



LESI Committees:

End of Year Report for the 2021 International Management and Delegates Meeting – May 19, 2021

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Committee Name	MEMBERSHIP COMMITTEE
Chairs and Vice Chairs	Yorikatsu HOHOKABE (LES Japan) Héctor CHAGOYA (LES Mexico) Alexander CIZEK (LES Austria) David SWAIN (LES China & Hong-Kong) Guillermo CRIADO (LES Spain & Portugal)
LESI Board Liaison	Tatiana CAMPELLO (LES Brazil)

Action Plan

As relevant, consider addressing the following:

- Goals for 2020-2021? Did you meet these goals?
- Key topics discussed?
- Meetings / Calls?
- Events / Webinars executed?
- Resources / Work Products created (including articles for LES Nouvelles and Global News)?
- Suggestions for future focus / work to be done by the committee? (including any change in scope, updates to the Charter, etc)

Activities + Achievements

- Item 1 – Dealing with membership growth
- Our committee (MC) was informed by Esha that she has received email from a Greek person (Mr. Konstantinos Vavekis (a member of LES Germany)) in which he shows his interest in establishing a LES society in Greece.
- After discussion in MC, Yorikatsu Hohokabe (Co-Chair) provided “the Manual on Applying for Membership of LESI” (Version 16/12/04) to Alexander Cizek (Co-Chair) who is asked to be in charge of this Greece matter.
- Dana and Yorikatsu revised “the Manual on Applying for Membership of LESI” (Rev. March 2021)
- Alexander returned email on behalf of MC to Mr. Vavekis, sending the manual and advising how to proceed for applying for membership of LESI
- A Corporate Membership assessment was made (See Item 5 below)

- Item 2 – Special projects: LES Poland (*Alexander Cizek*)
- Upfront, and in general, it was very hard to get and stay in touch with LES Poland, and in particular to receive any update on their society work.
- LES Poland stresses that it has fulfilled the survey for the national chapters for 2020 which contains all basic data of LES Poland; I have not received this report and it seems to not have been published on the LESI website. Other than that, LES Poland assures that it has managed to choose new Board members and discussed how to make the Polish association more active.
- I basically received two updates, one in June 2020 and another one in April 2021.
- In a nutshell, LES Poland has a new president board as of 2020 with a new president, Mr. Wojciech Kulis. His plans for 2020/2021 were to organize two webinars, one in September and one in October 2020. Upon their request, and in order to support LES Poland, we liaised with European Committee, Education Committee and YMC, who were willing to assist with interesting topics for the events and particular speakers, and with LES Poland, to whom we forwarded all information and help received from the committees. However, the planned webinars seem to never have launched, in part due to the Corona pandemic. For 2021, LES Poland plans to organise (i) small, more or less formal meetings for the members on a regular basis, and (ii) bigger events that could attract a wider audience. For (i) they plan to launch on-line meetings that would take place every other month to establish a routine of regular meetings and sharing ideas and make LES Poland more alive. For (ii) they plan for an online conference titled “*Cooperation between industry and science - the need for effective dialogue within joint projects*” to be held in September; the subject of the event will be the discussion of key organizational and legal problems at the interface of cooperation between industry and business, and several modules are already

developed. For both events LES Poland have asked for support by LESI (i.e., the Membership Committee) which we have offered and agreed.

- As for LESI dues, LES Poland is aware they have some outstanding fees to pay for this year and state that they are currently working on this; they expect to deal with it until the end of the first half of 2021.
- By way of summary, it seems that LES Poland with the new board is slowly forming and preparing for becoming more active, yet the way to get there and have regular events, thereby attract more members, and be under control of its financial situation seems still to be a long one. Thus, we suggest to continue the special project of guiding/accompanying LES Poland in its further development.

