



Highlights

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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

Let's Innovate— Springing For Action!



By Audrey Yap, President, LES International



"Spring drew on...and a greenness grew over those brown beds, which freshening daily, suggested the thought that hope traversed them at night and left each morning brighter traces of her step." —Charlotte Bronte

The seasons change and spring is at our doorstep, ushering in brighter days, for no matter how long the winter, spring always comes. Springtime is like the land awakening and even

in the tropics, we look forward to what it means.

LESI-WIPO Memorandum of Understanding

We are proud to announce that we signed our renewed and updated LESI-WIPO memorandum of understanding (MOU) on March 26, 2021, on the 11th anniversary of our initial MOU in 2010.

Shared Vision

This marks another important milestone for LESI, given the alignment of our missions to continue to bring life to our shared vision for the development and growth of IP Ecosystems that value IP and allow for greater commercialization of the same globally. (Visit <https://www.lesi.org/about/lesi-and-wipo-sign-updated-mou-to-support-education-and-assistance-on-ip-commercialization>). Both our great organiza-



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Remembering Yvonne Chua— LES International Is About Today, But Past Heroes Matter



Yvonne Chua, Past President LESI 2013-2014, passed away on March 10, 2021. Ms. Chua was a longtime IP attorney based in Hong Kong. After having taken an IP course as an elective, she decided to settle on IP as the focus of her legal career and joined Wilkinson & Grist's IP department out of law school. Although based in Hong Kong, Ms. Chua's IP practice was global in nature, with special focus on China and other parts of Asia.

In 2004, she was instrumental in establishing her firm's Beijing office as the first foreign-owned IP agency to operate in China. Ms. Chua was readily recognized internationally as a leading and influential IP expert, being tasked with important roles in the Hong Kong Trade Development Council and the Hong Kong Special Working Group on IP Trading.

Ms. Chua first became involved in LES in 2001, quickly transitioning to leadership roles in LES CHK, various committees, and the LESI Board of Directors. She was involved in implementing the LES Asia Pacific regional meeting in 2010 and the Asian Business Plan Competition in 2012. Ms. Chua was awarded the LESI Gold Medal in 2019.

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Yvonne Chua (center) with LES International leaders in 2019.

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Call For Content

We request contributions from all societies and individuals about important events, changes in the law in your country or region, conferences, annual meetings, board changes, and the like. You can submit articles or announcements to the editor or use the form on the website at the following address: www.lesi.org/les-societies/les-global-news/submission-form.

Deadlines: December 1, March 1, June 1 and September 1

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Licensing Executives Society International

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tions recognize that technology and innovation and IP will hold the keys to enabling enterprises around the world to achieve economic recovery.

Working Together on Policy and Emerging IP Issues

The MOU sets out that we will work together to focus on areas that include policy and emerging IP issues, building and facilitating strong local IP ecosystems and the training of licensing professionals. This is very much in alignment with creating value for WIPO’s stakeholders and our LES membership base of our national and regional chapters covering 90 countries.

COVID-19 and Digitalization of the Global Economy

In a recent survey conducted by Ocean Tomo, published in our LESI publication *les Nouvelles* December 2020 edition, COVID-19 has accelerated the digitization of the global economy, allowing telemedicine, telework and online education during the lockdown of many countries. Online shopping grew exponentially and work from home (WFH) is now the new normal rather than the exception with escalating demand for Zoom, Skype, WebEx, WeChat, DingTalk and Microsoft Teams to name a few. All this underscores the importance of IP in the post-Covid world as IP remains resilient given that business will need to prioritize investment

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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, CONVEY 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 MEMBER 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.)
- 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@STDA.ORG.TH BY OCTOBER 31ST, 2020

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in the above-described models. The article concludes that all this will accelerate the economic inversion for countries to move from tangible to intangible economies.

The Young Are Our Future

An exciting eight-week program we launched in **Association of Southeast Asian Nations (ASEAN)**, which was successfully completed on February 2, 2021, was the **Pioneering IP Program for Young Researchers (PIP)**. For more information, see ad on page 2.

Working with Young Researchers

In keeping with LESI’s mission to advance the business of IP, we recognize that research plays a key role in sustaining economic growth and societal well-being for any region. ASEAN in its understated way had pulled off a significant economic collaboration with the **Regional Comprehensive Economic Partnership (RCEP)** in 2019, the world’s largest free trade area with its 15 member states making up 30 percent of the world’s population and 29 percent of its GDP.

ASEAN is currently the fifth-largest economy with a combined gross domestic product of USD \$3 trillion. Set to be the fourth-largest economy in the world by 2030, ASEAN has made significant investment to enhance its innovation landscape through support of science and technology. Young researchers play an important role here and represent the future to influence policies and implement changes that correlate Science, Technology and Innovation (STI) with IP. Recognizing this, this flagship program of LESI together with the ASEAN Scientists Network was established through the efforts of the IUGT committee.

Fifty-one participants from nine countries (Cambodia, Brunei, Indonesia, Malaysia, the Philippines, Myanmar, Singapore, Thailand, and Vietnam) attended the program. Thirty-eight participants who accomplished the 80 percent attendance criteria attended an online graduation ceremony on February 10, 2021. I had the pleasure of giving the keynote address where I touched on the importance of continuing to incorporate IP in their thinking, their R&D plans and IP monetization, and of course joining LESI!

I wish to record my thanks in particular to Dr. Orakanoke, LES Thailand and Co-Chair **LESi IUGT committee**, for leading this



Participants of the online graduation ceremony from the Intellectual Property Program For Young Researchers in ASEAN.

effort and for the great support of Duncan Ferguson LES ANZ and Karin Hoffman LES Austria, both fellow Co-Chairs of IUGT in speaking and coordinating with the international experts who served as trainers. Thanks also go to the **LES Asia Pacific Committee** led by Vikran Duangmanee, LES Thailand, and Chiew Yu Sarn, LES Singapore, for collaborating, brainstorming and publicizing the activities in the region. It was great to see the joining of hands in this innovative program.

Kid’s IP Day

We recognize that children today will impact our future, and if we believe IP is integral in their education, LESI is perfectly placed to play a role. As announced in *Global News, January 2021* and at the sixth National Presidents Council Meeting, we launched LES Kid’s IP Day to fulfill the above objective and, importantly, as a tribute in memory of the late Patrick Terroir, who had championed this cause and had wanted very much to organize this himself for the global LESI family.

