



## Select Key Financial Issues Going Forward

- Membership Growth / Decline
- In-Person Meeting(s) & Managing Financial Risk
- National Society / LESI Financial Partnership and Efficiency Opportunities

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47



## LESI Awards Committee

Chair:

- Patricia Bunye (LES Philippines)

Vice-Chair:

- Madelein Kleyn(LES South Africa)

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Page 48

48



## *Awards Committee Report*

### 1. LESI Awards

- Society Awards
- Individual Awards

### 2. Processes

- Who Nominates
- Who Decides
- Role of Awards Committee

### 3. Nominations & Certificates for 2021



Page 49

49

## *Awards Committee Report*

### **LESI Awards & Certificates**

#### **Society Awards/Certificates:**

- Society of the Year Award
- Most Progressive Society of the Year Certificate
- Outstanding Event/Activity of the Year Certificate
- Joining Hands Award – In honor of *Yvonne Chua*



#### **Individual Awards:**

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



Page 50

50

## Awards Committee Report

### Process

#### Society Awards/Certificates

LESI Award/Certificate	Who Nominates	Who Approves
Society of the Year (Nomination for 2021, award for 2020)	Board	Board* & ID*
Most Progressive Society	Board or ID	Board*
Outstanding Activity/Event	Board or ID or Societies	Board*

#### Individual Awards/Certificates

LESI Award/Certificate	Who Nominates	Who Approves
Gold Medal	Board or Awards Comm.	Board* & ID*
Award of Achievement (Nomination for 2021, award for 2020)	Board or Awards Comm.	Board* & ID*
Certificate of Merit	Board	Board*
Service Recognition Certificate	Pres. or Board or ID or Societies	Board




\* Approval upon recommendation of Awards Committee


Page 51

## Awards Committee Report

### Committee Process

- Nomination Solicitation e-mail sent to each Member Society to submit nominations by 20 November 2020
- Reminders sent regularly
- Late Responses were accepted
- Specific board nominations were considered
- A total of 44 nominations were considered
- Committee sent recommendation to LESI Board after due consideration of nominations
- LESI Board members, although nominated and deserving, may decline to receive an award as part of LESI Board convention





Page 52





2021

LET'S INNOVATE!

# Presenting Certificates: Audrey Yap, LESI President

Page 53

53



2021

LET'S INNOVATE!

# Presentation of 2020 approved award nominees


- LESI Peter K. Hess Award of Achievement 2020
- LESI Society of the Year 2020
- Gold Medal Winner 2020

Page 54

54

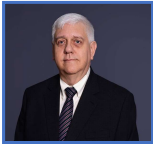
*2020 Award affirmation*

**Gold Medal Award Winner 2020**




**The Hon. Pauline Newman**  
U.S. Court of Appeals for the Federal Circuit

**Award of Achievement Winners 2020**





**Raul Hey**  
LES Brazil



**Patricia Bunye**  
LES Philippines

**LES Society Award**  
**Winner 2020:**  
**LES Japan**

Page 55




2021

# Awards/Certificates 2021

Nominees and Winners





LET'S INNOVATE!

56

*Awards Committee Report*

**Society Award Nominees**

**Outstanding Event/Activity of Year:**

<b>Event/Activity Nominated</b>	<b>Society(ies) Involved</b>
LESI Asia Pacific Regional Conference	Asia Pacific
YMC Congress: "Ultimate Champion" Competition	LESI YMC
Cannabis & IP Protection: An international view	LES South Africa LESI PTLC



*Awards Committee Report*

**Society Award Nominees**

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

- LES Italy
- LES Scandinavia



## Awards Committee Report

(presented by Awards Committee)

### **Society Award Winner**

**Outstanding Event/Activity of Year:**

**CO-WINNERS**

**LESI Asia Pacific Regional Conference**



**YMC Congress: "Ultimate Champion" Competition**



Page 59

59

## Awards Committee Report

(presented by Audrey Yap)

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

**LES Italy**

**Society of the Year (For ID Approval):**

**LES Brazil**



Page 60

60

## Awards Committee Report

### Certificate of Merit Winners



**Xiaobo Fan**  
LES China



**Alfred Chaouat**  
LES France



**Sonja London**  
LES Scandinavia




Peter K. Hess Award  
of Achievement Nominees

**Francois Painchaud**  
LES USA-Canada  
(LESI Past President)

**Patrick Terroir**  
LES France  
(Awarded Posthumously)

A professional headshot of Francois Painchaud, an older man with grey hair, wearing a dark suit and tie, set against a dark blue background.



**Gold Medal Nominee**

**Kevin Nachtrab**  
LES Benelux

63



*Awards Committee Report* 

**On:**

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

We now commend to the LESI International Delegates the following nominations:

**Kevin Nachtrab (Gold Medal)**

**Francois Painchaud/Patrick Terroir (Award of Achievement)**

**LES Brazil (Society of the Year)**




**2021**


 LET'S INNOVATE!

64







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LET'S INNOVATE!