- Item 2 – Special projects: LES Malaysia (*Yorikatsu Hohokabe*)
 - Upfront, and in general, LES Malaysia is active but somewhat struggling with making more active in their local activities under the COVID-19 circumstances and under a financial difficulty, but will be expected to improve their activities with the help of neighboring LES societies and some LESI committees.
 - We contacted with the current President of LES Malaysia (Ms. Anita Gerewal) regarding activity reports and membership data of LES Malaysia, asking her to send us the latest activity reports for the last years 2019 and 2020, and also for their ongoing activity plans.
 - The President of LES Malaysia provided us with their plans on July 30, 2020 and then provided us with the LESM board information and their activity plans on December 23, 2020 and also update on February 22, 2021 as follows:
 - Board members of LES Malaysia for the 2021 term (Nov 2020 – Sept. 2021);
 - President: Anita Gerewal
 - Vice President: Sri Sarguna Raj
 - Secretary: Aisya Abu Bakar
 - Treasurer: Joshua Teoh
 - Committee Members: Michelle Loi, Jillian Chia, Lim Pul Keng and Eddie Poh
 - Activity plans
 - LESM Library (Finalized)
 - Digitization of documents (Still on-going)
 - Collaboration with local universities (Brickfields Asia College) and the Malaysian Technology Development Corporation (Still ongoing – but due to COVID no progress yet)
 - Upgrading LESM website (on hold – need to raise funds)
 - Social Media accounts for LESM (Still in discussion with members as some disagree)
 - Webinars (Successfully organized and held two webinars)
 - Webinar Series: Chapter 1
 - Topic: Licensing and Securitization: Changes made under the Trademarks Act 2019 (Date: August 10, 2020)
 - Webinar Series: Chapter 2
 - Topic: WIPO-LESM: Licensing and Commercialization of IP Rights (Date: October 7, 2020)

- Regarding their plans for 2021, LESM Board held the first meeting for the year 2021 on January 29, 2021 and discussed the action plan for the year, but they need further discussions to firm up the plans as of January 29, 2021. In brief, they plan to have a few webinars (at least 5) in 2021, find and invite new members and update their website with more resources for members.
- The LESM President is facing some challenges which need her immediate attention and resolving. Their membership renewals have dropped drastically this year. Once they have updated their 2021 members list, she will send the same to Dana/Esha.

- LESM Committee is also considering the idea of running a free course for members and using it as a promotion tactic to attract new members, and requested our help with some resources or suggest speakers.
- We responded to the LESM President, suggesting her to contact Education Committee, Asia-Pacific Committee and the YMC of LESI and also David Swain (a member of YMC and Co-Chair of Membership Committee) for his help. Audrey (LESI President) also kindly responded to LESM President with her suggestion to use LESI virtual meetings such as HTBC Asia, IP Licensing Course of LESI IUGT and LESI virtual annual meeting.
- Item 2 – Special action regarding LES Korea (*Yorikatsu Hohokabe*)
 - On behalf of MC, Yorikatsu sent email to President of LES Korea (Mr. Kwang Jun Kim) on July 2, 2020 (copied to Audrey, Tatiana and Dana), asking him to submit LESI Society Fact Sheet by the end of July, 31, including the latest activity reports of LES Korea for the year 2019 and 2020.
 - In addition, Yorikatsu noticed that none of the leadership members of LES Korea is included in the LESI Membership Directory of LESI. LESI Membership Directory is one of the very useful and beneficial sources (tools) for individual members of local societies for providing contact information among eight thousand individuals of LES societies around the world. Therefore, Yorikatsu also asked the President of LES Korea or secretariat of LES Korea to submit most latest data and information of each member of LES Korea to the secretariat of LESI (Dana@lesi.org.) as soon as possible.
 - Since Yorikatsu has had not received any response from Korea, he sent an email to Dana on July 9 (copied to Audrey, Tatiana, David and Guillermo), asking whether Dana had any response from Korea. Dana returned email to Yorikatsu on July 16, saying that he has not received any response from Korea, and he promised to follow up and try to have KJ respond to him and Yorikatsu, and Dana actually sent his email to KJ.
- Item 3 – Resources
 - [MANUAL ON APPLYING FOR MEMBERSHIP OF LESI (Rev. March 2021)]

