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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY



## President's Message: Seven Priority Areas Provide Value To Members

By John Paul, President, LES International

For 50 years, LES has served as a campfire that brings businesses and licensing professionals together from around the world. We gather to tell stories that help us learn from each other and inspire each other. As a result, we build stronger relationships around things that matter to us. Meeting and developing these personal friendships facilitate deal-making important to our businesses—and our campfire discussions help get deals done better and quicker. So, what we do with each other matters, and what we do for each other matters. And if we set our minds to something, we can make it happen.

I'm honored to lead this organization as we enter into our 50th year. So, what will LESI do in the coming year to advance the business of intellectual property globally? How will we help each other better protect and commercialize innovation, and manage and monetize intellectual property?

At the 2021 LESI winter planning meeting, LES leaders from around the world made it clear that we must focus our efforts on producing and providing concrete things that are most valuable to (1) our LES organization (things that make LES stronger and more effective), (2) members of LES (things that interest them and help them do their day job better); and (3) the public (things in our expertise that help the general public and those in need).

We distilled the planning discussions into seven priority areas: education, community, membership, awards, public service, funding, and communication. And we planned concrete projects in each area that would provide value to LES, its members, and the public.

We are dreaming big—that we can engage a far greater number of people involved with innovation and the business of IP in some way with LES. We believe that if we build the right things and reach out in the right way, they will come.

What do we build? How do we build it? How do we present it? And how do we finance it? The journey to chart and start the course for the next 50 years of LESI begins today.

### 1. Educating Our Members

We have lots of educational offerings throughout the year. But what will best attract and retain membership? I believe it is job training, updates on developments, and understanding how the leaders in our field are doing their job—things that can readily be used in our own day jobs!

**On-demand Job Training:** LES must be known as the place to go for practical job training in the business of IP and licensing and provide this training on demand. To address this need, we are preparing courses that will be available online starting this autumn, 24/7.

**Global Licensing Updates:** We will provide regular global updates of legal and regulatory developments affecting business and the licensing profession, building upon what LES USA and Canada and other societies already provide nationally.

**Master Classes and Executive Interviews:** To better understand how the leaders in our field are doing their job, we will do two things. First, we will organize master classes of top people to provide a deep dive in key areas of practice and share with our members their keys to success. Second, we will tee up interviews highlighting CEOs and other business

executives to provide case studies on effectively protecting and commercializing innovation and managing and monetizing intellectual property. (Think of the 20-minute-long conversation series hosted by David Rubinstein on PBS with leaders from top international companies.)

### 2. Building Community

Gathering people to discuss issues important to them and their jobs and to form relationships has been a critical aspect of the LES experience. We recently established two affinity groups that are successful and self-sustaining—the Young Members Congress (YMC), and Women in Licensing Alliance (WILA). Inspired by the success of LES Spain and Portugal, we will be working with members of that

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#### LESI Priority Areas:

1. *Educating our members*
  2. *Building community*
  3. *Identifying accomplishments and presenting awards*
  4. *Growing and retaining membership*
  5. *Providing public service*
  6. *Obtaining additional funding*
  7. *Communicating better about what we do*
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## Quick Links:

[www.lesi.org](http://www.lesi.org)

[www.lesi.org/les-nouvelles](http://www.lesi.org/les-nouvelles)

[www.lesi.org/les-societies](http://www.lesi.org/les-societies)

[www.les-europe.org](http://www.les-europe.org)

[www.les-asiapacific.org](http://www.les-asiapacific.org)

## 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](http://www.lesi.org/les-societies/les-global-news/submission-form).

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June 1 and September 1

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Licensing Executives Society International

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society as well as industry advisors to our board and committees to build and grow more global industry communities, like our automotive group, that will gather to identify and discuss top issues and provide leading speakers for LES meetings.

### 3. Identifying Accomplishments and Presenting Awards

We will work with the national societies to identify and recognize contributions and accomplishments in protecting and commercializing innovation and managing and monetizing intellectual property. In addition, we will present new LES awards to honor the most outstanding achievements. We will share those notable achievements and success from around the world with our members, creating case studies for education. And some of these stories of accomplishment will also raise the visibility of examples where licensing is advancing the business of intellectual property today.

### 4. Growing and Retaining Membership

Last year, LESI President Audrey Yap issued a challenge to committees and societies to develop more programs and webinars. This year, I am issuing a challenge to develop and retain more members.

We do many things that provide value to our members and the public. We will develop an information sheet to share with LES societies to communicate a strong value proposition that the societies can use in their own efforts to attract and retain members.

We will collaborate with LES societies to reach out to potential members in various ways—announcing and conducting programs, conducting royalty rate surveys, gathering information on cutting edge developments and proposals on awards, conveying what LES is doing and plans to do and the value it provides members and the public. As a start, we will work with societies to identify and reach out to a number of key potential members to discuss LES and how they might get involved.

### 5. Providing Public Service

We will provide more public service and better communicate what we do for the public.

**Educating Innovators and Small Businesses:** We will continue our work with WIPO and EPO to develop programs to assist small organizations. This results in more sophisticated players in intellectual property matters, and benefits both new and more established organizations when they work together on deals.

