

**** Planning Document ****

LESI Winter Planning Meeting – *Breakout Sessions*

Revised 2/18/2020

Breakout Sessions

@ the LESI Winter Planning Meeting

Padua, Italy

February 2020



Breakout Session Groups:

- 1. *Developing Professional Communities: Women in Licensing Alliance (WILA)***
(Fiona Nicolson)
- 2. *Drawing on Senior Leadership: National Presidents Council (NPC)*** (Francois Painchaud)
- 3. *Engaging Industry: LESI Industry IP Festival (LIIF)*** (Audrey Yap)
- 4. *Plugging into the innovation ecosystem: Engaging, Educating, and Supporting High-Growth Enterprises, SMEs, Startups (HGEs)*** (Thomas Bereuter, Ichiro Nakatomi, Yu Sarn Chiew)
- 5. *Adapting LESI strategy for the future: Innovation Trends (LIT)*** (Patrick Terroir)

Desired Outcomes following Discussions:

- (a) Identify Major deliverables
- (b) Establish Timeline
- (c) Identify leaders for each deliverable
- (d) Facilitate follow-up meetings in Berlin

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Group #1: Developing Professional Communities: Women in Licensing Alliance (WILA)

Focus: Continue and grow efforts started in 2019, including its network of regional WILA ambassadors and a pilot mentoring scheme which is currently underway.

Core Team:

- **Fiona Nicolson, Bristows (Current LESI President)**
- Pam Cox, Marshall IP (WILA Chair, Member of the LESI Board)
- Sonja London, Nokia (WILA Co-Chair)

Background:

Following the success of WILA from its inception in Yokohama in May 2019 to-date in this session we will discuss possible projects which can build on the success of the group to date. To-date, WILA has set up dedicated web pages on the LESI website, a network of regional WILA ambassadors and a pilot mentoring scheme which is currently underway.

The outcome from the discussion will be fed back to Sonja London and Pam Cox who lead this initiative and who unfortunately cannot attend the WPM.

Topics for discussion:

- Discuss mechanisms to increase sharing of learnings and articles within at least the WILA ambassador network and LESI WILA site.
- Discuss interest and approach for a speaker database of great women speakers for LES/LESI events – perhaps as a subset of the new LESI speaker database being developed at the moment?
- Should WILA establish a linked in group for WILA (note there are companies that have this name)
- Is there interest in WILA work with the Intellectual Property Owners Association (“**IPO**”) Women in IP Law Committee leadership to adopt or adapting their Diversity Tool-kit for in-house counsel? See: <https://ipo.org/diversitytoolkit>
- What topics would make good ‘Les Nouvelles’ articles?

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Group #2: Drawing on Senior Leadership: National Presidents Council (NPC)

Focus: The LES National presidents are an untapped resource for international collaboration, and direction is needed beyond sharing best practices. This group will facilitate a needed conversation with past LES presidents to provide feedback and direction on organizational activities.

Core Team:

- **Francois Painchaud, Robic - Facilitator**
- Sergey Dorofeev, Gorodissky & Partners (LES Russia)
- Lionel Tam, Rajah & Tann SINGAPORE LLP (Singapore)
- Héctor Chagoya Cortes, Becerril, Coca & Becerril, S.C. (LES Mexico)
- Gary Fedorochko, Banner & Witcoff, Ltd. (LES USA & Canada)
- Jean-Christophe Troussel, Bird & Bird (LES Benelux)

Background:

In the past efforts focused on sharing best practices at national level. Yet, sometimes new LESI National Presidents (as well as not so new), may not understand the LESI leadership structure or its committees or how they operate. The goals of this group include to brainstorm and discuss and come up with 3-5 actionable steps towards assisting and networking national presidents to strengthen and grow the organization.

Topics for discussion:

- 1) How can the National President be a better conduit between national members and LESI?
- 2) How can National Presidents more actively participate and support the LESI Committee work? Are they interested?
- 3) What kinds of initiatives would be helpful?

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Group #3: Engaging Industry: LESI Industry IP Festival (LIIF)

Focus: LESI's Industry IP Festival" (LIIF *pronounced as "Life"*). This activity seeks to bring together High Tech, CEEM and Consumer Products Committees and focus more resources on engaging industry.

Core Team:

- **Audrey Yap (LESI President Elect) - Facilitator**
- Zhongqi Zhou, CCPIT (LES China President)
- Ningling Wang Finnegan (Chair CEEM)
- Junko Sugimura, Promethe (Chair Consumer Products)
- Keith Lutsch, Blank Rome (Co-Chair High Tech)
- Christopher Shaowei, China NTD (LESI Board Member)
- John Carney, China IP Exchange (IAB High Tech/Auto)
- John Paul, Finnegan (LESI Treasurer)

Background:

The LIIF effort seeks to enable greater interaction and collaboration between the LESI Industry committees. The proposal is to convene an "Industry IP Festival" and plan a kick-off event in China (to hosted by LES China and likely in Shenzhen). The event would involve local industry and create opportunities for business deals to be created in addition to the networking and professional development that LESI already provide in other events.