In relation to the Greece matter as mentioned in the above 1. Item 1 – Dealing with membership growth, Yorikatsu Hohokabe (Co-Chair) provided “the Manual on Applying for Membership of LESI” (Version 16/12/04) to Dana. Dana and Yorikatsu together revised the manual by updating it to prepare the revision (Rev. March 2021).
 - We have determined in the committee that in many cases some of the benefits and duties of LES Societies with respect to LES International are not known to new leadership groups and this affects the performance of the societies. Accordingly, the membership committee will work on a very simple informative document to be provided to new leadership of LES National Societies when they take office. We asked for feedback from the Board on the following content:
 - LES Societies Boards communication with LES International.
 - Reporting
 - Payment of dues
 - Delegates
 - Membership directory maintenance
 - Administrative strategies.
 - Dues collection (dates and amounts)
 - "Corporate" membership
 - Reporting obligations to LESI

- Best practices.
 - Organizing events including:
 - Budget
 - Content development
 - Make use of the LESI Industry Committees
 - Speakers (Pending a meeting with Dana in order to understand the status of the speakers database)
 - Drafting of invitation
 - Distribution of invitation and other promotion of event
 - Partnering with other LES Societies
 - Make use of the LESI Regional Committees
 - Partnering with other local organizations - MOU templates?... Do's and don't's?
 - Articles for LES Nouvelles
 - Social Networks use
- A meeting with LES Administration in order to coordinate and avoid duplication of efforts on the above was requested but not made.
- Item 4 – Admin – Trend of number of members of Societies (Yorikatsu Hohokabe)
- Yorikatsu analyzed the trend of number of members of Societies and prepared two tables "LES Membership Development (2009-2020)" and "LES Membership Comparison (2009-2011 v. 2014-2016 v. 2018-2020)".
- In the table "LES Membership Comparison (2009-2011 v. 2014-2016 v. 2018-2020)", the changes (%) from average 2010 (A) to average 2019 (C) is categorized into 3 groups, that is, Healthy Society (10% or higher), Weak Society (lower than 10% but higher than minus 25%) and Ailing Society (minus 25% or lower).
- Healthy Societies (13 Societies) are Austria, Benelux, Czech Republic & Slovakia, France, Germany, India, Italy, Japan, Korea, Poland, Scandinavia, Spain & Portugal and Turkey.
- Weak Societies (5) are Brazil, Hungary, Philippines, Russia, and Switzerland.
- Ailing Societies (14) are Andean Community, Arab Countries, Argentina, Australia & New Zealand, Britain & Ireland, Chile, China, Chinese Taipei, Israel, Malaysia, Mexico, Singapore, South Africa, and USA & Canada.
- As can be seen from the change of the total number during the past 10 years, it is minus 22% for 33 Societies (Weak), while the total number excluding USA/Canada is plus 4% (Healthy).
- Yorikatsu suggests that it might be good to request each Healthy Society (President of Healthy Society) to provide each Ailing Society with any recommendations/suggestions on what activities would be effective to increase the number of membership, based on Healthy Society activities.
- Item 4 – Admin – LESI Website (Yorikatsu Hohokabe)
- Yorikatsu visited new website of LESI and found that no Society Fact Sheets of LES Korea and LES Poland have not yet been uploaded though he requested to Dana to contact them for such reports, without knowing whether they had already submitted such sheets to LESI Administration office.
- Although LESI website has recently been renewed, it is not necessarily friendly to members visiting this website; for example, when wanted to reach Society Fact Sheet of LES Korea or LES Poland and others, it is quite difficult in finding

the location of such Society fact Sheet in the website, because they are only uploaded in "LESI Meeting Documents".