Chair: Patricia Bunye



Thank  
you

Vice Chair: Madelein Kleyn




Page 65

## Awards Committee Report

### President's Service Recognition Recipients

Member	Member Society
Vikran Duangmanee	LES Thailand ( <i>LES Asia Pacific</i> )
Raj Hirwani	LES India
Karina Muller	LES Brazil
Madelein Kleyn	LES South Africa ( <i>Chair Patent &amp; Tech Licensing Committee; Immediate Past President LES SA</i> )
John Carney	LES USA-Canada ( <i>IAB Chair, High Tech/Co-Chair LIIF Task Force</i> )
Lionel Tan	LES Singapore
Charlotta Lungdahl	LES France
Vince Bergeron	LES USA-Canada ( <i>Co-Chair, Communications</i> )
Georgina Busku	LES Hungary ( <i>Chair LESI YMC</i> )
Juergen Graner	LES Austria ( <i>Co-Chair Long Range/Vice Chair HGE Task Force</i> )
Thomas Bereuter	LES Austria ( <i>Co-Chair HGE Task Force</i> )
Hemang Shah	LES India



(presented by Audrey Yap)

Page 66

# Report from the Editor of *Les Nouvelles* and *Global News*

- David Drews



• **President's**  
**“LET’S INNOVATE”**  
**Challenge**




**LET'S INNOVATE!**


The letters L, E, S and I are embedded in the tagline to show capacity to innovate is *within* us in LESI.

The logo is inspired by Galileo and the Renaissance, calling for a change in our paradigm as we pivot to High Growth Enterprises, SMEs, Start ups, using IP for business growth and work collaboratively around the world!

The vertical lines on the right denote growth and fiery colours, our passion for LES.

69

69




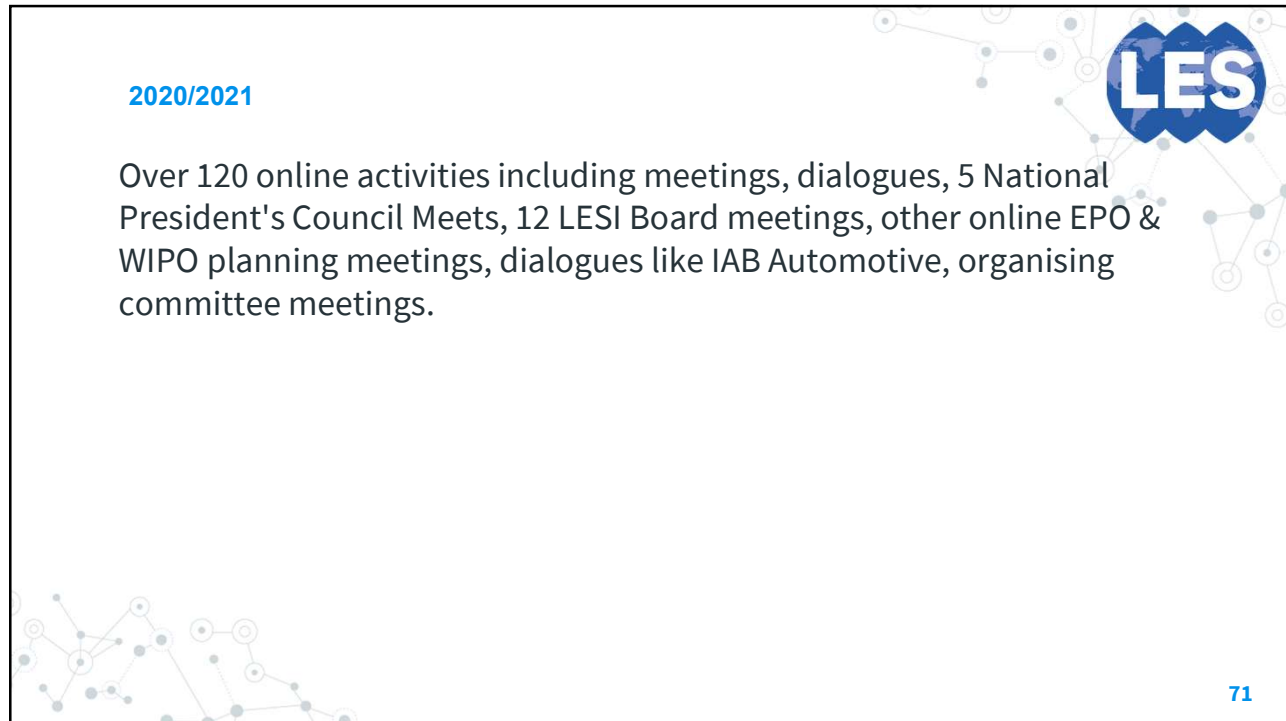
**JUDGING CRITERIA FOR LET'S INNOVATE CHALLENGE**

**Scoring:**

- Innovativeness
- Inclusiveness/degree of collaboration
- Content
- Level of engagement with participants

