

LES GLOBAL NEWS



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

Highlights

Societies' News

Meetings

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Reviews

ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY



Licensing Executives Society
International

BOOMING LICENSING
ON THE SILK ROAD

LESI 2016

Beijing

Hosted by LES China



Annual Conference
15-18 May 2016

LESI 2016 Annual Conference Office
Mr. Yibin Feng
10/F, Ocean Plaza, 158 Fuxingmennei St.
Beijing China 100031
Phone 86-10-66046026
fengyb@ccpit-patent.com.cn



www.lesi2016.org



For President
Jim Sobieraj's
message, see
Page 2.

For more information see page 3

Don't Wait: Early
Bird Discount
Expires March 31
Register Now!

Make the journey to a place that you won't soon forget: Beijing, China. LESI welcomes you to the 2016 Annual Conference, May 15-18, at the five-star China Grand Hotel. Meeting registration is now open online at <http://lesi2016.org/>.

Your registration fee includes admission to all sessions, workshops and exhibitions; coffee breaks and lunches; one accompanying person; cultural night dinner for the registrant and their guest; and a farewell night dinner for the registrant and their guest.

Hotel reservations can be made directly with the China World Hotel at China World Trade Center: www.shangri-la.com/beijing/chinaworld/.



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www.lesi.org/les-societies

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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 from your society. 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: January 15, April 15, July 15 and October 15

Editor: Larry Plonsker, 10580 Northgreen Dr., Wellington, FL 33449 • Email: editor@LESi.org

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Moving Forward With The LESI Value Proposition

By James Sobieraj,
President, LES International



In my last two columns, I reported on progress that we have made on education and publications. In this column, I will provide an update on communications and meetings.

Communications

The chair of the Communications Committee, Shawn Jacka, has drafted the following mission statement, which has been approved by the LESI Board of Directors:

The Communications Committee's mission is to facilitate communications among LES International (LESI), its respective Committees, and members worldwide. The Committee distributes the deliberations of LESI and its Committees, as well as matters of interest related to licensing.

The primary responsibility of the Committee is the managing of the LESI website (www.lesi.org). Our website presents a face of the LESI organization to our membership and to the public, and provides information about LESI and our member Societies. Valuable members-only content is hosted on the website, including *les Nouvelles*, *LES Global News*, events notices and educational programs and materials provided by LESI and/or our member Societies, as well as content generated by the LESI Board and Committees. The Communications Committee also maintains and updates the LESI membership directory, another valuable members-only resource available on our website. Member Societies are encouraged to create their own websites or establish their own pages on the LESI website. Finally, the Committee is responsible for creating and implementing LESI's social media strategy.

This mission statement highlights why communications is an important deliverable for LESI. The LESI website is a contact point for every one of the 9000+ members of LES around the world, where they can view the most current information available from LESI every minute of every day of the year. At the Winter Planning Meeting in Lisbon, Portugal, on January 23, 2016, fifty leaders from LES Societies around the world discussed how LESI can improve its communications with members. Some of the ideas include:

- More frequent and relevant communication sent directly to members
- Develop and maintain communications in the platforms used more and more by younger members
- Creation of an e-library and video vault

Meetings

Members who attend LES meetings, by and large, report that they obtain the most value from the LES membership from the educational content and networking opportunities that they receive at meetings. At every Board meeting we discuss how we can improve the quality of LES meetings. These efforts will come to fruition at this year's International Conference in Beijing on May 15-18.

Yibin Feng and Ningling Wang, and the rest of the Beijing Organizing Committee, have prepared an outstanding program. The Board, under the leadership of Fiona Nicolson, has worked with the Organizing Committee to obtain the right balance of international and China-centric program content. High-profile speakers have been lined up from large Chinese companies, like Xioami, TenCent, BOE and Alibaba, and from well-known international companies like LG Electronics, Merck, Novartis, Microsoft, Aramco, L'Oreal and Shishedo. The networking opportunities will be unsurpassed. Many people have registered already. I encourage you to register now, and make your travel arrangements today. You will be glad to attend this conference.

My best wishes to all LES members for a healthy, happy and prosperous 2016. I hope to see you in Beijing in May. ■

Continued from Page 1



Dear Attendees, LES members, future members, and friends,

It is my honor and privilege to invite you to the LESI 2016 conference in Beijing.

This is a very opportune time to meet in Beijing, as the importance of China to the world economy continues to grow and China focuses on promoting innovation and IP commercialization.

Our friends from LES China have prepared an excellent program that will be informative and helpful for licensing professionals and foreign companies with an interest in China. The program will include examples of successful Chinese companies doing business with the rest of the world, and additional programs with an international focus.