- Yorikatsu would suggest that such Society Fact Sheets should be better uploaded not only in "LESI Meeting Documents" but also or rather in a separate tab, by creating a new tab like "LESI Society Fact Sheets" or "LESI Documents", something like LESI Annual Reports.
 - Next, Yorikatsu visited "LESI Board Meeting Documents" in order to see what have been discussed in recent LESI Board meetings, and found that only LESI Board meeting documents until May 7, 2019 are uploaded, but none of the LESI Board meetings after May 2019 are uploaded. So, this tab is only function as if an archive for old and past LESI Board meetings.
 - Yorikatsu also visited the "Resources" tab in the website. Under the "Resources" tab, there is a sub-tab, "Updating Society Records" which explains "How to update member records". This kind of instruction or guideline should be used in the orientation to new-coming national presidents of societies, so that submitted data in "Society Fact Sheet" and data included in LESI Membership Directory would become much more reliable one.
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- Item 4 – Admin – Article regarding Membership Committee (Yorikatsu Hohokabe)
 - MC was asked by Mr. David Drews (Editor of LESI publications) to write an inaugural column for April edition of LESI Global News, which was discussed among Co-Chairs of MC and Yorikatsu was asked to write on behalf of MC.
 - Yorikatsu prepared the article and submitted it by the deadline (March 15) to the editor.
 - The editor later informed to Yorikatsu on April 1 that the submitted article would not be published in the April edition of Global News.
 - Audrey (President) explained to Yorikatsu that the article would be best suited as a report in particular at the IMDM and to the LESI Board as it specifically addresses what each national society needs to understand and focus on as a “member” within the LESI framework. She mentioned that they will most certainly circulate it as part of the papers for the IMDM in May 2021 and she hope those involved will carefully consider the facts (and the wisdom) set out in this article.
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- Item 5 – Reporting & Liaison work – Re: Proposal from LES USA/Canada for Group Membership (Hector Chagoya and Yorikatsu Hohokabe)
 - Hector and Yorikatsu were requested on February 7 by John Paul (President-Elect of LESI) to provide their thoughts on this proposal from LES USA/Canada and a proposed response from the board so that the board can consider how to respond.
 - Hector immediately provided his thoughts to John on February 8.
 - Yorikatsu also provided his thoughts to John on the same day.
 - Per John’s further request, Yorikatsu provided the compilation of USA/Canada points and other points for Tatiana to brief the LESI Board on February 15.
 - On March 15, John asked Yorikatsu in his capacity of Co-Chair of the LESI MC to provide Ms. Ann Cannoni (in charge of membership structure study (for corporate membership) of LES USA/C) with the information on LES Japan and info on membership and funding arrangement of other societies.
 - On March 16, Yorikatsu sent email to Ann with his explanation on by-laws of LESI and its membership policy and also with detailed information regarding membership and activities of LES Japan.

- On March 16 and 17, John and Ann returned each email to Yorikatsu with their thanks and further requested information regarding other LES national societies' membership strategies beyond the standard individual membership.
- On March 17, Yorikatsu sent email to Ann with additional info regarding successful societies in increasing membership, LES Germany and LES Italy with attached documents of Mattia (Empowering the National Societies (IMDM Apr 23, 2017) and of Ichiro (LESI Asia Pacific Regional Survey (IMDM Apr. 23, 2017)).
- Item 6 – Strategy (Yorikatsu Hohokabe)
- Since Yorikatsu thinks the aim of this item 6 fairly overlaps with another task force work (LESI Innovation Trends (LIT) Working Group for which Mr. Patrick Terroir was a Chair), he would focus his work on LIT WG which relates to the item 6 of the MC. Yorikatsu is in charge of New Context - Sustainable Development Goals (SDGs) and Global Health Risks-, among various factors of change in Innovation to be studied at the LIT WG.
- Item 7 – YMC/Communications

YMC Committee

The YMC Committee (and the Asia-Pacific Committee with respect to Asia-Pacific) gathered information with respect to the current status of YMC members in each national society. This has been relatively fruitful, but in each region there has been some push-back and/or lack of information/contact being provided by some national presidents.