70

70


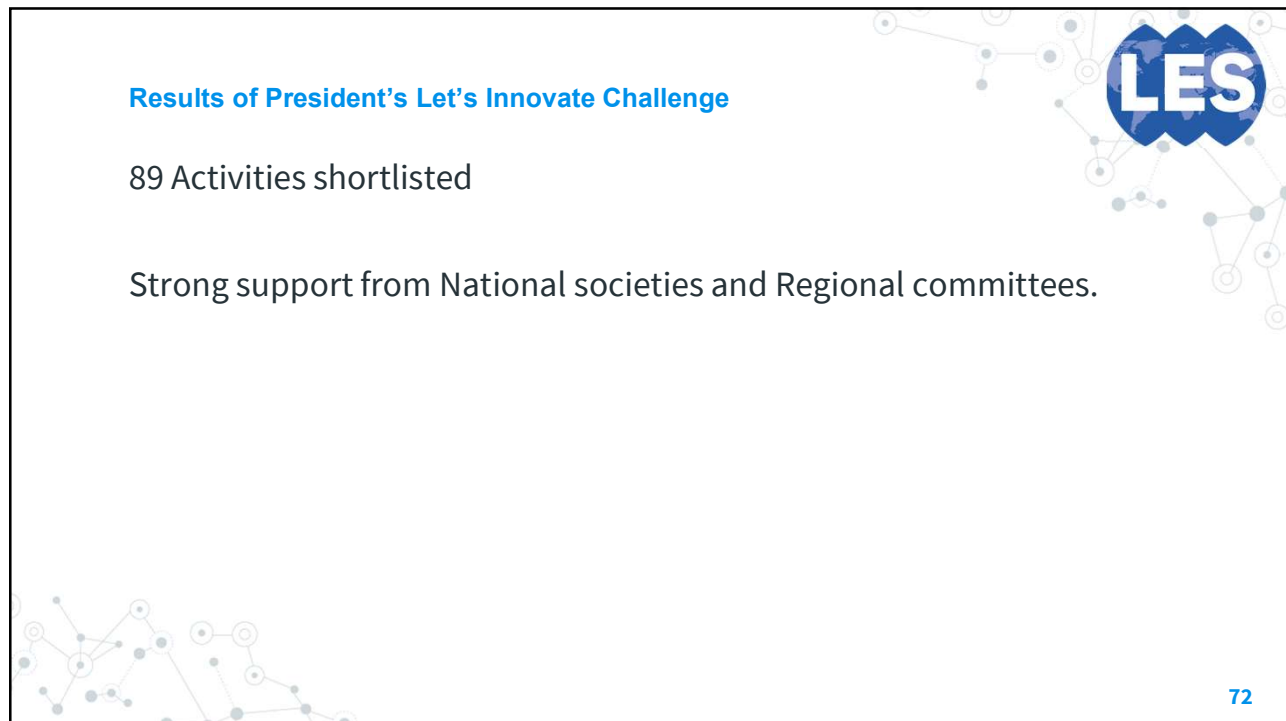


**2020/2021**

Over 120 online activities including meetings, dialogues, 5 National President's Council Meets, 12 LESI Board meetings, other online EPO & WIPO planning meetings, dialogues like IAB Automotive, organising committee meetings.

71

71



**Results of President's Let's Innovate Challenge**

89 Activities shortlisted

Strong support from National societies and Regional committees.

72

72

### List by Region - Americas




No	Title	Committee / Society Name	Type	Date
1	Pool of Patents and Licensing in times of Pandemic: Access to Health & International Collaboration	LES Chile		16 Jul 2020
2	Licensing for Success in Changing Global Market - collab with LES Brazil - 20 July	Americas	Regional	20 Jul 2020
3	Impact of COVID-19: Disruption, Acceleration and Innovation	LES USA & Canada		23 Jul 2020
4	Technology and Pandemic Opportunities with Recent Changes from Local LES Societies' Perspectives - 6 October	Americas	Regional	6 Oct 2020
5	LES USA & Canada Annual Meeting	LES USA & Canada		15 Oct 2020 - 20 Oct 2020
6	"IP Licensing and the Chilean IP Ecosystem"	LES Chile		1 Dec 2020
7	"Fireside Chat with Andrei Iancu"	LES USA & Canada		11 Dec 2020
8	Build or Partner - Deciding Whether to Commercialize Enterprise Patent Portfolios with In-House Teams or Specialized Partners	LES USA & Canada		16 Dec 2020
9	World IP Day Celebration	LES USA & Canada		26 Apr 2021

73

73

### List by Region - Europe



No	Title	Committee / Society Name	Type	Date
1	Young Members Webinar: Licensing Q&A	LES B&I	Regional	15 Jul 2020
2	Top 10 mistakes commonly made when drafting & negotiating patent licensing agreements	LES Italy	Regional	16 Jul 2020
3	From Bench to Bedside during COVID-19 Pandemic - joint webinar with LES TH	LES Spain&Portugal		31 Jul 2020
4	AI Patenting in European Context	LES Scandinavia		26 Aug 2020
5	An Introduction to Intangible Assets (IA) and IP Valuation - deploying valuation to help drive business value & make good business decisions	LES B&I		8 Sep 2020
6	"IP, Financing & Restructuring: understanding the issues & controlling the risks"	LES France		17 Sep 2020
7	"Patenting Strategy that Works"	LES Scandinavia		22 Sep 2020
8	"Intellectual Property and Transfer Pricing"	LES France		29 Sep 2020
9	"Artificial Intelligence & Health: the challenges and therapeutic applications of today and tomorrow"	LES France		6 Oct 2020
10	"Trademarks in the Benelux and in the UK after Brexit"	LES Benelux		22 Oct 2020
11	"How to Value the Options of a Licensing Strategy?"	LES France		6 Nov 2020