There will be ample opportunities to network with fellow licensing professionals from many different countries. The conference organizing committee also is planning social events that will allow attendees to experience the fascinating local culture while they network.

I hope to welcome you in Beijing on May 15-18, 2016.

James Sobieraj
President LESI



Since the 1994 LESI Annual Conference in Beijing, China has witnessed marked developments nationwide economically as well as legally, especially on the IP front. In the

forthcoming 2016 Conference, you will experience the new China.

Building on a history of over 3000 years, Beijing houses the most memorable historical monuments. At the same time, being the political and cultural center of China, it also houses the highest IP administrative and judicial authorities, the most renowned enterprises and the key IP community.

As commercialization of IP speedily gains momentum, it will strongly activate the licensing business and expand the role of LES in China on advancing the business of IP globally. Under the theme of 'Booming Licensing on the Silk Road', we aim at making the 2016 Conference a focal point for staging the great progress of IP in China and in Asia, as well as the effective cooperation of China with the rest of the world.

Beijing 2016 is expecting you!

Li Yong
President LES China



LES! ANNUAL CONFERENCE 2016

Dates: May 15-18, 2016

Venue: China Grand Hotel in Beijing (a five-star hotel located in the CBD area and the venue for previous APEC activities)

Theme: •Booming Licensing on the Silk Road

The famous Silk Road used to be the main trade and cultural route for China to connect with countries in Asia, as well as the rest of the world. The conference will showcase deals, collaborations, licensing, and technology transfer between foreign companies doing business in China and Chinese companies doing business with the rest of world at this historically exciting point when China focuses on promoting innovation and IP commercialization.

Features:

- Industry focused
- Business oriented
- Many networking opportunities
- Training programs & workshops
- Local cultural experiences
- Rich and flexible programs and sightseeing tours before, during, and after the conference for families



A Glimpse of the program

LESI Annual Conference in Beijing will be an exciting gathering of over 500 licensing professionals, including business executives and lawyers, from all over the world. We provide a comprehensive program with five keynote speeches, six mini-plenary sessions, and twenty workshops, sharing most up-to-date business insights, trends, and practical tips in various industries, such as high-tech, life science, transportation, chemicals, Internet, telecommunication, and cosmetics. In addition, the conference provides many networking opportunities, social activities including an excursion to the Great Wall and training courses for attendees.

We have confirmed the following speakers for the Beijing conference in 2016:

- A judge from the Supreme People's Court of China*
- An official from Ministry of Commerce of China*
- Director of IP Licensing, Microsoft*
- Executive Director, Business Development and Licensing, Merck*
- Senior IP Counsel, Alibaba*
- Global Head of IP, Novartis*
- Vice President, IP, LG Electronics*
- IP Director of BOE*
- Head of IP Licensing, Asia Pacific, IBM*
- Open Innovation Director of Unilever (China)*
- Director of IP and Innovation, Aramco Entrepreneurship*





Beijing, rich in history and bountiful in trade is the must visit venue. Historic sites to see include the Great Wall, the Forbidden City, and Heaven Temple. These ancient structures and buildings embody advanced engineering and are testaments of creativity and innovation that have stood the test of time.

This great and beautiful city is also noted for Chinese delicacies such as the Peking Duck and the convergence of flavours, catering to visitors for every different taste. Beijing is also renowned for its unique local culture.

Exemplary list of confirmed speakers include key management from Microsoft, Novartis Pharma, LG Electronics, BOE Technology Group Co. Ltd. and Unilever (China) and many leading Chinese enterprises.