We had a deck of materials for kids prepared by Madelein Kleyn translated into nine languages and shared on the LESI website for easy dissemination. The Kid’s IP Day celebration was kicked off on St Patrick’s Day, March 17, 2021, around the world and the activities will continue until April. Some highlights include:

- **LES South Africa**—sharing a YouTube video and a flyer sent to around 5,000 students at schools around the country.
- **LES Spain & Portugal**—highlighting collaboration with City Council of Getafe, including a 20-minute online talk with five- to seven-year-old children from a bilingual school.
- **An LESi Clubhouse event** hosted by Executive Director Dana Colarulli about Kid’s IP Day and the value and importance of innovation.
- **LES Philippines**—two mini workshops led by LESP Past President Leslie Anne Cruz were held. The workshops were attended by children ranging from five to seven years old. Aside from presenting the slide deck, props were used to bring life to the discussion, including ROBLOX, MINECRAFT, LEGO, rubbing alcohol spray bottles, protective goggles, face shields, PRESTON, AirPods, Chanel ballet flats and a UV light bag, among others. There was great interest when the business of licensing was discussed—particularly, the potential to engage in a start-up and to cash in on their intellectual property.



Kids learning from the LESI slide deck.

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IP and High-Growth Enterprises Four New Event Formats

The High Growth Enterprise Task Force (HGE Task Force), newly created during my term, has been busy. Four major new event formats have been created that will continue to keep existing enterprises engaged and help attract new business decision makers of SMEs to LESI:

les Nouvelles LIVE!

The *les Nouvelles* LIVE! format started June 26, 2020 and added an important virtual interactive component to the long-established printed version of the *les Nouvelles* journal. Select authors from the featured issue present further insights into their thinking behind their articles, allowing participants to ask questions and bringing the article to life. The first was organized in collaboration with EPO and attracted many non-LES members. From that inaugural launch, we have had three more successful *les Nouvelle* LIVE! events for the September 2020, December 2020 and March 2021 editions.

The High Growth Technology Business Forum

The High Growth Technology Business Forum (HTB-Forum) started on February 25, 2021 and introduced an entirely new virtual conference format that was created under the LESI-EPO Workplan. A panel of global specialists in their field present a live case study presented by the CEO of a company in three themed one-hour sessions (Licensing, Build to Sell, and Growth Financing). This highly interactive format will take place three times per year, revolving its geographical focus between Europe, Asia and North America. It is unmatched in its global aspiration, since each panel consists of an expert member from Europe, Asia and North America. So, no matter if the focus of the HTB-Forum is on Europe, Asia or North America, every single time regional experts will be present to provide their local expertise to the discussion. Clear take away messages for the audience will be presented, and a video library will be created that will continue to provide information and guidance for business decision makers of SMEs around the world on topics in which they are interested for years to come.

The High Growth Enterprise Assembly In-Depth Knowledge for SMEs on a Featured Topic

The High Growth Enterprise Assembly (HGE Assembly) will kick off on April 1, 2021 and establish a new virtual pathway to provide business decision makers of SMEs around the world with in-depth knowledge about a certain featured topic. The first version of the HGE Assembly in early April covers “How to build a business for a successful exit” with a special focus on the importance of intellectual assets. The HGE Assembly features an abridged virtual executive conference followed by three executive workshops in a compact interactive two-hour format. This means an impactful couple of hours covering two short lectures, a live case study, a panel that will discuss questions related to the lectures and live case study with clear take away summarized messages for the audience. The three follow-on executive workshops (one for each region timed appropriately) will allow a deeper dive into the featured topic.

The High Growth Technology Business Conference Practical Content for Business Decision Makers and IP Specialists

With the first High Growth Technology Business Conference Asia (HTBC-Asia) from April 28 to April 30, 2021, the highly successful HTBC conference held in Dublin in 2019 will be brought to Asia under the LESI-EPO Workplan. The conference will be a hybrid event with on-site participation in Singapore and a virtual audience across Asia Pacific. It will bring the experts and participants from Asia and Europe together in this exciting event. Local speakers on-site will be joined by virtual speakers and deliver practical content for business decision makers and IP specialists alike. Please sign up and join us! Visit <https://www.redevents.com.sg/lesi-highgrowthtech2021-schedule>

Let's Innovate to Spring Ahead Planning for the Future

I am delighted to report that the LES National Societies of the Andean Community, Argentina, Brazil, Chile and Mexico have agreed to form a new cooperation given that their members have a lot in common with many similar challenges and advantages. This initiative will start with joint events to allow discussions of relevant emerging trends that impact them. Watch this space for the LES LATAM formal launch and details coming up soon! I congratulate the LATAM leaders Renzo, Veronica, Karina, Francesca and Claudio for this innovative clustering, an encouraging model for collaboration!



We had a great **Winter Planning Meeting** virtually on February 3rd and 4th, 2021. We had the pleasure of our advisors to the board sharing their perspectives and clearly there was a clarion call to change. Four key topics selected by John Paul—**Education, Doing Deals, Building Community and the LESI identity**—were discussed by the LES leadership.

I was very glad when John offered me the opportunity to talk about the latter two topics. I shared that we have a great opportunity by recognizing our key strengths as a community, a network and our unique proposition as a focused group serious about not just IP but the business of it—deals, collaborations, and ALL that go into it—specialized knowledge be it data, regulation, valuation or strategy, and this, more frequently than ever, involves transactions across borders, where our international footprint is strong.

So, let us deepen these international ties, and not just superficially. How do we emphasize our strengths as such a community and allow others to know we are the group to consult on these matters? The members of LES are those closest to the deals, so let us build communities that are willing to share these real live dynamic stories of successes. Campfire stories that can be retold as befitting the “greats” in licensing.

As you know, LES is the community to join for the latest and greatest in IP deals—my dream is that everyone in those deals are members of LES. Let that be our identity.

My friends, Let your light shine before others! ■

Kind regards,

Audrey Yap

President, Licensing Executive Society International

Remembering Yvonne, continued from Page 1

The current and past presidents and president-elect of LESI share the essence of Yvonne:

“Great Leader. Mentor. Sister. Friend.”

“The soft rain falls and blankets the world as we know it. Ironic in a time where millions have died from the pandemic, this one loss matters, and our hearts break because she was one of our own.

“Yvonne had the amazing ability to not only lead but serve. She was strong, yet those who encountered her always had a personal story to share of her caring nature. She was dedicated and professional, one who led in elegant designer clothes yet always humble, always kind. She was rich, yet she was the girl next door, the sister, the mother you embraced because she was love.

“I could write a tome and more about Yvonne, but as much as I desire to do so, Yvonne deserved to have you hear from her fellow leaders and peers, whom I know have as much need as I to share what she meant to them in their own words.”