74

74

### List by Region – Europe (cont'd)

12	"SEPs & FRAND Cycle 3rd Edition : Judges' Perspectives"	LES France	9 Nov 2020
13	I CONTRATTI DI DISTRIBUZIONE E RESTRIZIONI ALLE VENDITE ONLINE, UN'ANALISI DELLE CLAUSOLE PIÙ IMPORTANTI IN FASE DI NEGOZIAZIONE ALLA LUCE DELLE RECENTI DECISIONI DELLA COMMISSIONE UE"	LES Italy	11 Nov 2020
14	Software Specific Challenges in Licensing"	LES Benelux	18 Nov 2020
15	"From Patent Pools to New Licensing Platforms"	LES Scandinavia	19 Nov 2020
16	"Data as Assets"	LES Germany	20 Nov 2020
17	"I Contratti di Licenza, Big Data e Open Innovation: Dove il Punto D'incontro?"	LES Italy	23 Nov 2020
18	Essential Patents for Technical Standards, FRAND Licenses and Analysis	LES Spain & Portugal	14 Jan 2021
19	"Economic Valuation of Patents, Trademarks and other Intangible Assets"	LES Spain & Portugal	21 Jan 2021
20	5G & Patents	LES Italy	27 Jan 2021
21	Fun and Games – inside a video games developer	LES B&I	28 Jan 2021
22	An illustration of the contribution of a quality index to a comparative patent analysis: the case of the acquisition of Zoox by Amazon	LES France	2 Feb 2021
23	Good Practices in Industrial Property Management applicable to the Construction Sector	LES Spain & Portugal	4 Feb 2021

75


75

### List by Region – Europe (cont'd)

24	Brexit: Impacts for IP, Trade and Commercialisation Agreements - Session 1	LES B&I, Benelux & France	18 Feb 2021
25	Untapping the Hidden Innovation Potential	LES Scandinavia	23 Feb 2021
26	"Contributory Infringement: an overview under German, French, UK and Italian Law"	LES Italy	24 Feb 2021
27	Introduction to the New European Programs Horizon Europe & Next Generation (European Funds for Recovery)	LES Spain & Portugal	4 Mar 2021
28	"Practical Tips in the Protection of Confidential Information & Commercial Segregated: Portugal, Spain and Brazil"	LES Spain & Portugal and LES Brazil	18 Mar 2021
29	Fine Art of License Management	LES Scandinavia	26 Mar 2021
30	Trade Secret Licensing	LES Scandinavia	13 Apr 2021
31	Latest Trends in Co-Branding	LES B&I	14 Apr 2021
32	"Valuation of Brands in a World of Data Analytics"	LES B&I and LES Germany	21 Apr 2021
33	"Business Use of Patent Information"	LES Spain & Portugal	21 Apr 2021
34	Brexit: Registered Trade Mark & Design Protection in the UK & EU - Session 2	LES B&I, Benelux & France	22 Apr 2021
35	Spring Annual Meeting	LES Germany	23 Apr 2021

76

76




### List by Region – Asia Pacific

No.	Title	Committee / Society Name	Type	Date
1	Joint WIPO-LESI Webinar: Best Strategies in Mediation and Arbitration for IP and Licensing Disputes in South East Asia	<b>Asia Pacific</b>	Regional	4 Jun 2020
2	Revisiting Licensing in the times of COVID-19	<b>LES India</b>		18 Jul 2020
3	Protecting AI and Data – European and AU/NZ Perspectives	<b>LES ANZ</b>		22 Jul 2020
4	"Reasonable Royalty Damages: Litigation Landscape & Recent Cases" with Darts IP	<b>LES Singapore</b>		30 Jul 2020
5	LES JP Annual Meeting	<b>LES Japan</b>		31 Jul 2020
6	From Bench to Bedside during COVID-19 Pandemic - joint webinar	<b>LES Thailand</b>		31 Jul 2020
7	Back-to-School: Studying the IUGT Pandemic Response- Part 1	<b>LES Philippines</b>		6 Aug 2020
8	Licensing and Securitization: New Trademarks Act 2019	<b>LES Malaysia</b>		9 Aug 2020
9	"To Invest OR To Divest"	<b>LES India</b>		22 Aug 2020
10	v2food – putting the Rebel in the Hungry Jack's Whopper	<b>LES ANZ</b>		27 Aug 2020
11	"The Application of Patent Analytics"	<b>LES Singapore</b>		22 Sep 2020
12	"Licensing and Commercialization of IP Rights"	<b>LES Malaysia</b>		7 Oct 2020
13	Licensing in the Age of Innovation: The Asia Pacific Story	<b>Asia-Pacific</b>	Regional	21 Oct 2020

77

77




### List by Region – Asia Pacific (cont'd)

14	Asia Pacific Conference	<b>Asia-Pacific - LES PH, MY, TH, SG including CEEM, IMC, IUGT, Copyright Licensing</b>		22 Oct 2020 - 23 Oct 2020
15	Pharmaceutical Patent Linkage System	<b>LES China</b>		18 Dec 2020
16	Growing your IP: Plant breeding intellectual property	<b>LES ANZ</b>		18 Jan 2021
17	Tech Transfer LESI with ASEAN Young Scientist Network	<b>LESI, Asia Pacific, IUGT</b>		Nov 2020 - Jan 2021
18	Regional Comprehensive Economic Partnership: A Catalyst for Economic Development	<b>LES Philippines</b>		9 Feb 2021
19	Kids IP Day Celebrations	<b>LES Philippines</b>		15 Mar 2021
20	LESI Copyright Forum 2021	<b>LES Philippines, LES Singapore &amp; Copyright Licensing</b>		26 Mar 2021
21	How to Value, Licence and Monetize Data	<b>LES Singapore</b>		7 Apr 2021
22	High-Growth Technology Business Conference 2021 (Asia)	<b>Asia-Pacific / HGE Taskforce / LES SG</b>		27 Apr 2021
23	Reinvention: Fresh Approaches and new beginnings	<b>LES ANZ</b>		5 & 6 May 2021

78

78



### Analysis by Regional Activity

<u>Asia Pacific</u>	<u>Europe</u>	<u>Americas</u>	<u>South Africa</u>
23	35	9	5


Top Region under LESI Challenge – Europe!