**Innovation Bulletin Board:** We will establish a bulletin board on our website for innovators and businesses to list projects and attract collaborators for funding, commercialization, and other assistance.

**Pro Bono Referral:** We are working with LES China to develop a program to provide answers to general questions about licensing and to provide a pro bono referral service to those in need.

**Sustainable Innovation:** We will be looking at how we can contribute to the dialog around sustainable innovation and other environmental issues.

**Diversity, Inclusion, Equity, and Mentoring Programs:** We are increasing awareness of diversity, inclusion, equity, and mentoring and are affirmatively increasing our own action in these programs.

### 6. Obtaining Additional Funding

We will expand our funding model to fund the programs we want to develop. We will make our work for members and the public so appealing that organizations will want to support the work we are doing and the work we plan to do and become patrons and sustaining sponsors.

### 7. Communicating Better About What We Do

In each of these areas are projects that provide value to LES, to its members, and to the public. We must capture what we are doing and communicate it to LES members and the public in a way that shows its value and is easy to understand.

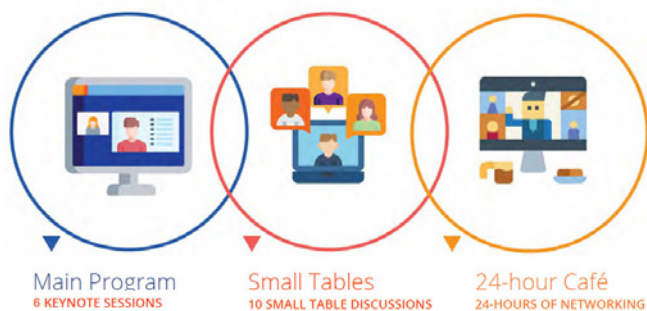
**President**, continued on Page 3

# LESI 2021 Annual Conference: A Recap

By Dana R. Colarulli, Executive Director

On May 27/28, LESI hosted its first ever entirely virtual annual meeting—a 24-hour marathon event designed to allow attendees to join from their time zone, when their workday allowed. The COVID-19 pandemic had prevented this organization from gathering in person in 2020, but the year that followed stimulated many webinars, meetings and virtual social events or celebrations. If LESI could not bring everyone together in a single conference center and common time zone, we recognized that we needed to bring the meeting to our members.

The innovative format sought to simulate a traditional program with live roundtable discussion and ample opportunity to network. More than 650 LES members and non-members from around the world registered to join in on the experience. And the virtual format allowed attendees to watch sessions live or on demand as they were able.



The theme for the meeting this year was “Maximizing the Value of Innovation in an Era of Convergence.” Sessions looked at where the most important innovation was occurring and highlighted—through speakers and case studies—some of those responsible for and leading the innovation. Six keynote sessions that spanned technology sectors and hot topics were complemented by 36 concurrent panel sessions. Collectively, they provided engaging discussion and updates on legal and business practice issues that kept our audience interested. There were even a few “Oscar winning” performances by counsel during a mock WIPO mediation.

The keynotes included a timely discussion of the importance of diversity for in-house innovation teams, which featured a discussion between LESI Business Advisor Sarita Venkat from Apple and Sandra Nowak from 3M; a musical performance by

WIPO Director General Daren Tang and then a discussion with the DG and LESI President Audrey Yap on WIPO’s renewed focus on IP commercialization; and a look at the private sector’s role in driving innovation to fuel the space race with experts from Japan and Russia. A highlight included a keynote from Pfizer’s Chief Patent Counsel, Bryan Zielinski, on the Pfizer-BioNTech collaboration that led to one of the first widely distributed COVID-19 vaccines and then a discussion between Bryan and Gillian Fenton, Special Counsel at GSK, about how the deal came about.

Auto industry issues—connected cars and managing SEPs—were addressed in at least two sessions during the meeting. The Deputy General Counsel of Zoom, Ted Gizewski, joined us to discuss the impact of COVID on the way we collaborate and work, and Andrew Cooke, General Counsel of FNatic, stopped by to talk about esports.

Ten live roundtable discussions were also spaced out during the course of the 24-hours, which addressed various topics from trade secrets and blockchain to the future of hybrid working and 3D trademarks and designs. The “Dos and Don’ts in Licensing Negotiations” was the most popular table.

Finally, in between sessions, someone was always awake in the 24-Hour Café (powered by Remo). You could bring your own coffee, tea, water or cocktail to discussions with LESI leaders, speakers and other attendees.

We closed out the event with the passing of the LESI gavel, also done virtually.

Join us in person in 2022 to celebrate 50 years of LESI! We’ll be in Venice! [www.lesi2022.org](http://www.lesi2022.org). ■



## President, continued from Page 2

We will increase our efforts to collect and promote national society programs in an organized way, globally, to all LES members and the public, through our weekly email blast, social media, and in other ways.

We are investing to make our website more clearly and attractively reflect who we are and what we are doing, to allow members to more easily connect and work together, and to provide easier and better access to programs and publications we developed.