—Audrey Yap, *President LESI 2020-2021*

“We are stunned by this very sad news. Yvonne was such a strong, positive influence in LES and our lives. She was such a great leader, who led with great effectiveness by wit, charm and gentle persuasion. She was such a kind, thoughtful, and generous person. She was a friend to everyone and respected by all. Jacki and I will always cherish her friendship and will miss her dearly. Leo and Yvonne’s family are in our thoughts and prayers.”

—Jim Sobieraj, *Past President LESI 2015- 2016*

“What a combination of temper and charm was Yvonne. We will look at our watches that she had so carefully designed for her friends of LESI and think that Yvonne has now started a new era forever where she will still be taking care of all of us. No doubt that, for Yvonne, Joining Hands started here with us and continued even when we can no longer see each other.

“Elisabeth and I had a deep friendship for her, we will miss her. We hope that she could go peacefully surrounded by her family, which is not always easy in these difficult times. We think in particular of Leo and their son, please kindly convey him this message.

“A last word to say that this terrible news for us brings us a new gift from Yvonne, it stresses in each of our hearts how happy and proud we are to be part of the LESI family. With our loves. Amitié.”

—Arnaud and Elizabeth Michel, *Past President LESI 2014-2015*

“It has been my privilege to be a part of Yvonne’s IP path, especially her years with LESI. She was my immediate predecessor in many things, including as Chair of the Asia Pacific Committee, and ‘showed me the ropes’ in many respects. I have learned a lot from her, particularly about leading with grace and the unique Asian strength that is always dignified and self-assured.

“Certainly, she has blazed a trail that Audrey and I, and many other women in our Asia Pacific family are benefitting from. Yvonne always made me feel welcome and cared for. Whenever we dined together—she hardly ate (perhaps the secret of her youthful figure and incredible style)—she was always serving others and regaling us with her stories. I will truly miss her and the special sisterhood that we shared, particularly in LESI Asia Pacific.”

—Patricia Bunye, *Past President LESI 2016- 2017*

“Yvonne inspired me and everyone in the LES family with her grace, charm, and ability to bring us together and get things done—‘joining hands.’ We will honor and celebrate her life and friendship for many years by remembering what she brought us and carrying it forward with her spirit.”

—John Paul, *President-Elect LESI 2020-2021*

“Having known her for years as one of the most impressive intellectual property lawyers in Asia, when I introduced Yvonne into the LES family in the late 1990s, I had the expectation, which never has been disappointed, that Yvonne would be one of the greatest leaders of LES International. During her path through the leadership of the LES family, both nationally and, particularly, on the international level, I have been full of pride to see her star rising.

“Yvonne, as the first leader of LES International from Greater China, has become an idol of the growing number of the young generation of licensing executives in South East Asia, and equally by the rest of the world, not the least Europe, Germany embedded therein, and myself.

“Yvonne has fulfilled a tremendously constructive and important role in establishing a solid framework for giving women of all ages a highly respected voice in LESI, as well as in national and international organizations that cooperate with LES.”

—Heinz Goddar, *Past President LESI 1999-2000*

“What tragic news about Yvonne—so very sad and untimely. Yvonne gave so much of herself to LES and was a wonderful example and was inspirational in so many ways. Yvonne was also a great friend and colleague to so many of us around the world—over a long number of years.

“We will miss her terribly and never forget. For sure we will honour and treasure Yvonne’s memory in the years to come.”

—Fiona Nicolson, *Past President LESI 2019-2020*

“Yvonne has been one of the greatest ambassadors of LES and what LES stands for. She had ‘open arms’ way before her presidency at LESI, but she made her ‘Joining Hands’ trademark a hallmark of her presidency. Her initiative still resonates throughout LES Societies to this day.

“I truly believe that she was one of the most important builders of recent history at LESI and that she influenced so many of our Societies through her impeccable smile

Remembering Yvonne, continued on Page 6

Remembering Yvonne, continued from Page 5

and her ‘force tranquille’ as we would say in French.

“I will miss her every day, I will miss seeing her at LESI meetings, I will miss her words, I will miss her wisdom.

“As Yvonne would write: ‘Warmest regards to everyone.”

—François Painchaud, Past President LESI 2018-2019

Our loss is palpable and there are many more stories to share, and we will. For in this, death makes the living pause, allowing us to reflect on the little things which give us joy through the pathways of life as it winds up and down.

So, we too want to celebrate Yvonne and all the many facets of this beautiful jewel we had the privilege to share and behold. She loved her LESI family, and it makes us want to do the same. As the rain subsides and nourishes the earth, so we see the rainbow in the sky as we look up.

In one of her final speeches, in appreciating LESI for giving her the Gold Medal at the Yokohama LESI Annual Meeting, she concluded by giving thanks to God. This meant a lot to her and was what made us sisters in the faith. In tribute to this memory,



I would like to conclude with words she would have said: “My flesh and my heart may fail, but God is the strength of my heart and my portion forever.”—Psalm 73:26

Beloved Yvonne, may God bless and keep you and may you rest in peace in the Lord’s arms in Heaven. You will be greatly missed.

Audrey Yap, President LESI 2020-2021 ■

High-Growth Technology Business Forum

EPO-LESI Online Event For Business Decision-Makers

The EPO, together with Licensing Executive Society International (LESI), held its high-growth technology business forum on February 25, 2021, aimed at helping business decision makers create value with intellectual assets through effective business-relevant IP management.

More than 400 people from 58 countries registered for the online event, including CEOs, entrepreneurs, investors, IP professionals and other stakeholders. The event was divided into three expert panels: “Licensing,” “Build-to-sell” and “Growth-financing.” It was fully booked well in advance, demonstrating a high level of interest in the topics.

During each panel, prominent C-suite executives shared their success stories and provided practical tips and comments on topics raised by experts and participants. The experts were representatives from Europe, Asia, and North America—CEOs, founders, entrepreneurs, investors, patent professionals and IP lawyers—with a wealth of highly valuable practical experience and knowledge of how to create value with intellectual assets. This created a very dynamic discussion that explored the live case studies of IP strategies in three selected European SMEs.

This forum is part of the high-growth technology business initiatives that help encourage business decision makers in the high-tech field to engage with IP and to offer IP professionals the opportunity to study how business-relevant IP management can be implemented to create value. The forum takes place three times a

year, and its geographic focus rotates between Europe, Asia, and North America. The most recent forum focused on Europe and falls under the **EPO-LESI joint work plan to strengthen co-operation**. Read here: <https://www.lesi.org/docs/default-source/education-committee/mou-no-2018-0454-between-lesi-and-epo-on-bilateral-co-operation.pdf>.