Strong National Societies based on shortlisted events

- LES Italy – 6
- LES B&I – 7
- LES Scandinavia – 6
- LES Spain & Portugal - 9

79

79



### Analysis by Collaboration & Inclusiveness


18 made it to list

No	Title	Committee / Society Name	Type	Date
1	Joint WIPO-LESI Webinar: Best Strategies in Mediation and Arbitration for IP and Licensing Disputes in South East Asia	<b>Asia Pacific</b>	Regional	4 Jun 2020
2	June 24, 2020 – LESI CEEM Committee Webinar: Protection Enforcement and Licensing of Trade Secrets in view of Covid-19 Pandemic	<b>CEEM</b>	Industry	24 Jun 2020
3	LESI & LES South Africa Webinar: "Cannabis and IP Protection: an International View"	<b>LES South Africa</b>	Regional	2 Jul 2020
4	Young Members Webinar: Licensing Q&A	<b>LES B&amp;I</b>	Regional	15 Jul 2020
5	From Bench to Bedside during COVID-19 Pandemic - joint webinar	<b>LES Thailand - LES Spain&amp;Portugal</b>		31 Jul 2020
6	Copyright and CMO: A Love/Hate Relationship - 20 August	<b>Copyright Licensing</b>	Industry	20 Aug 2020
7	Tech Transfer List with Asean Young Scientist Network	<b>LESI, Asia Pacific, IUGT</b>		Nov 2020 - Jan 2021
8	Valuation of Technology in Complex Products	<b>Consumer Products</b>		15 Mar 2021

80

80





### Analysis by Collaboration & Inclusiveness

9	"Practical Tips in the Protection of Confidential Information & Commercial Segregated: Portugal, Spain and Brazil"	<b>LES Spain &amp; Portugal and LES Brazil</b>		18 Mar 2021
10	LESI Copyright Forum 2021	<b>LES Philippines, LES Singapore &amp; Copyright Committee</b>		26 Mar 2021
11	"Valuation of Brands in a World of Data Analytics"	<b>LES B&amp;I and LES Germany</b>		21 Apr 2021
12	Brexit: Registered Trade Mark & Design Protection in the UK & EU - Session 2	<b>LES B&amp;I, Benelux &amp; France</b>		22 Apr 2021
13	High-Growth Technology Business Conference 2021 (Asia)	<b>Asia-Pacific / HGE Taskforce / LES SG</b>		27 Apr 2021
14	Licensing for Success in Changing Global Market - collab with LES Brazil - 20 July	Americas	Regional	20 Jul 2020
15	Technology and Pandemic Opportunities with Recent Changes from Local LES Societies' Perspectives - 6 October	Americas	Regional	6 Oct 2020
16	Kids IP Day Celebrations	Various LES PH, LES Spain & Portugal, LES South Africa, LES Russia, LES France, LES Brazil		

**81**

81


### Analysis by Collaboration & Inclusiveness

17	YMC Tournament	YMC		May 2020 – April 2021
18	LES LATAM Launch	Americas / Andean Community - Chile, Argentina, Brazil, Mexico		

Special mention  
LES Spain & Portugal – language – outreach beyond Europe  
LES LATAM – inclusive, cultural, language

**82**

82



**Analysis by Content**

Great themes for all shortlisted.

Covid topics – Front runner? No; only 6 purely COVID, most were practical.

It's Business as usual! Over 20 Licensing focused

- Strategies
- Healthcare considerations
- FRAND
- Best practice
- Patent pools


Strong Professional Training & sharing

- Patents
- Dispute Resolution
- TM & Brands
- Copyright
- Trade Secrets
- IP Valuation

Active Industry Participation: CEEM, Life Science, High Tech (AI), Consumer Products

83

83




**Analysis by Engagement**

**Special shout out for YMC & WILA**

- Social interaction
- Creative events
  - Happy Hour – WILA
  - Holiday special – Ugly Sweater Competition - YMC
  - Behind the Scenes - YMC

84

84



**Analysis by Innovativeness**

**New & Unique format**

- YMC Tournament
- HTB Forum
- HGE Assembly
- Les Nouvelles LIVE!
- HTBC Asia 2021 Hybrid Conference

85

85




**President's Let's Innovate Challenge**

Winners

- *Best region collectively* – All national & regional European societies (highest number of virtual activities)
- *Best new regional grouping* **LES LATAM** – Andean Community, Brazil, Chile, Argentina, Mexico
- *Most Inclusive Event* **LES Asia Pacific Conference** - LES Asia Pacific Committee, LES Singapore, LES Philippines, LES Thailand, LES Malaysia, CEEM, Copyright, IUGT, YMC Committee
- *Most Innovative & Engaging Online Activity* **YMC Tournament** - YMC Committee
- *Most Innovative Format & Content* – **HTBC Asia Hybrid Conference 2021** - LES Asia Pacific / HGE Taskforce / LES SG

86

86




**President's Let's Innovate Challenge**

Winners

- *Best Promotion of LES Publication – **Les Nouvelles LIVE! July 2020 Edition*** - HGE Task Force
- *Best Virtual Social Event –*
  - **Ugly Sweater Competition, Holiday Webinar**- YMC
  - **WILA Happy Hour** - WILA
- *Most Topical Virtual Event – **Protection & Licensing of Trade Secrets in view of Covid 19 Pandemic*** - CEEM Committee