## In Conclusion

Our future is bright. We are a great organization. More than thirty national and regional societies with many activities. We have many talented and devoted people, and a long history.

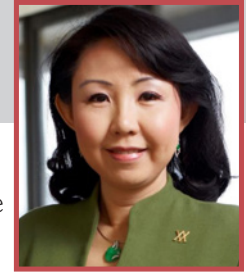
Next year, we will kick off our 50th anniversary at our annual meeting in Venice. Plan to come. It will be great!

Now is when we start building for the next 50 years. I am confident that we will do well this year and in the future. By working together, we will accomplish the great things we need to accomplish.

I look forward to working with all the national societies and their members during the coming year—accomplishing a lot, building more camaraderie, and having more fun. I thank you in advance for working together on this mission to continue building our organization, serving its members, and serving the public in the best way possible. ■

# Let's Innovate Challenge Awards 2020/2021

By Audrey Yap, Immediate Past President, LES International



The President's Let's Innovate Challenge was launched at the first Committee Leadership meeting held during my term on 21 May 2021. This ran from May 2020 until the end of April 2021, although we stretched it to include a couple of late entries in early May.



LET'S INNOVATE!

To recap, this challenge was to encourage understanding and capturing of the theme represented in the logo. The letters L, E, S and I are embedded in the tagline to show that the capacity to innovate is within us in LESI. The logo is inspired by Galileo and the Renaissance, calling for a change in our paradigm using IP for business growth and work collaboratively around the world! The vertical lines on the right denote growth and the fiery colors our passion for LES. Accordingly, the scoring and challenge were to be judged using these four criteria:

- Innovativeness
- Inclusiveness/Degree of Collaboration
- Content
- Level of Engagement with Participants

The results were remarkable as over 120 activities were conducted. We saw strong support from both national societies and regional committees. Out of the extended list, 89 activities were short-listed and the results announced at the International Delegates Meeting (IMDM) on 19 May 2021.

It was a difficult exercise to select the top few given the incredible quality of many of these events, which makes me very proud of everyone's efforts.

We set out our analysis as follows:

When reviewing by region, the shortlist contained 23 entries from Asia Pacific, 35 from Europe, 9 from the Americas and 5 from South Africa. So, the most active geographical region was Europe with very strong showings from LES Italy-6, LES B&I-7, LES Scandinavia-6 and LES Spain & Portugal-9.

Accordingly, the Top Region under the LESI Challenge is Europe! Eighteen activities were cited for collaboration and inclusiveness.

For engagement, YMC & WILA led the pack for social interaction and creative events, namely:

- Happy Hour—WILA
- Holiday Special—Ugly Sweater Competition— YMC
- Behind the Scenes—YMC

On content many great themes were identified. Surprisingly, it wasn't all about COVID. The analysis showed that it was business as usual in advancing the business of IP as over 20 activities were licensing focused with strong professional training & sharing emphasized. We also saw very active industry participation in the CEEM, Life Science, High Tech (AI), and Consumer Product fields.

Several new & unique formats were created which were very innovative including the following:

- YMC Tournament
- HTB Forum
- HGE Assembly

- *les Nouvelles* LIVE!
- HTBC Asia 2021 Hybrid Conference

## And the Winners Are:

- *Best region collectively*—All national & regional European societies (highest number of virtual activities)
- *Best new regional grouping* **LES LATAM**—Andean Community, Brazil, Chile, Argentina, Mexico
- *Most Inclusive Event* **LES Asia Pacific Regional Conference**—LES Asia Pacific Committee, LES Singapore, LES Philippines, LES Thailand, LES Malaysia, CEEM, Copyright, IUGT, YMC Committee, and HGE Task Force
- *Most Innovative & Engaging Online Activity* **YMC Tournament**—YMC Committee
- *Most Innovative Format & Content*—**HTBC Asia Hybrid Conference 2021**—LES Asia Pacific/HGE Taskforce/LES SG.
- *Best Promotion of LES Publication*—**les Nouvelles LIVE! June 2020 Edition**—HGE Task Force
- *Best Virtual Social Event* (tie)—**Ugly Sweater Competition, Holiday Webinar**—YMC and **WILA Happy Hour**—WILA
- *Most Topical Virtual Event*—**Protection & Licensing of Trade Secrets in View of COVID-19 Pandemic**—CEEM Committee
- *Best Endurance Training Online*—**LESI & ASEAN Scientist (3-month Tech Transfer Program)**—LES IUGT & Asia Pacific Committee
- *Best Contribution to IP Toolkit*—**LESI/LES ZA/ Moolman Institute—Online Financial Modeling Course**—LES South Africa

## High Impact Webinars

- **Copyright & CMO—Love/Hate Relationship**—Copyright Committee
- **Valuation of Technology in Complex Products**—Consumer Products Committee
- **Bench to Bedside During COVID-19 Pandemic**—LES Spain & Portugal & LES Thailand
- **Top 10 Mistakes in Licensing**—LES Italy
- **Protecting AI & Data: European & ANZ Perspective**—LES ANZ
- **Licensing for Success in Changing Global Market Regional Conference**—LES Brazil & Americas Committee
- **Patent Pools to New Licensing Platforms**—LES Scandinavia
- **LES US/C Annual Meeting**—LES USA & Canada
- **How to Value the Options of Licensing Strategy**—IP Valuation Committee
- **Reinventions—Fresh Approaches & New Beginnings**—LES ANZ