• Read the take-away messages from the Forum. <https://www.epo.org/news-events/events/conferences/high-growth-technology-business-forum.html>. ■



LESI President Audrey Yap spoke at a recent forum focusing on Europe during a video conference.

More Photo Memories—Yvonne Chua



Ang Chung (left) Yvonne Chua and Rosita Li pictured at the LES International Management Delegates’ Meeting (IMDM) and LESI 2019 Annual Conference at Yokohama.



LES International leaders and colleagues from Chinese University with Yvonne Chua.



The LESI Board of Directors 2013-2014.

News from the Dispute Resolution Committee

Despite the pandemic, the Dispute Resolution Committee remained fairly active in 2020 and 2021 and is now looking forward to the (virtual) annual meeting in May. This contribution shall give a quick summary on our recent activities and encourage members to join the Dispute Resolution Committee and participate in future activities.

We are grateful to have the privilege of organizing two sessions for the virtual annual meeting, namely:

- “Mock Mediation of IP Licensing Dispute Using WIPO” by committee member Pamela Cox, and
- “Dispute Resolution and Global Patent Enforcement” by Committee Chair Professor Dr. Tilman Müller-Stoy.

Further, we contributed five articles to *les Nouvelles* and *LES Global News*, namely:

- “Comparative analysis of the impact of force majeure on license agreements and of related contractual remedies in different jurisdictions, namely U.S., CA, DE, FR, IT, Poland, Russia” by committee member Leonardo Seri.
- “The German Act on the Ratification of the UPCA null and void—just an operational accident or an incurable disease” by Committee Chair Professor Dr. Tilman Müller-Stoy.

- “The ministerial draft bill ratifying the Unitary Patent Convention—is the convention ready to enter into force?” by Committee Chair Professor Dr. Tilman Müller-Stoy.
- “FRAND objection: German Federal Court of Justice, judgment dated May 5, 2020—docket no. KZR 36/17” by Committee Chair Professor Dr. Tilman Müller-Stoy.
- “Performing Licensees: The Meaning Of ‘Endeavour’ Clauses” by committee member Mark Brown

Also, we organized some webinars, namely:

- International Patent Enforcement covering DE, UK, FR, IT and the U.S. (based on the study that was published in *les Nouvelles* December 2018).
- International Design Law, covering several jurisdictions (based on the study that was published in *les Nouvelles* March 2020).

We also participated in a webinar organized by LES Italy on contributory patent infringement (committee members Jean-Hyacinthe de Mitry, Prof. Dr. Tilman Müller-Stoy).

Finally, we are working on a Comparative Study on International Trademark Enforcement & Protection covering many jurisdictions led by committee member Bridie Egan. ■

Kid's IP Day

As a society that advocates quality educational content, and facilitating the sharing of educational content among LES Societies, LESI launched the Young Member Congress (the “YMC”) not so long ago. The mission of the YMC, among others,

is to increase the number of active members under the age of 40 within LES Member Societies and to encourage participation and networking by young members at LESI events through the organization of unique educational and social programs.

True to its nature, the reach of education has now been expanded to an even younger audience: the adventurous world of children.

Today's kids are born into a world rich in Intellectual Property (IP), filled with digital media, the Internet, smart phones and tablets. Access to information is quick and effortless. The social playgrounds are no more just a physical place but a world of virtual reality. Children will tell you how to set up your own YouTube Channel, how to create and manage online access to social media, how to work your Smart TV...and disappear into a world of imaginary characters and socialize with their friends in a world of artificial intelligence. In this world filled with so many wonders, how many of our children know what intellectual property really is and appreciate the value and the importance of protecting IP?

As children's playgrounds, entertainment and social lives become digitized, it has never been more important to teach them the meaning and significance of IP. Not only is it important to understand the world of protecting unique creations and inspire entrepreneurship but the essence in appreciating the delicate balance between inspiration and IP rights infringement.

LESI created an informative series of slides and made translations available in nine languages to member societies and their networks to be circulated on various platforms. The IP Kids Toolkit!

On March 17, 2021, LESI launched Global Kid's IP Day. This is a special day in tribute to and in memory of the late Patrick Terroir, who was the initiator of this idea, but unfortunately was unable to see it come to fruition during his lifetime.

It is the wish of LESI to have, through the annual celebration of this day, a part in acknowledging the innovative and creative potential of our children. The educational material in the Toolkit is aimed at introducing the principles of IP protection, but also alludes that through effective use of IP and



an awareness of the rights of others, we may be instrumental in changing the view and attitudes toward innovation and the incentives that IP rights provide.

LESI wishes to promote the understanding that, although legislation, regulations and efficient enforcement mechanisms are all necessary, there are concrete benefits that can flow from effective use of these rights. This can be done effectively if we can instill in the leaders of the future respect for IP: to create it, to protect it and to keep on innovating and respecting the rights of others.

Our young people, who are the innovators and creators and business leaders of tomorrow, had the opportunity to share in this global event made possible by the LES member societies. Some activities on March 17, 2021 included:

- LES Philippines—highlighting a wonderful picture of kids learning from the LESI slide deck.
- LES South Africa—highlighting a YouTube video and a flyer sent to 5,000 students at schools around the country.
- LES Spain & Portugal—highlighting collaboration with the City Council of Getafe. A 40-minute, online talk and kahoot quiz with 170 kids aged five to seven years old from a bilingual school.
- An LESI Clubhouse event hosted by Executive Director Dana Colarulli about Kid's IP Day and the value and importance of IP. (There was a small, dedicated LES crowd in the room!)

Upcoming Events:

- LES Russia—plans to have a webinar with an audience from several secondary schools on the main principles and fundamentals of IP.
- LES France—has scheduled events via webinar for April 7 and 14 at 6pm CET dedicated to children to explain the basics of IP in simple words and illustrated by a selection of our LESI slide deck—very interactive and fun!

For more information please visit: <https://lesi.org/events/les-kids-ip-day> where we share some of these events with you. ■

Elevate Yourself And Your Profession— Earn The Certified Licensing Professional (CLP)

Achieving CLP certification establishes credibility and fulfills professional and personal goals. Take the first step and request the CLP practice test to learn more.

The Certified Licensing Professional (CLP) credential distinguishes professionals who have demonstrated experience and proficiency in licensing and the commercialization of intellectual property. The CLP program and community represent a diverse field of professionals involved in patenting, marketing, valuation, IP law, negotiation, business development and intellectual asset management.