87

87




**President's Let's Innovate Challenge**

Winners

- *Best Endurance Training Online*
  - **LESI & ASEAN Scientist (3 month tech transfer programme)**
  - LES IUGT & Asia Pac Committee
- *Best Contribution to IP toolkit - **LESI/LES ZA/ Moolman Institute - Online Financial Modeling course*** - LES South Africa

88

88



**President's Let's Innovate Challenge**

High Impact Webinars

- **Copyright & CMO – Love/Hate relationship** – Copyright Committee
- **Valuation of Technology in Complex Products** – Consumer Products Committee
- **Bench to Bedside during Covid 19 Pandemic** – LES Spain & Portugal & LES Thailand
- **TOP 10 Mistakes in Licensing** – LES Italy
- **Protecting AI & Data: European & ANZ Perspective** – LES ANZ
- **Licensing for success in changing Global Market Regional Conference** – LES Brazil & Americas Committee

89

89



**President's Let's Innovate Challenge**

High Impact Webinars

- **Patent Pools to New Licensing Platforms** – LES Scandinavia
- **LES USC Annual Meeting** – LES USC
- **How to Value the Options of Licensing Strategy** – IP Valuation Committee
- **Reinventions – Fresh Approaches & New Beginnings** – LES ANZ
- **AI & computer generated inventions** – who are the inventors? Who owns – LES France

90

90

**President's Let's Innovate Challenge**

Overall Champion

- **YMC Tournament** – YMC Committee

Runner Up

- **HTBC Asia 2021 Hybrid Conference** – HGE Task Force & Asia Pacific Committee & LES Singapore





91

91

## LESI Committee Updates

1. Women in Licensing (WILA) – [Pam Cox](#)
2. Young Members Congress (YMC) – [Georgina Busku](#)
3. Communications – [Jean-Christophe Troussel/Vince Bergeron](#)
4. IP Valuation – [Andre Gorius/Levente Petho](#)
5. Industry, University, Government Transactions (IUGT) - [Duncan Ferguson/Karin Hofmann/ Orakanoke Phanraksa](#)
6. Americas - [Jeff Whittle/Paula Mena Barreto](#)



Page 92

92



## LESI Communications Committee Report

### IMDM Presentation

Vincent Bergeron, ROBIC  
Jean-Christophe Troussel, Bird & Bird  
May 19, 2021



2021

### Agenda


1. Work achieved by the Committee in 2020-2021
2. Recommendations
3. Next steps going forward






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93





## 1. Work achieved by the Committee in 2020-2021



2021


- International mapping (quantitative and qualitative) of:
  - the information that LESI, national LES Societies and their Committees are communicating, as well as the way it is communicated;
  - benchmarking with similar organizations;
  - the feedback of our members about communications and unmet needs.
- Creation of a task force comprised of LES members from different regions of the world to assist with the mapping exercise and feedback:
  - Shayne Phillips (LES USA & Canada)
  - Paul Ashcraft (LES USA & Canada)
  - Bruna Rego Lins (LES Brazil)
  - Susanna Ruder (LES Switzerland)
  - Reena Mitra-Ventanilla (LES Philippines)
- Identification of good practices and things to avoid further to the mapping.
- **Main observation:** The pandemic has disrupted the way organizations and individuals worldwide share and consume content on a daily basis.






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94




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## 2. Recommendations

- Personalized communications
- Scheduled posts
- Turnkey posts to increase sharing by our LES leaders
- Set up of a network of LES communications leaders
- Increase use of social media over emails
- Quick fix on the Website landing page




95




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## 3. Next steps going forward

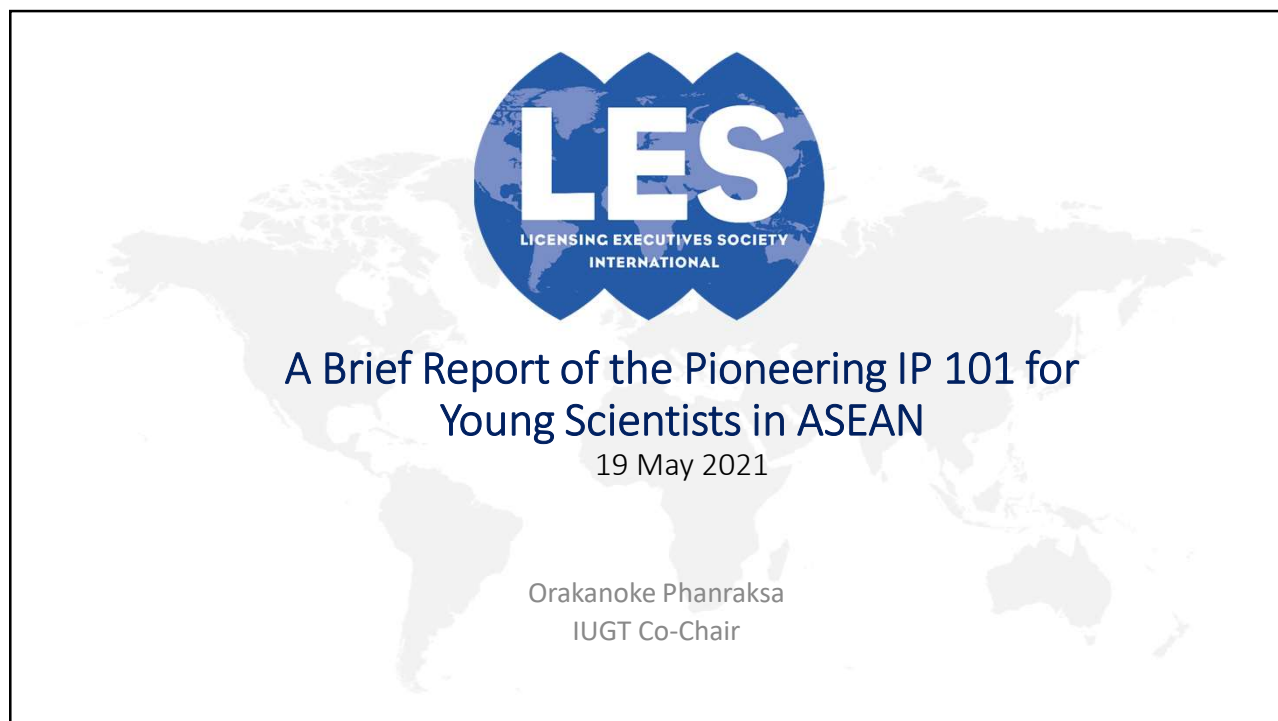
- Rethink how communications are managed for LESI, both internally through staff and through volunteers in all the Committees. We recommend the Board to consider:
  - Having a dedicated staff member** focused on creating, collecting, coordinating, scheduling and sharing content regularly, while being in contact with all Societies, Committees and sectors to ensure the right stream of relevant information at the right time through the right channels (communication grid).
  - Retaining the services of a professional communications firm** to assist us in reviewing the website and other ways LESI communicates.
  - Having a larger Communications Committee** with more volunteers dedicated to specific projects. Similar organizations sometimes have 8+ people in communications/marketing committees.