Let's Innovate Challenge, continued on Page 5

**Let's Innovate Challenge**, continued from Page 4

- **AI & Computer-Generated Inventions**—  
Who are the inventors? Who owns—LES France

Given the competition, indeed selecting the top event was a challenge for the judges but I am delighted to say that the results were unanimous:

#### Overall Champion

- **YMC Tournament**—YMC Committee

#### Runner Up

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

Prize money of \$1000 was awarded by LESI to the overall champion, the YMC Committee, to be utilized in their next great members event. Congratulations to Georgina Busku for her leadership and her team at YMC!

It was a rewarding exercise and I wish to thank everyone who participated in the Let's Innovate Challenge and made it real.

It was hard work, dedication and commitment by the many who made this happen and it gives me immense joy to see the results, including the many who are not specifically listed due to constraints in space. Let's Innovate LESI! ■

## LESI Copyright Committee, LES Philippines, And LES Singapore Host “Copyright Forum 2021”

The LESI Copyright Committee, LES Philippines, and LES Singapore jointly held the “LESI Copyright Forum 2021” on March 26, 2021, via Zoom Meeting.

Different issues and updates about copyright were discussed to provide better knowledge in protecting the creator's rights. Emerson Cuyo, Director IV of the Bureau of Copyright and Other Related Rights of the Philippines' Intellectual Property Office (IPOPHL), spoke about the challenges and recommendations in preserving copyrights under Philippine law. Emerson expounded on the rights, legislative framework, and office enforcement in his talk. He elaborated on the creators' rights, including economic rights, moral rights, and the right of resale. Performers, sound recording producers, and broadcast organizations have similar rights to those of the authors, Emerson added.

Mark Thursday Alciso, General Manager of the Filipino Society of Composers, Authors, and Publishers, Inc. (FILSCAP), briefly talked about the effects of COVID-19 on music composition licensing in the Philippines. According to Mark, one of the significant challenges that the FILSCAP encountered was licensees terminating their license or requesting a discount in fees due to the government's restrictions to operate in entertainment establishments despite having minimal revenue on their end. Adjusting to the situation, FILSCAP subscribed to online services and devoted more resources to digital licensing. Mark also recounted that FILSCAP gave financial assistance to its members during the height of the lockdowns.

Tony Yeo, Managing Director of Intellectual Property for Drew & Napier Singapore, shared his experience in representing the Golden Village Multiplex Pte Ltd, Singapore's leading cinema operator, in a suit initiated by Composers and Authors Society of Singapore Limited (COMPASS). The dispute between the two parties involved the payment of royalties for musical works' public performance at one of the Golden Village's cinemas. The Golden Village terminated the contract with COMPASS for the accusation that the defendant did not have the right to administer copyright in all musical works in the movies. On the other hand, COMPASS misinterpreted their ownership of said musical works.

During the Q&A moderated by Jose Angelo Tiglaog of LES Philippines, the speakers were asked about the youth's role in



LESI President Audrey Yap opened the copyright committee webinar and about 100 participants joined the forum.

the IP world. Emerson answered that the youth will be the “Artists of Tomorrow” and that young people should learn more about their rights and respect the copyright, particularly on social media platforms. On the other hand, Mark emphasized that the youth should learn how to maximize the protection given to work, including commercializing and going beyond licensing.

Tony also gave some suggestions to every inventor and artist. From the example that he shared in his talk, Tony said that both parties have duties independently. The terms and conditions in a given contract should be understood by the parties carefully. The agreement should be likewise clear to prevent this kind of dispute.

Audrey Yap, President of LES International, opened the webinar. The Presidents of LES Philippines and Singapore, Bienvenido Marquez III and Lionel Tan, welcomed the virtual attendees before presenting the speakers. About 100 participants from the Philippines, Singapore, Australia, USA, Malaysia, Netherlands, China, South Africa, Switzerland, Hong Kong, and Thailand joined the forum.

Certificates of appreciation were awarded to the speakers by Joseph Carlo Vergel of LES Philippines. The Chair of the LESI Copyright Committee, Johan du Preez, gave his closing remarks before ending the forum. The forum was serenaded by Judge Loste of the Manila Symphony Junior Orchestra during the social events. ■

# les Nouvelles

JOURNAL OF THE LICENSING EXECUTIVES SOCIETY INTERNATIONAL



Advancing the Business of Intellectual Property Globally

**Special Issue: International Protection Of Trade Secrets And Other Confidential Information**



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June 2021

LES Scandinavia

## Greetings From Scandinavia, Greetings From Finland!

The first half of 2021 has been busy for LES Scandinavia, even in the middle of the COVID-19 pandemic. As a bit of a paradox, when the possibility for face-to-face meetings has almost vanished, virtuality has transformed seminars into webinars. And as the Nordics are well known for their skills as early adopters, there has been an abundance of webinars!