As the intent is **industry engagement**, LIIF seeks to be more inclusive of companies and businesses, SMEs and spin offs from Universities and incubators. Possible models to consider are the Consumer Electronics Show (held in USA & China) or the Singapore Fintech Festival (which attracts 60,000 attendees from over 30 countries annually).

To quote John Carney, the goal is to *"...create something the industry participants would see as valuable in exchange for their participation/ contributions. That "something" we would offer is to serve as a forum* for communicating what the emerging/disruptive technologies owners and the automotive industry needs from the IP profession to facilitate adoption of necessary technologies. Short of litigation, this group and related activities can introduce IP stakeholders to each other in an environment that might lead to **creative solutions and quicker, market-based resolutions for IP licensing.**"*

Discussion Topics/Objectives:

1. Develop an Agenda of the LIIF and workplan for 2020;
2. Consider strategies for inclusive engagement, including with local companies, Chambers of Commerce, SME trade associations
3. Confirm a Festival date
4. Discuss various activities to occur as part of LIIF- e.g., Tech Pitch fest, involving Financial industry sectors/VC
5. Identify Speakers/parties to engage and develop program

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Group #4: Plugging into the innovation ecosystem – engaging, educating, and supporting High-growth Enterprises, SMEs, Startups (HGEs)

Focus: High-growth Enterprises, SMEs, Startups (HGEs) are increasingly important sources of innovation. If LES is to remain relevant and continue to advance the business of IP globally, LESI needs to solve the innovation and IP challenges of HGEs as well as it did in the past for large companies in the early history of IP licensing.

Core Team:

- **Ichiro Nakatomi, NanoCarrier Co., Ltd. (LES Japan)**
- Tom Bereuter, EPO
- Yu Sarn Chiew, Yusarn Audrey (LES Singapore)
- Natalie Raffoul, Clancy P.C. + Brion Raffoul (LES USA & Canada)
- Omer Hizioglu TLS.IP (LES Turkey)
- Sungpil Hwang, E.M.Hwang & Partners IP Law Firm (LES Korea)

Background:

This working group is not intended to replace the work of any of the existing LESI committees. The HGE Working group should augment this work by creating opportunities for greater interaction and collaboration among the committees, including Education, Communications, Asia-Pacific and YMC committees drawing on the expertise and experiences of each of the working group participants with SMEs and start-ups through your professional work.

HGEs have not to date been a significant membership base for LESI. Few IP associations focus on HGEs, and industry associations of HGEs also do not address IP issues with the depth and breadth that LESI is able to. Thus, this group represents a great opportunity for membership growth for LESI. We have an opportunity to leverage our brand among this group ahead of other IP associations.

Governments of many countries are focusing on HGEs and devoting considerable resources to support their growth. Yet, many HGEs remain underfunded as the financial industry lags in their understanding of the role of IP and innovation in creating corporate and economic value. HGEs themselves require education and other support from the IP community to better manage their IP and innovation. LESI with its knowledge, resources and network can play an important role in bridging the gap and providing education and support for the different participants in the HGE innovation ecosystem.

In this regard, the collaboration between LESI and EPO focused on SMEs and innovative start-up companies can be built upon and leveraged to address the needs of HGEs. In addition, we need to brainstorm how else we can utilize the considerable resources and network of LESI to engage with HGEs, and other important players in the HGE ecosystem (e.g. government, VCs & other financiers, universities, incubators & accelerators, etc.)

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Group #4: Plugging into the innovation ecosystem – engaging, educating, and supporting High-growth Enterprises, SMEs, Startups (HGEs) – page 2

Discussion Topics/Objectives:

1. Develop the HGE workplan for 2020
2. Consider strategies for inclusive engagement, including with high-growth enterprises, startups, SMEs, incubators, VCs, Tech transfer offices, government agencies, industry associations, etc.
3. Engage various LESI organising committees for events e.g. YMC, Asia Pacific committee, Annual Meeting, to include HGEs. For example, invite incubated companies and start-ups to join or have collaborative events at these meetings (e.g. YMC Korea)
4. Develop short IP/Licensing courses for SMEs and Start Ups (and other ecosystem participants, especially the financial industry) that are easy to run.
5. Consider how LES membership could appeal to HGEs and other ecosystem participants. Do we need to develop a new value proposition?

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Group #5: Adapting LESI strategy for the future: Innovation Trends (LIT)

Focus: To identifying change factors in the fields of innovation that have significant impact on professional practice across industries as represented in LESI. Determine whether the IP system in line with (and supporting) the innovation trend.

Core Team:

- **Patrick Terroir, Innovation Legal (LES France) - Facilitator**
- Hananel Kvatinsky, Orbotech Ltd. (LES Isreal)
- Rinaldo Plebani, Studio Torta S.P.A. (LES Italy)
- Thomas Adocker, Schwarz Schonherr Rechtsanwälte oG (LES Austria)
- Alexander Haertel, Kather Augenstein Rechtsanwälte (LES Germany) – note: *unable to attend*
- Charlotta Ljungdahl, Air Liquide (LES France)
- Yorikatsu Hohokabe, Oblon Gaiokokuho Jimu Bengoshi Jimusho (LES Japan)

Background:

Technology is changing the world and LESI must stay relevant. This Working Group will act as an in-house “think tank” to identify important policy issues on which LESI might engage, educate and lead.