Why become certified? The CLP demonstrates a higher standard of professional practice, builds credibility in a diverse field, optimizes performance, and provides a mark to distinguish certificants amongst colleagues and to employers. In a recent survey of CLPs, respondents said that a primary reason they chose to pursue CLP certification is that the CLP credential is an important designation, and they wanted to be part of this community.

How do I get started? First, confirm the eligibility requirements are met. Candidates must have at least three years of relevant experience within the previous eight years, a bachelor's degree or higher, and have worked within the field within the last 12 months. Next, complete the CLP exam application available on the CLP web site. Once approved, candidates may schedule to take the exam for the next available exam window.



When can I take the exam? In 2021, candidates can take the exam from April 1 to May 15 and from September 15 to October 31.

How do I take the exam? The exam is offered at testing centers worldwide or via live, online proctoring. Online proctoring allows convenient testing from a home or office computer.

What do I need to know about the exam? The exam consists of 150 multiple-choice questions covering five content areas or “domains” of knowledge related to the licensing field. A candidate handbook with sample questions is available at www.licensingcertification.org. The CLP practice test, available by request, can help familiarize candidates with the format of questions that may appear on the certification exam. Visit the *CLP web site* to learn more and request a copy.

CLP, Inc. invites you to join the growing international community of Certified Licensing Professionals, currently representing 30 countries. Visit the *CLP web site* for additional information, download the Candidate Handbook, and view what others have shared about their *CLP journey*. You will be on your way towards earning the CLP certification this spring.

Reach out to CLP, Inc. with questions at info@licensingcertification.org ■

les Nouvelles LIVE!

There have been two *les Nouvelles* LIVE! events over the last quarter, one associated with the December 2020 issue of *les Nouvelles* and one associated with the March 2021 issue. The December issue event, held on January 28, 2021, featured enlightening presentations by Robert Vigil on his article “Apportioning Value in Patent Portfolio License and Sale Agreements,” Madelein Kleyn on her article “Pitfalls and the Opportunities of Commercializing and Managing Co-created Intellectual Property,” and Yuliana Sameroynina on her article “Accelerating Economic Inversion in the Post COVID-19 Economy.”

The March event was held on March 16, 2021, and featured presentations from Christian Hackl on his article “IP for Investors: From Spin-off to Stock Exchange” and Ginevra Bruzzone and Koenraad Debackere on their article “As Open As Possible, As Closed As Needed: Challenges of

the EU Strategy for Data.” The March event also featured a special guest speaker, Georgina Busku, chair of the Young Members Congress, who discussed the conclusion of the YMC Tournament and the upcoming awards ceremony to be held at the LESI 2021 Annual Conference.

Both events started off with a spirited welcome message from LESI President Audrey Yap and both allowed for questions from the audience and the moderators, Dana Colarulli, executive director of LESI, and David Drews, editor of *les Nouvelles*.

Please plan on attending the next *les Nouvelles* LIVE! event, which will discuss selected articles from the June 2021 issue of *les Nouvelles* and is slated to take place sometime in mid-June. Keep an eye out for the next announcement! ■

les Nouvelles

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March 2021

Remembering Gerald J. Mossinghoff—The Great American “IP Man”

By Yoshitaka Kihara

The Honorable Gerald J. Mossinghoff, a great American intellectual property specialist, passed away on March 20, 2020. Mr. Mossinghoff was Commissioner of the United States Patent and Trademark Office (USPTO) (1981-1985) in the first term of the Reagan administration and laid the foundation for the current U.S. pro-patent era by reforming the USPTO and playing a pivotal role in establishing the Court of Appeals for the Federal Circuit (CAFC). He then served as president of the Pharmaceutical Research and Manufacturers of America (PhRMA) (1985-1996), and thereafter taught law school courses on intellectual property at George Washington University and George Mason University, among others, while serving as a practicing senior counsel at Oblon, McClelland, Maier & Neustadt, L.L.P. in Washington, D.C. until his passing.

I first met Mr. Mossinghoff while I was assigned as director of the Washington Office of the Institute of Intellectual Property (1996-1999). He already had established a reputation as the USPTO commissioner who started an annual trilateral conference with European and Japanese counterparts, who called for automation of the office's operations, and who prompted the Japanese Patent Office (JPO) to introduce the world's first electronic filing system. I really wanted to meet and talk to him in person during my assignment in Washington, D.C. Mr. Mossinghoff was kind and friendly to a young fellow like me, and we had a number of dinners together where he taught me trends in U.S. patent law reform and major decisions by the CAFC in plain language. One of the most memorable talks is an interview with him on the morning of February 9, 1999.

At that time, I was on a mission from the JPO to review the shift in the U.S. to a pro-patent policy. The shift took place in the early 1980s, almost 20 years prior to my staying in Washington, D.C. Frankly, at first I did not know what to do. After much deliberation, I decided to interview in person the individuals who were instrumental in the formation of the U.S. pro-patent policy. I picked 12 people from former staff members of the USPTO, CAFC judges, professors, patent attorneys, etc., that I had become acquainted with during my two-and-a-half-year tenure there. Mr. Mossinghoff was one of them. He was the one I had the highest expectations for, and he did not disappoint me. On the contrary, I remember vividly leaving the interview highly impressed by the knowledge and information he gave me, which was far more than I had hoped for.

When you look at articles about the USPTO before Mr. Mossinghoff became Commissioner, it is quite obvious how lowly regarded the USPTO was, and how bad the situation was at the USPTO. Adjectives such as "hard-pressed," "beleaguered," "underfunded," "understaffed," and "broken-down" were being used to describe the USPTO. The

USPTO suffered from an extreme lack of staff, resulting in filed application documents being unopened and simply stacked in unused rooms, morale among USPTO staff was extremely low, there were delays in examination, and it took over three years to examine each case.

In this environment, Mr. Mossinghoff was appointed USPTO Commissioner, although it was unusual at that time for a career civil servant to be considered for a political appointment. During his career at the USPTO, Mr. Mossinghoff was responsible for reasserting the importance of patents and elevating the status of the USPTO within the Department of Commerce. He was also instrumental in establishing the CAFC.

Before the CAFC was set up, systems of patent enforcement were uneven. As a result, the patent system itself had lost its credibility among top corporate executives. For example, the various Federal Appellate Courts interpreted the patents in their own ways. One prominent business executive at the time called the system of Appellate Courts a "geographical dependent system."