We are also (finally) hosting an annual conference, a virtual one.

We have attempted to keep our webinar series free for all LES members globally, and the LES Annual Conference is very affordable as well.

### Past Activity in LES Scandinavia in 2021

LES Scandinavia has proudly hosted the following virtual webinar events in the first half of 2021:

- February 23, 2021: “Untapping the hidden innovation potential” by Dr. Mattias Axelson from Stockholm school of economics, House of Innovation.
- March 26, 2021: “The fine art of license management” by Prof. Jens Hemmingsen Schosvbo from University of Copenhagen, Claus Barret Christiansen from Bech Bruun and Sonja London from Nokia Technologies.
- April 13, 2021: “Trade Secret Licensing” by Ia Modin and Gustav Kyringer-Jurell, both from Westerberg & Partners.

Our webinar series continued on May 31, 2021 with the “Story behind China’s national and international trademark filing boom” by Elliot Papageorgiou, the well-known China Trade Mark Strategist.



### LES Scandinavia 50 Years' Annual Conference 2021

We are also super happy to tell you about the LES Scandinavia 50 Years' Annual Conference that will be organized as a virtual conference on 21 September 2021. This conference is a must for innovators, licensing and IP experts, technologists, lawyers and business leaders. It is for those who want to deepen their understanding of technology trends, licensing business and various forms of intellectual property.

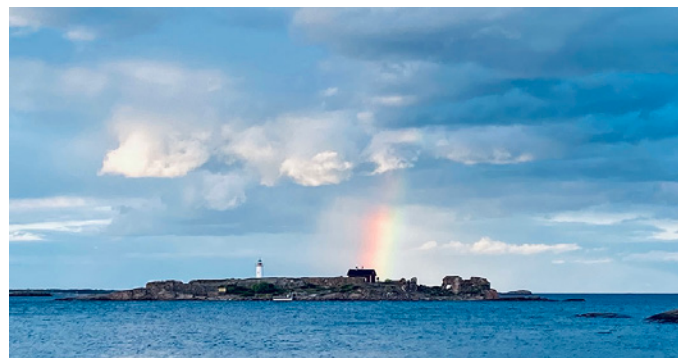
We have gathered together a variety of Scandinavian and international speakers on various topics around technology, patents, brand and content licensing. We will cover the boosting of company value and technology value with IP, the future of transportation, sustainability and clean-tech, life sciences, medical innovation and IP, technology licensing, and patent pools, as well as content and brand licensing.

Join us and register! <http://www.les-scandinavia2021.com/registration.html>

### LES Scandinavia Annual Conference 2022

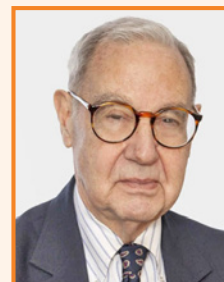
We are confident that next year we will, finally, be able to meet face-to-face. Our “Norske” members are in charge of the LES Scandinavia Annual Conference 2022, following our yearly rotation. Thus, we welcome you all into beautiful Norway in the September 2022 time-frame.

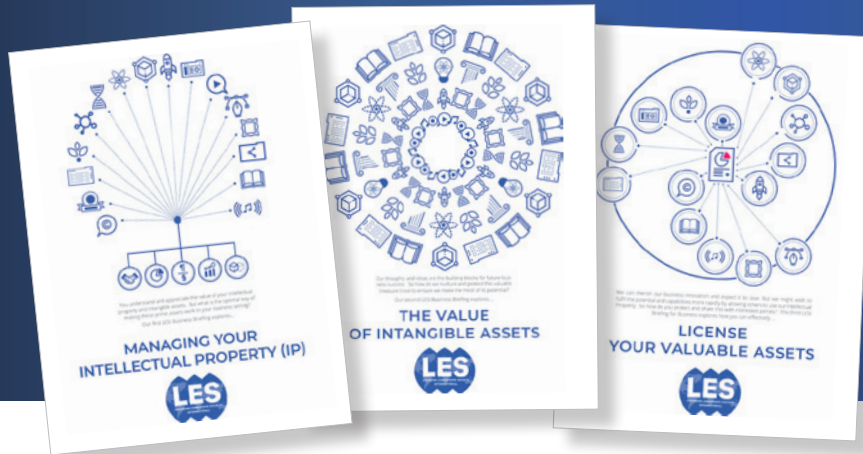
Stand by for more info! ■



## Editor's Note: Remembering Gerald J. Mossinghoff

The presentation of the memoriam of Gerald J. Mossinghoff (Remembering Gerald J. Mossinghoff—The Great American “IP Man” by Yoshitake Kihara, President of Fukami Patent Office, P.C.) in the April edition of Global News inadvertently left out the author’s title and organization, omissions that have been corrected in the archived version. Also, the memoriam was edited from its original form, which was first published in the January 2021 edition of the Fukami Patent Office, P.C. newsletter. A link to the original article follows: [https://www.fukamipat.gr.jp/wp/wp-content/uploads/2021/01/NL19\\_index.pdf](https://www.fukamipat.gr.jp/wp/wp-content/uploads/2021/01/NL19_index.pdf). ■