96






97

## Brief Summary of the PIP 101

- The IUGT together with ASEAN Young Scientists Network completed the 8 week IP workshop for young scientists in ASEAN (November 2020 - February 2021)
- There were 51 participants from 9 countries in ASEAN (Brunei, Cambodia, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam; 74.5% completed the course.)
- In 2021, we are revisiting our strategy re how to better serve the young scientists platform in ASEAN and further working with the Network of Young Scientists in Africa to explore an opportunity to expand this program and to promote the visibility of LESI beyond ASEAN.

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Page 98


98


Topic	Speakers	Week/Date	Time
Types of IP and context to daily life of researchers	Duncan Ferguson IUGT Co-Chair, President of <b>LES Aus-NZ</b>	17 <sup>th</sup> Nov.	7:00 – 9:00 pm (GMT +7)
Patents (EPO- Advanced I, Patents part)	Alessandro Leganza <b>LES Italy</b>	24 <sup>th</sup> Nov.	7:00 – 9:00 pm (GMT +7)
Patent search	Kitisri Sukhapinda, USPTO Attache SE Asia and John Cabeca, USPTO Attache, South Asia	1 <sup>st</sup> Dec.	7:00 – 9:00 pm (GMT +7)
Contract Basics: R&D contracts, NDAs, MTAs, Licensing Agreement	Anna Saraceno, <b>LES Italy</b> and María José Huertas Jiménez <b>LES Spain &amp; Portugal</b>	9 <sup>th</sup> Dec.	7:00 – 9:00 pm (GMT +7)
IP Valuation	André Gorius <b>LES France</b>	12 <sup>th</sup> Jan.	7:00 – 9:00 pm (GMT +7)
IP Management	Gernot Grober <b>LES Austria</b>	19 <sup>th</sup> Jan.	7:00 – 9:00 pm (GMT +7)
Commercialization routes in more details	Yu san, Asia Pac Committee, <b>LES Singapore</b>	26 <sup>th</sup> Jan.	7:00 – 9:00 pm (GMT +7)
Case study	Dr. ANDREAS SCHUSTER Orcan Energy AG	2 <sup>nd</sup> Feb.	7:00 – 9:00 pm (GMT +7)

99



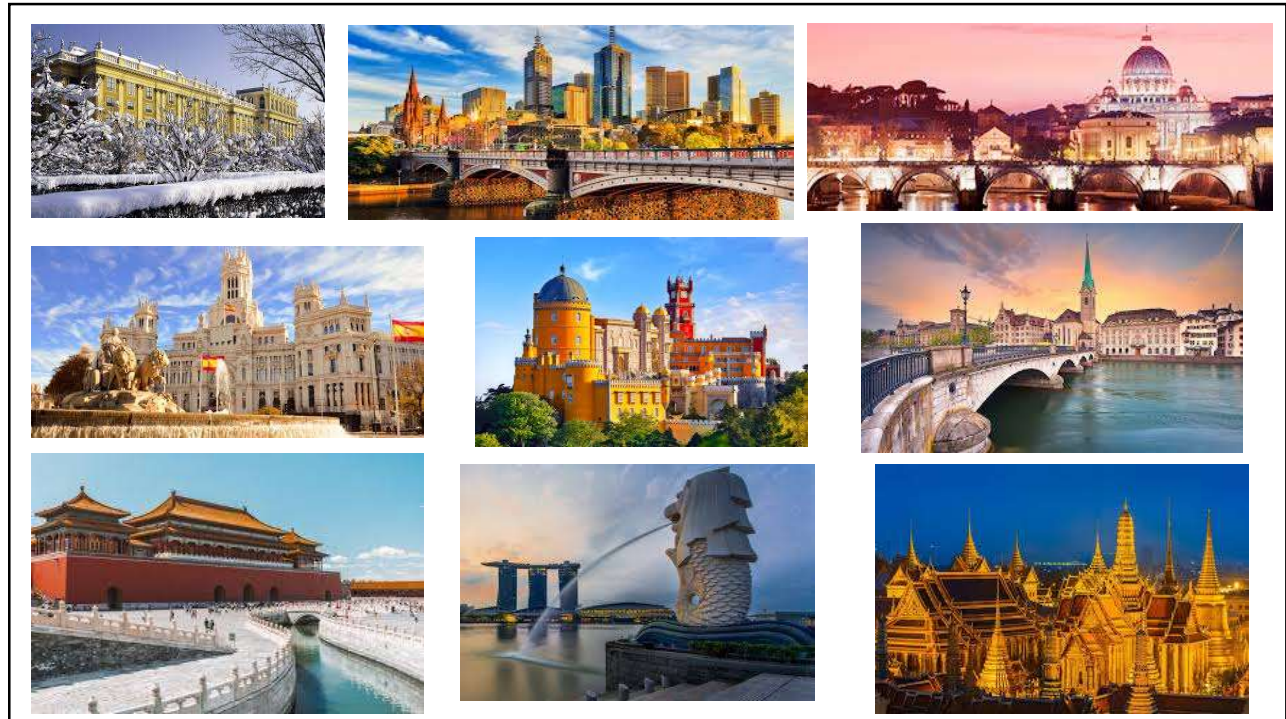
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Page 100