- **Asia-Pacific:** The 11 national society presidents were contacted and we received details of the YMC leaders in 6 of those societies. Of the remaining 5 societies, 1 of those societies has stated it does not want to elect/appoint a YMC leader at this time, and 4 of those societies have not responded at all.
- **Europe:** The YMC Committee has the most extended contact list for YMC representatives. However, we can still work on making the network better (we are still striving to fill the few gaps this year by the annual conference).
- **Latin-America:** The Mexican society is great and very active, we are proud of our young members there and everything they achieve. Brazil is also doing well, as the second most reliable Latin-American YMC base. However, we have no information and/or contact in any other Latin-American countries (e.g. Chile or Argentina).
- **USA/Canada:** The YMC Committee is also working on LES USA/Canada, but for some reason it has been difficult to find individuals willing to take up leadership positions on the YMC Committee. Some have indicated this is due to a lack of time or a lack of budget to take part in "business development" activities such as attending networking events offered by LES.

YMC Tournament

Aside from the above exercise, the YMC's chair, Georgina Busku, has been working hard with the new YMC tournament while the YMC cannot meet in person.

The YMC Tournament officially started in June. The tournament had 70 contestants from 19 countries from all over the world. We had 25 non-LES-members in the contest out of the total number of contestants. In addition to other prizes, the YMC Tournament offered LES memberships to the top 3 non-LES-members for a year in their respective national societies, which was a great motivation to gather possible

new members. Georgina managed to collect nearly US\$4,500 from individual sponsors for those subscriptions and for the prizes (membership/registration fees, gifts). Sponsors were advertised on social media, LESI's website and in Les Nouvelles this term.

Other events/activities

- YMC members took part in LES South Africa's AGM on 28 August 2020 hosting a webinar on "2040: Long-Term Insight into the Future of the IP/Licensing Practice", moderated by Vincent Bergeron (Immediate Past-Chair of LESI YMC and Co-Chair of LESI's Communications Committee), and presented by Madelein Kleyn (LES South Africa President), Shayne Phillips (LES YMC USA/Canada), Olivier Huc (LES YMC UK/Northern Ireland), and David Swain (LES China Hong Kong Sub-Chapter).
 - The above event was repeated in December 2020 with the added twist of Christmas-themed sweaters being added to the panel members.
 - Shayne Phillips did a solo webinar on 15 September 2020 on "Data Availability and Big-Data Analytics in IP: A Look at Recent Activities".
 - LESI's annual questionnaire to national member societies have only just been sent back to LESI administration by the national societies. This will include data that has been requested from national societies on new members including new members to the YMC – we are waiting for the results to gather information in relation to actual subscriptions.
 - The YMC Committee has received several e-mails from individuals in relation to joining LES YMC, e.g. YMC from Germany, Poland, the USA, and recently from Colombia (we are trying to sort out his basic LES subscription to be able to become a YMC as there is no national chapter in Colombia – we discussed subscription issues, whether joining Mexico, Andean or creating a new chapter in Colombia would be a solution).
 - Georgina gave a dedicated YMC lecture for LES France and LES Brazil about participation in YMC, in committees of LESI as YMC, etc., to gather interest in these initiatives and to encourage new members.
 - YMC/Georgina has prepared a magazine for the annual conference "**The Conference Courier by YMC**" which will be sent to each attendees of the conference in the conference kit. This has information on the YMC and a call for joining our committee.
- Meetings / Calls
 - Membership Committee Calls with the LESI Board:
June 12, 2020; August 18, 2020; March 4, 2021
 - All LESI Committee Leadership Meeting: November 19, 2020
 - LESI Winter Planning Meeting: February 3-4, 2021

(Parts of which Alexander is in charge were written by Alexander.)

(Parts of which Yorikatsu is in charge were written by Yorikatsu.)