# LESI BUSINESS BRIEFINGS

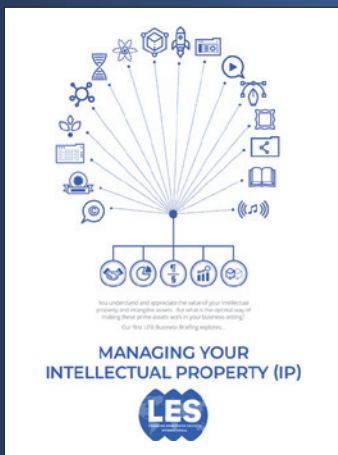
## LESI Business Briefings Available For Download

LESI has developed three business briefings for the IP Licensing community and for high-growth, innovative business that offer practical advice to businesses looking to monetize their intellectual property. Written by LESI members and experts from around the world, the three briefings are available for download below.

Even as intangible assets grow ever-more important to businesses, research has revealed that almost 50% of small and medium enterprises (SMEs) do not consider IP to be a valuable investment. With COVID-19 throwing the value of IP into sharp relief, typified by the growing number of businesses pivoting to quickly apply their expertise to developing ventilators, the Briefings fill a crucial gap in the market—to advise high-growth businesses on critical IP considerations to protect their business as they strive to meet new business needs.

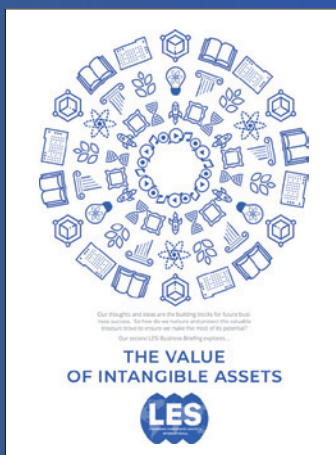
For more information, contact the LESI Office at [admin@lesi.org](mailto:admin@lesi.org).

### Managing Your Intellectual Property (IP)



FREE

### The Value of Intangible Assets



Free to Members, Non-Members \$25 USD

### License Your Valuable Assets



Download these LESI Business Briefings at: [www.lesi.org/businessbriefings](http://www.lesi.org/businessbriefings)



LES China

## LES China's Recent Visits In Beijing

By Hui Zhao, LES China

In May of 2021, LES China visited Zhongguancun Intellectual Property Promotion office, China Chamber of International Commerce, State Intellectual Property Operation Public Service Platform in Beijing.

The President of LES China, Mr. Zhongqi Zhou, Vice President Mr. Chris Shaowei and Secretary General Mr. Aimin Huo were warmly received and met with the office's leaders and their colleagues to discuss the increasing development of IP licensing in China and issues of mutual interest, as well as opportunities for cooperation on educational programs and other projects in the future. We were invited to visit the showroom of the State Intellectual Property Operation Public Service Platform, which is the first state-level platform established to facilitate IP operation and commercialization, and features function of IP evaluation, online IP transfer and data analysis services.

During the meetings, LES China introduced the history and goals of LESI as a non-profit international organization, our recent work and activities, especially the highlight event: the LESI Annual Conference. We also took the opportunity to invite them to attend the LESI Annual Conference and assist with the promotion of the events organized by LESI.

We have plans to arrange more meetings with IP-related organizations in China, and hope to create more opportunities for communication, build connections and seek to work together with other parties in organizing events and activities for LES members. ■

■



LES Germany

## Meetings And Events From Fall 2020—Spring 2021

On 20 November 2020, the LES Germany Autumn Conference took place as a virtual Zoom meeting with about 200 participants. The title of the conference was “Data as Assets.”

- The LES Germany members' meeting took place on 3 February 2021 as a virtual meeting.
- We also held our Annual Spring Conference on 23 April 2021 as a Zoom meeting with 40 participants. The subject matter of this conference was “IP-Arbeit in den Zeiten von Corona” (IP work in times of Corona).
- The LES Germany autumn conference is scheduled for 19 November 2021. Registrations can be made soon on the website of LES Germany, [www.les-germany.org](http://www.les-germany.org).
- The next LES Germany spring meeting is scheduled for 25 March 2022.

Further, we are organizing our well-established module seminars on a regular basis during two year terms. These seminars (modules I to VII) deal with several licensing topics. For further information concerning the module seminars, please visit the LES Germany website [www.les-germany.org](http://www.les-germany.org).

Module IV is scheduled for 15 October 2021 as a virtual meeting. ■

LES Russia

## News And Events From LES Russia

### IP Management Webinar

On March 25th, LES Russia presented a webinar devoted to "Management of the Company's Intellectual Property in Modern Conditions" (available only in Russian).

The speakers for the webinar were Natalia Karpova, PhD, Professor, Russian Academy of National Economy and Civil Service under the President of the Russian Federation (RANEP), Vice-President of LES Russia; Valery Antipin, member of the Interdepartmental Working Group of the Military Industrial Complex, adviser to the CEO of the Institute for Public-Private Planning, St. Petersburg; Vitaly Kalyatin, PhD, Chief IP Lawyer of RUSNANO Management Company LLC; Sergey Medvedev, PhD, LL.M., Partner, and Valery Narezhny, PhD, Counselor (both from Gorodissky & Partners); and Elena Morgunova, PhD, Docent, Deputy Head of the Department of Civil Law of Kutafin Moscow State Law University.