100



101

## Nominating Committee Report and Vote

Fiona Nicolson (LES Britain & Ireland), Chair

### *Nominating Committee members 2020/21:*

- Francois Painchaud (LES USA-Canada)
- John Paul (LES USA-Canada)
- Patricia Bunye (LES Philippines)
- Jean Hyacinthe de Mitry (LES France)
- Cândida Caffé (LES Brazil)



Page 102

102

## LESI Presidential Year 2021-2022

*For the first time in 2020, the LESI Nominating Committee put together written Guidelines in order to ensure diversity in their work.*

<b>John Paul (USA-Canada)</b>	<b>President</b>
<b>Ichiro Nakatomi (Japan)</b>	<b>President-Elect</b>
<b>Audrey Yap (Singapore)</b>	<b>Immediate Past-President</b>
<b>Mike Lasinski (USA-Canada)</b>	<b>Treasurer</b>
<b>Pamela Cox (USA-Canada)</b>	<b>Corporate Secretary</b>
<b>José-Miguel Lissen (Spain-Portugal)</b>	<b>Vice President</b>
<b>Sergey Dorofeev (Russia)</b>	<b>Vice President</b>
<b>Karin Hofmann (Austria)</b>	<b>Vice President</b>
<b>Junko Sugimura (Japan)</b>	<b>Vice President</b>
<b>Hayley French (Britain-Ireland)</b>	<b>Non-Executive Director</b>
<b>Sonja London (Scandinavia)</b>	<b>Non-Executive Director</b>



➤ **Vote taken to approve the proposed slate**

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103

## LESI Presidential Year 2022-2023

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



104



105

A promotional graphic for the LES Virtual Annual Conference 2021. The background is dark blue with a hand pointing at a glowing lightbulb icon. The lightbulb contains various icons representing technology and innovation. The text "MAXIMIZING THE VALUE OF INNOVATION IN AN ERA OF CONVERGENCE" is in white. "MAY 27-28 2021" is in large, bold, orange and white letters. "LES Virtual Annual CONFERENCE" is in white and orange. The LES logo is in the bottom left, and the slogan "LET'S INNOVATE!" is in the bottom center. The text "Power up for a 24-Hour Marathon... Innovation never sleeps!" is in white and orange on the right, with the website "lesi.org" below it.

MAXIMIZING THE VALUE  
OF INNOVATION  
IN AN ERA OF CONVERGENCE

**MAY 27-28 2021**

**LES Virtual Annual  
CONFERENCE**


**LES**  
LICENSING RESERVES SOCIETY  
INTERNATIONAL

**LET'S INNOVATE!**

Power up for  
a **24-Hour  
Marathon...**  
Innovation  
never sleeps!

► [lesi.org](http://lesi.org)

106



**2021**  
LES Virtual Annual  
CONFERENCE

MAXIMIZING  
THE VALUE  
OF INNOVATION  
IN AN ERA OF  
CONVERGENCE

LET'S INNOVATE!

## Innovative 24-hour Format *(to span the globe)*

**Three main tracks:**

**Main Program**

*6 Plenary Sessions  
and 36 concurrent  
panels discussions*

**Small Tables**

*Structured **LIVE**  
Roundtable  
Discussions*

**24-hour café**

*For unstructured  
networking, learn  
about LES and meet  
speakers on the  
program*

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*LES: Advancing the Business of Intellectual Property Globally*

107



**2021**

LET'S INNOVATE!

### **Keynote: COVID Vaccines Development & Industry Impacts: the Pfizer-BioNTech Case Study**

**Bryan C. Zielinski**  
Chief Patent Counsel, Pfizer Inc.



*With Q&A Session with  
**Gillian Fenton**  
Special Counsel, Innovation and  
Government Collaborations, GSK  
President LES USA-Canada*





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108



LES LICENSING EXECUTIVES SOCIETY USA & CANADA



2021

LES LICENSING EXECUTIVES SOCIETY  
LET'S INNOVATE!

Keynote: **The Business of The Space Race: Inspiring Innovations and The Role of The Private Sector**

- Masahi Sato, SpaceTide
- Sergei Zhukov, AeroNet

109



LES LICENSING EXECUTIVES SOCIETY USA & CANADA

LES 2021 ANNUAL MEETING  
**Reimagining the Future**  
An Online Event Week of September 27, 2021

110



111



112