Discussion topics:

(See attached table.)

Innovation Trends (LIT), cont. – page 2

Discussion Topics :

Factors of change in innovation	Impacts on IP	For thought
New domains <ul style="list-style-type: none"> - IoT - IA - Robotics - Blockchain - 		
New actors <ul style="list-style-type: none"> - Universities (basic research...) - SMEs and start-up 		
New context: open science, sustainable development goals		
New inputs in innovation: data, software		
New production of innovations: <ul style="list-style-type: none"> - more complexities - more collaborations - more interdependence - more international 	-more products implicate multiple patents, but such patents are usually owned by a variety of industry participants - Standard patents inflation - coherence of IP national laws and jurisdictions	To create IP market mechanisms
Changes in outputs: Increased obsolescence, faster replacement	-The length of patent procedure is not adapted -Impact on the use of trade secret	
More competition in innovation	Evidence of IP ownership More litigation	

Figure 2.1. 40 key and emerging technologies for the future

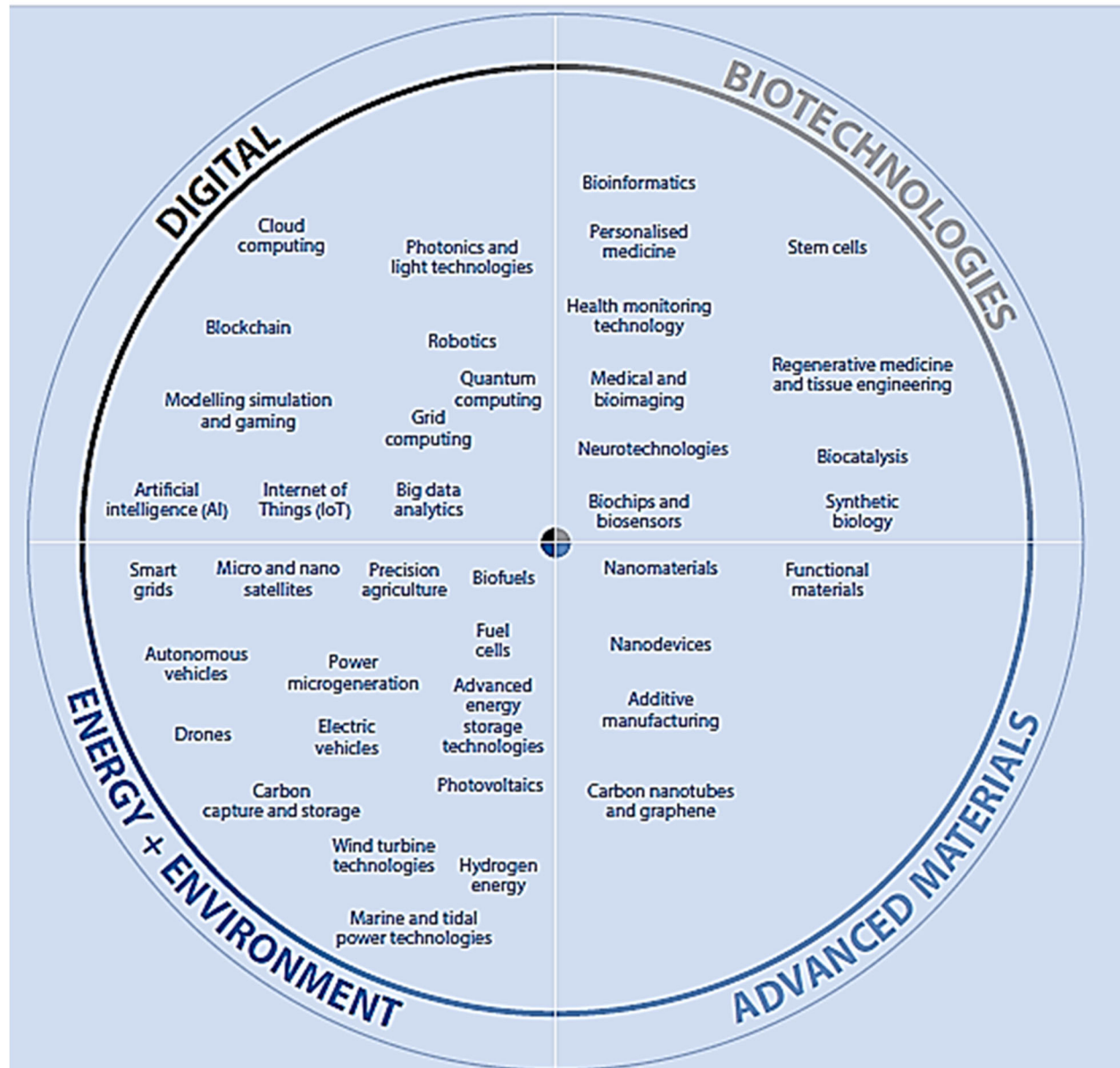


Figure 3.1. Characteristics of innovation in the digital age