The webinar was dedicated to topical issues of managing a company's intellectual property (IP) in the context of changes in the legal regulation of business activities and the transformation of the business climate in the field of IP.

### Kid's IP Day

On May 12, 2021, the first KID's IP Day training webinar was held on the basics of intellectual property protection for students aged 13-16 and who are fond of creativity and invention.

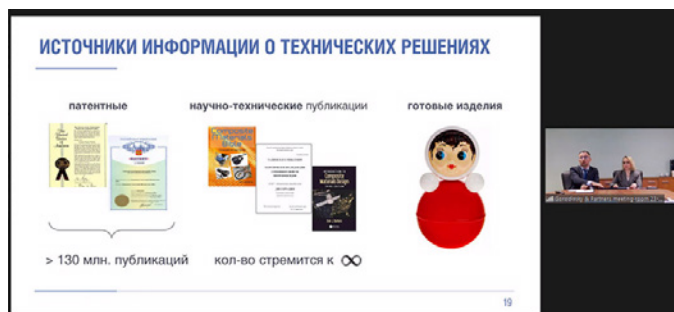
The organizer of the webinar was LES International, with the support of the national branch—LES Russia and NTA Technopol-Moscow.

The webinar was conducted by IP attorneys and lawyers from Gorodissky & Partners:

Tatiana Pogrebinskaya, PhD, Counselor; Vladimir Bashkirov, Head of Patent Search Department; and Nikita Maltsev, PhD, Lawyer. They spoke about the basics of legal protection of intellectual property and the advantages of such protection, about the features of protection of inventions, utility models, industrial designs and trademarks, and touched upon some aspects of the legal protection provided by copyrights.

Along with this, the webinar participants learned why patent search is needed and what reverse engineering is, and which intellectual property objects can be used to protect the design and brand elements most effectively.

In order to consolidate the information received, an intellectual game was held. Using the example of one product of a well-known brand, the participants of the webinar were



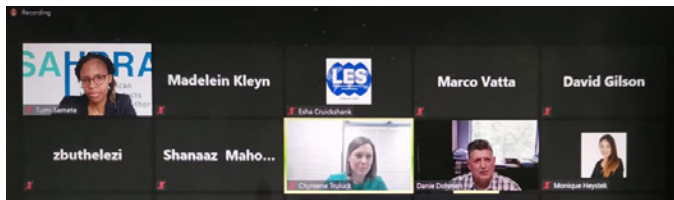
given the task to offer their versions of a set of intellectual property that can be used by its manufacturer to protect the product itself, its special name, its container with an opening device and the appearance of this product. The task was not easy, but with joint efforts it was completed. This made it possible to understand, on the one hand, how you can apply your knowledge of intellectual property when deciding what protections can be obtained on the objects that surround us (in particular, consumer goods). On the other hand, it became obvious how difficult it can be to obtain these protections without the help of IP specialists (patent attorneys and IP lawyers).

The webinar brought together about 40 participants from different regions of Russia, many of whom are participants in national and international competitions for young inventors. ■

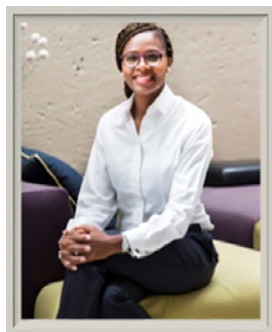
LES South Africa

# LES South Africa News And Events 2021

## Webinar: A sit-down with Dr. Boitumelo Semete-Makokotlela, SAHPRA, CEO on 8 March 2021



The LES South Africa Life Sciences Committee hosted a webinar in collaboration with the LESI Patent & Technology Licensing Committee presented by Dr. Boitumelo Semete-Makokotlela. The webinar was attended by 30 delegates.



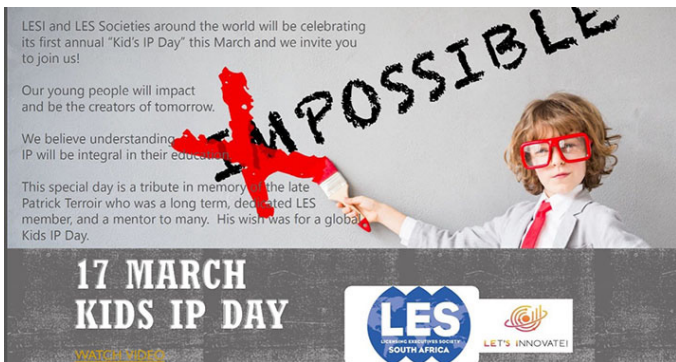
Dr. Semete-Makokotlela

Dr. Semete-Makokotlela is the CEO of the South African Health Products Regulatory Authority (SAHPRA), the regulatory body tasked with regulating all health products, including clinical trials, complementary medicines, medical devices and in vitro diagnostics.