Against this backdrop, the Department of Commerce and the industry led the formation of the Domestic Policy Review of Industrial Innovation conducted under the Carter Administration, the so-called Carter's message. Proposals to reform the patent system and establish the CAFC then emerged from Carter's message. The CAFC bill was passed in Congress with the strong support of many people.

The last time I met Mr. Mossinghoff was February 23, 2017. I invited those in the United States that I had come to know during my JPO years to a dinner party at a sushi restaurant in Washington, D.C. He was one of my guests, and he rushed over to the party after teaching law school classes. I did not feel at all that more than 15 years had passed since we had last met. Being 80-plus years old, he still stood out. We had such a good time talking about the aforementioned interview, and we promised to see each other again. It deeply saddens me that I no longer have that opportunity.

After hearing of his passing on March 20, I read the interview again and was newly struck by the spirit and passion he brought to make his great contribution to IP development over the years. He truly was a great and respectable "IP man."

I offer my sincerest condolences to his family, friends, and colleagues. ■

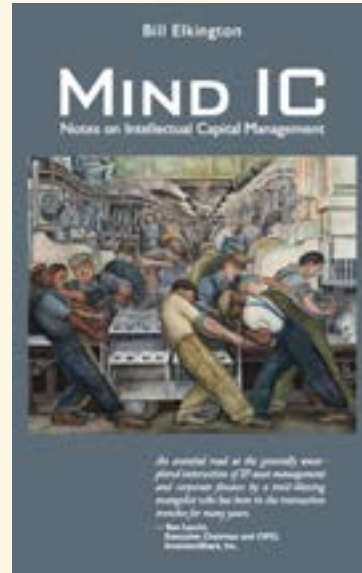


Mind IC: Notes on Intellectual Capital Management

By Bill Elkington

Publisher: Outskirts Press (January 15, 2021)
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Longtime LES USA & Canada member Bill Elkington has penned a new book titled “Mind IC: Notes on Intellectual Capital Management.” An edited excerpt from the book’s preface is presented below.



This book is ambitious: it means to say some consequential things about what one can do to manage companies’ most valuable asset class significantly better.

It’s more practical than theoretical.

The intent is to introduce a variety of people from a great diversity of academic and experiential backgrounds—people who may now regard themselves first and foremost as businesspeople—to a different way of thinking about what most of us businesspeople do most of the time in companies—at least in most companies, in most industries.

This essay should be relevant to any enterprise that is collaborative and must—of necessity—share (either under a non-disclosure agreement, full-blown license, or assignment or joint ownership agreement) a significant amount of intellectual capital across enterprise boundaries with customers, suppliers, consortium partners, joint ventures, joint venture partners, standards-setting work groups, and codevelopment partners.

A significant threat that many companies face is from competitor business model innovation and the rapid reconfiguration of enterprises from being hardware and engineering services-centric to being software and information/data services-centric. Many medium and large enterprises today have billions of dollars of investment in business processes—whether instantiated in software or not—that enable them to compete effectively. Many such enterprises find themselves going to market increasingly with software-and-information/data-based products and services. But they often do not have a systematic way of understanding how to manage the value of these business processes and intangible products and services. Their key metrics are often geared to a hardware-and-engineering-services business model, and this means that when transactions of various kinds come along in the intangibles realm—whether for business processes (e.g., joint ventures) or technology or intangible products and services, whether software, data/information, or access-based—they may potentially be caught flat-footed.

This book is meant to address the predicament of companies that find themselves in these circumstances and to offer some thoughts about how to structure company thinking, organization, skill, and focus to address these vulnerabilities.

In addition, companies that buy and/or sell product lines need expert help with transfer pricing or want to set up strategic partner channels or joint ventures globally to address out-of-reach markets may find these ideas useful, along with others.

The value of companies today is mostly in their intellectual capital store and the creative engines that build and replenish that store. Many of the sorts of companies described above should find some of the suggestions here helpful.

This book is definitely not about legal matters, but lawyers may find it interesting.

This essay is focused on what businesspeople who have some understanding of intellectual capital and its management can do—what they might consider doing if they want to make a valuable difference in their companies. I look only for the low-hanging fruit and pick that; a more comprehensive treatment of this subject would likely provide more action items for intellectual capital managers to pursue.

The endeavor here is to provide a somewhat different perspective on intellectual capital management and to provide some suggestions as to how business leaders may make their intellectual capital investments more productive, in the normal course of business.

The observations in this book should be relevant to both large and small businesses since intellectual capital matters a great deal to most enterprises today, regardless of their size.

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I argue for a quantitative more than a qualitative orientation. But I don’t ignore qualitative approaches. Cross-enterprise business policy and process design and maintenance is just as much a part of intellectual capital management as is quantitative analysis and decision-making based on quantitative analysis.

This book is not about patent licensing. Patent licensing is mentioned, but only in passing. And it is not specifically about licensing of other kinds of intellectual capital, although licensing of intellectual capital rights is one of the important areas of intellectual capital management that is considered.

In other words, it is not focused on licensing technology or patents or trademarks as a business. It is focused on companies pursuing conventional business models: selling products and services, whether tangible, intangible, or some hybrid of the two. Again, its concern is with conventional operating companies and the strategic intellectual capital risks and opportunities they have.

This book is also not about early-stage technology licensing, although early-stage technology licensing is not excluded.

This essay is directed at businesspeople in operating companies, principally, but my colleagues in university technology transfer offices may find it interesting as well, along with procurement and regulatory people in U.S. agencies. It is really directed at the sort of cross-disciplinary heroes that I have run into often in my volunteer work with the Licensing Executives Society, USA and Canada (LES). These are people who might have a PhD in chemical engineering or anthropology or philosophy or electrical engineering. People who might be medical doctors or MBAs or accounting and finance professors. Professional investors and serial entrepreneurs. PhD economists and computer scientists and manufacturing engineers and historians and linguists. Inventors of all stripes. And more.

These notes are written for people who are stimulated by learning new things and who are interested in reaching across the boundaries of the various academic disciplines toward an understanding of intellectual capital and its management. I’m imagining an audience of polymaths, of people who want to understand how to manage operating companies better.

In any event, I truly believe that there are ideas in here that you can put to use to make your company significantly better and more valuable. ■



News And Events—November 2020 To March 2021

Co-Ownership Across Multi-Jurisdictions: Panel Discussion: On-Line Webinar November 26, 2020

LES SA and the LESI Patent and Licensing Committee, in collaboration with the Central South Africa Technology Transfer Forum considered the complex scenario of joint IP ownership in view of the obligations on South African residents to comply with certain Exchange Control provisions in the case of assignment of intellectual property to a South African nonresident.