The webinar focused on some of the recent changes in the regulation of health products and the challenges faced by SAHPRA, as well as the progress made by SAHPRA in the regulation of the health products industry in South Africa. The webinar was a welcome engagement by this important body with the IP licensing community and industry participants. Dr. Semete-Makokotlela enlightened participants about how COVID-19 has highlighted areas where regulatory processes and legislation may require improvement and expanded on SAHPRA's commitment to alignment with international practice, internal capacity and skills development, and building partnerships with international regulatory bodies to improve health products regulation in South Africa.

## Kids IP Day Celebration—17 March 2021

LES South Africa shared in the launch of Kid's IP Day with LES families all over the world. An informative video on IP basics was created and circulated on various platforms. Digital



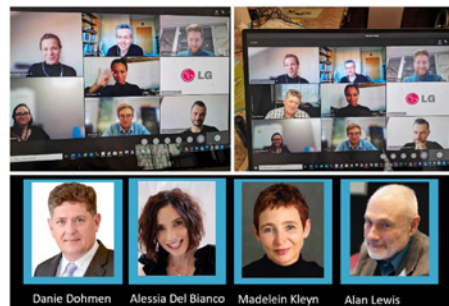
flyers inviting students to view the video were sent to schools around the country. The video can be viewed at the following link. <https://www.youtube.com/watch?v=la-RSWquaZs>

We have reason to believe that more than 5,000 children received the “Gospel of IP” across South Africa.

## One Day Introductory Licensing Course Online—22 April 2021

LES South Africa presented its internationally adopted one day licensing course for the first time online on 22 April 2021. The course was presented by Danie Dohmen, Madelein Kleyn, Alessia Del Bianco and Alan Lewis. Topics covered included IP basics, introduction to licensing, basics of licensing agreements, basics of licensing, determining reasonable license fees and royalty rates, managing licensing risks, and ended with a licensing game. The course was attended by 20 delegates, including some international delegates. Although it was challenging to negotiate a deal in break-away rooms with trainers juggling e-balls, it was a successful session and feedback from delegates were very positive.

## Afternoon Talk with Industry—13 May 2021



On 13 May 2021 the Environment, Energy, Materials and Chemicals (CEEM) and High Technology Committees of LES South Africa hosted an Afternoon Talk, “IP Management in Joint Ventures Between Multinationals.” This was a virtual event, presented by Dr. Elmar Muller, Engineering Manager in Initiating Systems and the IP Custodian for DetNet South Africa (Pty) Ltd.

During his talk, Elmar shared some industry experience of DetNet with the audience and focused on the following matters:

- Management of IP when entering into a JV, during the life of a JV and after break-up;
- Possible pitfalls;
- Management of IP in an advanced technology scenario where the technology changes during the duration of the JV;
- The importance of defining IP management at the inception of the JV;
- What happens to the IP developed in the JV after break-up?

A total of 29 attendees participated in the event.

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LES South Africa, continued from Page 14

### World IP Day 2021 Celebrated

Every April 26, LES South Africa and its members celebrate World Intellectual Property Day to learn about the role that intellectual property (IP) rights play in encouraging innovation and creativity. With this year’s theme, “IP and SMEs: Taking Their Ideas To Market,” World IP Day shone a light on the critical role of SMEs in the economy and how they can use IP rights to build stronger, more competitive and resilient businesses.

LES South Africa had shared on its website the events its members were hosting across South Africa, with the request to support these activities. Events were hosted by:

- The University of the Western Cape
- Central University of Technology
- Innovus, Stellenbosch University together with the Moolman Institute
- North-West University
- The Centre for IP Law at the University of Pretoria and Adams & Adams
- Walter Sisulu University and Adams & Adams

### Financial Modeling Course: Moolman Institute—LES SA—LESI

Members are reminded that the LES South Africa IP Valuation course is planned for October (COVID-permitting). The requirement to attend the valuation course is the successful completion of the financial modeling course. Please register here: <https://moolmaninstitute.com/p/master-financial-modeling-course-bundle-lesi>. ■



## FIRESIDE CHAT: LESSONS IN LICENSING FROM THE NFL PLAYERS ASSOCIATION; AND COMPARISONS WITH TECHNOLOGY LICENSING



**Brian O'Shaughnessy**  
Partner & Chair, IP Transactions & Licensing Group  
Dinsmore & Shohl, LLP



**DeMaurice Smith**  
Executive Director  
NFL Players Association



**Matteo Sabattini**  
Director IPR Policy  
Ericsson



**Dale Davis**  
Chief Patent Counsel  
Cummins, Inc.

\*Notable NFL player to be named later

LES 2021 ANNUAL MEETING

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## les Nouvelles

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## Licensing And Intellectual Property Organizations Meetings

For more information on LESI Meetings, go to [www.lesi.org](http://www.lesi.org)

### 2021

September 21  
LES Scandinavia's 50 Years' Anniversary Conference

October 5-6  
LESI Virtual Pan-European Conference

November 29  
LES France's 50th Anniversary!

### 2022

May 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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