The session was moderated by Dr. Madelein Kleyn, CEO and founder, Mad K IP Consulting (Pty) Ltd, and an expert panel comprising Ralph van Niekerk, Partner, Von Seidels Intellectual Property Attorneys; Dirk Hanekom, Partner, Spoor & Fisher Attorneys; Theo Doubell, Director Bouwers Inc; Darren Margo, Director, Margo Attorneys Inc; Andrew Bailey, Senior Manager: Innovation, University of Cape Town and Glen Somerville, Head—Exchange Control at Standard Bank.

The conference was attended by 70 delegates.

Master Financial Modeling Course Series—Moolman Institute—January 2021

LES SA will be running its IP Valuation Course again later in 2021, and we wish to remind all members of the collaboration between Licensing Executives Society International, Licensing Executives Society South Africa and the Moolman Institute in adding the advanced Master Financial Modeling Course Series to the LESI toolkit of offerings. The Course Series serves as a robust foundation for and natural precursor to the Licensing Executives Society South Africa courses on IP valuation and the LESI Valuation course. (Access the Course: <https://moolmaninstitute.com/p/master-financial-modeling-course-bundle-lesi>) ■

LES Italy

COVID-19 Changing The Ways And Means Of Connection

The COVID-19 emergency deeply changed our lives in the first months of 2020, and of course impacted our professional activities as well, changing the ways and means of connection with clients and colleagues. Also, the activities carried out by our association deeply changed since in-person events (meetings, seminars, courses, etc.) were no longer possible. Despite this, LES Italy found a way to update its associates during the COVID-19 emergency with a cycle of webinars on hot topics on IP law and litigation.

On June 11 the first webinar took place; it was dedicated “License Agreements and the Force Majeure Clauses, in Light of the COVID-19 Emergency.” The speakers were as follows: Prof. Giovanni Guglielmetti (Partner of Studio Bonelli Erede) and Avv. Sara Citterio (Head of the Corporate Affairs, Legal and Compliance Department at Trussardi).

The second webinar took place on June 18 and was dedicated to the contributory infringement—“Contributory Infringement. An update on the Application of Art. 66 Comma 2 Bis, Ter and Quater CPI.” The speaker of this webinar was Prof. Avv. Mario Franzosi (Franzosi e Associati).

The tri-dimensional trademarks and articles 151 and 152 of EUTMR were the object of the third webinar that took place on June 23, “Distinctive Character of the Tridimensional Trademarks. When the Shape is not Distinctive Per Se.” The speakers were Prof. Avv. Marco Spolidoro (Studio Marco Spolidoro) and Dott. Giovanna Del Bene (Thinks S.r.l.).

On June 30, the annual roundtable “Recent Trends on IP Case Law” took place via the web. During this event, the judges of the specialized IP sections of the Courts of Milan, Turin and Naples discussed the most recent case law concerning several topics: selective distribution, tri-dimensional trademark and shape of the product, exhaustion of the trademark and parallel markets, and contributory infringement. We were particularly glad of the interest that this webinar generated among our associates: more than 100 persons participated.

The fifth webinar took place on July 8 and was titled “The Protection of the Concept Store Between Copyright and Unfair Competition.” The speakers were Avv. Benedetta Cartella (Cartella e Manzoni Studio legale) and Architect Gianni Arnaldo, who commented on a recent judgment issued by the Italian Supreme Court in the case *Kico vs Wycan*.

Last July 16 Russell Levine shared both with LES Italy and LES International’s associates his panel “Top 10 Mistakes Commonly Made When Drafting and Negotiating Patent License Agreements.” This webinar also had a great success, being followed by more than 80 participants.

On July 23, Ing. Valentina Piola (Sisvel SpA) and Prof. Avv. Cesare Galli (Studio Galli IP) held the webinar titled “Patents in the License Agreements: New Perspective in Licensing;” last July 30 Avv. Simona Cazzaniga, Dott. Andrea Vestita and Ing. Antonio Di Bernardo held a mock trial in order to discuss the main aspects of the damage compensation arising from

the infringement of IP rights.

After the summer holidays, in autumn the webinars organized by LES Italy continued with the event dedicated to the “Use of the Third Party’s Trademark in the Internet Marketplace” that took place on September 23. By examining the judgment “L’Oréal” (C-324/09) and the judgment “Amazon” (C-567/18) of the European Court of Justice, Avv. Anna Maria Stein (Partner, Avvocati Associati Franzosi Dal Negro Setti) and Avv. Paolina Testa (Partner, Studio Legale Associato FTCC) analyzed the concept of use of a third party’s trademark, of offer for sale, and of placing on the market in the Internet marketplace, evaluating also which type of activity, and with which degree of awareness, is demanded from the European and Italian case law in order to ascertain the responsibility of the managers of the marketplaces of the Internet.

On October 8 the webinar dedicated to “Technology Transfer and Cooperation Between Industry and University” took place. Dr. Shiva Loccisano (Head of Technology Transfer and Industrial Liaison Department of Politecnico di Torino) and Dr. Paolo Markovina (Patent Manager Electrolux) discussed how research and development agreements and technology transfers between universities and industry are evolving with respect to the regulation of IP rights (mainly patents and trade secrets) and whether these contractual models allow an efficient exploitation of the knowledge generated in the collaborations.

The “Distribution Agreements and Limitations to Online Sales” were the object of the webinar that took place on November 11. Starting from the decisions of the European Commission and rulings of the EU Court of Justice, Prof. Fabio Bortolotti (Partner, BBM Studi Legali Associati) and Dario Paschetta (Partner, Frignani Virano e Associati Studio Legale) addressed the issue of the regulation of online sales restrictions in distribution contracts by analyzing some of the most important clauses.

On November 23 the last webinar of 2020 took place: “License Agreements, Big Data and Open Innovation: Where’s the Meeting Point?” Avv. Gianluca De Cristofaro (LCA Studio Legale) and Ing. Emilia Garito (CEO of Quantum Leap IP) discussed the theme of big data and open innovation, analyzing the benefits and risks of technological innovation, the exploitation of company assets and the protection of trade secrets and industrial property rights.

The webinars organized by LES Italy are continuing also in 2021 with events both on national and on cross-border topics involving speakers from other LESI Chapters and co-organized with LESI. The first event of 2021, “5G & Patents,” which took place last January 27 and analyzed the main features of 5G technology, mainly focusing on why 5G is considered a disruptive technology and on how would it be possible to promote a 5G licensing market for promoting

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innovation. In this webinar hosted by LESI & LES Italy, the speakers Sonja London (Nokia), Matteo Sabattini (Ericsson) and John Carney (LES USA & Automotive Sector), with the moderation of Luis Ignacio Vicente del Olmo (ASTI Mobile Robotics & Pons IP) discussed the following topics: Why 5G is so different from 4G? What is the impact in a key field such as the automotive sector (impact in sales, V2X—communications...)? Which are the different scenarios for 5G patents licensing? What will be the impact of COVID-19 on 5G deployment? The webinar had more than 120 attendees, as a confirmation of the power of the synergy between the LESI Chapters and associates.

Following this webinar, an event dedicated to the LES Italy associates followed. On February 12 a webinar on “Recent Trends of the Jurisprudence in the Field of Intellectual Property” took place with the participation as speakers of the Presidents and Judges of the specialized IP Sections of the main Italian Courts: Milan, Turin, Genoa, Rome and Naples. The judges discussed the most recent case law concerning several topics: contributory infringement, protection of trade secrets and databases, copyright and claim for ascertaining authenticity of works, software protection and compliance

report. The webinar generated great interest among our associates as more than 120 persons participated.

International and cross-border topics were once again the focus in the webinar co-organized by LES Italy and LESI on February 24 titled “Contributory Infringement: an Overview Under German, French, English and Italian Law.” The speakers were Prof. Dr. Tilman Müller-Stoy (Bardehle Pagenberg), Jean-Hyacinthe de Mitry (Gide Loyrette Nouel A.A.R.P.I.) and Richard Pinckney (Bristows LLP), with the moderation of Ing. Rinaldo Plebani (former member of LES Italy Board and co-chair of IP Maintenance Committee of LES International). They discussed some cases and decisions involving contributory infringement and discussed the approach of the respective case law on the matter.

LES Italy is organizing other webinars and virtual events, both on national and on cross-border topics. The next cross-border event will concern pharmaceutical patents and COVID-19, with a focus on licensing or expropriation agreements and compulsory licenses involving Italian, French and German jurisdictions. Another webinar on interim remedies will follow, with a compared analysis of this important IP defensive tool in the Italian, English, French and German jurisdictions. ■



LES International Calendar

Meetings & Events

2021

April 7-9	LES ANZ Annual Conference 2020	Virtual
May 27-28	2021 LES International Annual Conference	Virtual
September 20	LES Scandinavia’s 50-Year Anniversary Conference	Helsinki
September 26	LES 2021 Annual Meeting	Virtual
October 5-6	LESI Virtual Pan-European Conference	Virtual
November 29	LES France’s 50th Anniversary	Paris

2021

March 8-10	2022 LES International Annual Meeting	Venice
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Notice: In-person meetings have been canceled in response to the COVID-19 Global Health Crisis. See the website for webinars and online education courses. For more information on LESI Meetings, go to www.lesi.org.



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les Nouvelles

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A guideline for authors can be found on our Web site at the following address: www.lesi.org/lesnouvelles/advertise.asp#submission

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Licensing And Intellectual Property Organizations Meetings

For more information on LESI Meetings, go to www.lesi.org

2021

May 5-7
LES ANZ Annual (Online | Hybrid) Conference 2021

May 27-28

2021 LES International (Virtual) Annual Meeting

Sept. 16

LES France's 50th Anniversary!

2022

March 8-10
2022 LES International Annual Meeting
 Venice

Notice: In-person meetings have been canceled in response to the COVID-19 global health crisis. See the website for webinars and online education courses.

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LES's 2021 Annual Conference – 27/28 May 2021

Maximizing the Value of Innovation in an Era of Convergence

Why should I attend?

If you have not attended an LESI Annual Conference before – this is the year to join us!

This year's event will look a little different, but will deliver the same value professionals expect from LESI annual events. The lack of travel and cost burden this year creates a uniquely risk-free opportunity to get a taste of LESI's rich international community. We expect a much larger attendance than normal this year, drawing from LES members around the globe who previously were unable to attend in-person meetings. And, we've developed a format that will be engaging no matter when you join -- with speakers addressing timely issues of technology convergence in the time of COVID and how the models of and practice of licensing have been impacted and with opportunities to engage, network and catch up with colleagues.

Here's what we are planning:

- **24-hours of Rich Content.** For the first time ever, attendees will get all the professional content and fun of the regular 3-day conference but now packed into 24 hours – no need for leaving the office for long days and you can log in from wherever your desk is.
- **Exposure to a Global Community of Licensing Professionals.** You can meet a diverse and exciting global community of licensing professionals without traveling.
- **Great Content.** Sessions feature top-notch professionals discussing the impacts of 2020 to license dealmaking, IP policies and technological convergence—it's an opportunity to enrich your professional knowledge in a more concentrated way than ever before.
- **Sessions Available both Live and On-Demand.** You don't have to worry about missing any presentations. You can access some sessions in real-time when offered, or catch up on-demand whenever your work day starts.
- **Networking Opportunities.** Our 24-hour lounge area never runs out of virtual coffee while you maintain and grow your professional network in either structured small-group discussions or informal networking.
- **An Event that Reflects our Global Membership.** Throughout the 24-hours we also have asked LES member societies to help us reflect the global nature of LES - with Masters of Ceremony throughout the world kicking off various plenaries and regional focused discussions in the 24-hour cafe.
- **Affordable Registration.** The registration (and sponsorship) fees are much lower than for physical meetings, making the meeting more accessible for attendees from around the world.

EARLY BIRD REGISTRATION DEADLINE: 15th February
visit LESI2021.org

The LESANZ Annual Conference in 2020 was planned for Christchurch, New Zealand, however due to COVID-19 our plans were disrupted and we are now relaunching the event virtually to all LES members from 5-7th May, 2021.

The theme was originally inspired by the rebuilding of Christchurch after the earthquakes, but as a consequence of COVID-19 this theme still remains entirely relevant.

The conference topics will discuss:

Reinvention – how businesses are transforming what they do

Fresh approaches – new business models, new relationships, new methods

New beginnings – impact of new technologies.

Our event will include LESANZ national and international guest speakers and delegates, particularly from the Asia Pacific region. Commencing with two workshops and then a two-day conference, this event will provide an excellent environment to exchange ideas, meet new people, and form new business relationships with members and overseas representatives through our online networking opportunities. The conference is the annual flagship event of LESANZ, focussing on local and international current issues facing IP Manager, Lawyers, Business Development and Licensing practitioners.

Thanks to our sponsors:



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