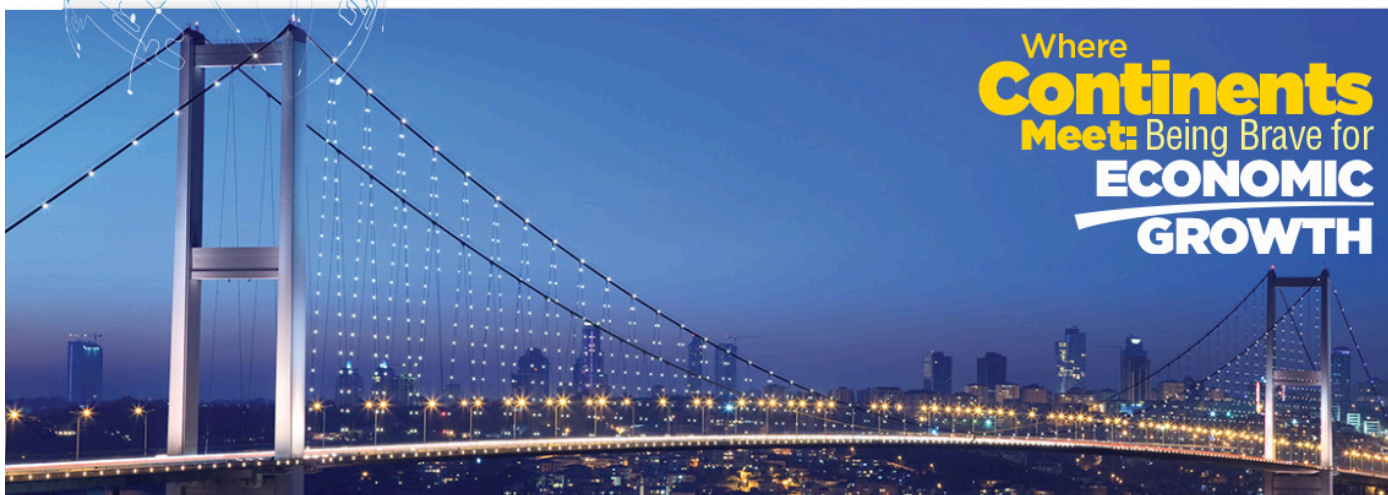
Registration will be launched in July, 2015. The time is NOW! The momentum is with China & Asia for trade and deals. Join us for a most memorable experience!





LES PAN EUROPEAN 2016
8-9 SEPTEMBER 2016 • ISTANBUL

Mark Your Calendar Now!



Where
Continents
Meet: Being Brave for
ECONOMIC
GROWTH

LES Pan European 2016 Meeting

Where Continents Meet: **Being Brave For Economic Growth**

The 2016 PAN EUROPEAN meeting will be Turkey's foremost IP event of the year for 2016. Moreover, as LES Pan European meetings have been constantly before, it is one of the leading events throughout Europe. Istanbul, Turkey's largest metropolitan area, is the only city in the world on two continents.

LES PAN EUROPEAN conferences are important not only for European Societies, but also for other LES societies around the World that desire to have a better grasp on IP related developments in Europe and its neighbouring regions. LES Turkey endeavors to carefully develop a cohesive and engaging conference program that is in partnership with the high level of sophistication of previous PAN EUROPEAN conferences.

The main theme of the conference is "Where Continents Meet: Being Brave for Economic Growth." The conference deliberations will be the following themes:

- IP for emerging economies
- Is Europe lagging behind on new disruptive technologies in automotive?

- How will 3D printing affect the IP ecosystem?
- Latest IP developments in the Eurozone
- What will start-ups expect from the IP system?

This conference will examine the impact of IP in business both locally and internationally. Turkey is one of the fastest growing countries among emerging economies. In recent years, Turkey has been pursuing a more active role in IP strategies. Turkey has taken concrete actions to enhance its IPR regime by enacting better legislation; increasing the role of universities and supporting entrepreneurship environment.

Parallel to the public policies LES Turkey has extensive efforts to transfer the knowledge and experiences of its highly calibrated members to entrepreneurs and start-ups. We have built many partnerships and organized events on this matter. Therefore, we are also willing to give you a taste of innovation, entrepreneurship and the investment environment of Turkey and the region. This will be what makes this event unique of its kind. ■

For more LESI news and meeting information please visit: www.lesi.org



Licensing Executives Society
International

Advancing the Business of Intellectual Property Globally

2nd Pan-American LESI YMC Event



“Into the Fourth Industrial Revolution: Licensing Strategies across the Americas”

Hear from Experts – Learn & Network – Dinner & DJ Event

Ottawa, Canada – June 10th, 2016

Registration is Free!

More at www.lesi.org

CLP course offered on Thursday, June 9, 2016 (registration & fee information TBA)

CPD/CLE accreditation (pending)



LES
2016
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APRIL 26 - 28, 2016 | HOUSTON, TX



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LICENSING EXECUTIVES SOCIETY (LES) IV LATIN AMERICA REGIONAL CONFERENCE 6 A 8 DE APRIL DE 2016 - BUENOS AIRES, ARGENTINA

As Associações dos Executivos de Licenciamento do Brasil, Chile, Países Andinos e Argentina cordialmente convidam seus membros a participar da IV Conferência Regional Latino Americana sobre Licenciamento, este ano com o tema “Innovation and New Technologies in the IP Environment.”

LOCAL:

The Brick Hotel Buenos Aires (ex-Caesar Park)
Posadas 1232, C1011ABF, Buenos Aires, AR.
Tel. (+54)11/4819-1100, Fax. (+54)11/4819-1121

PROGRAMA PRELIMINAR:

Dia 6/4 – 4ª feira

19:30 – 21:30 Recepção de Boas-vindas

Dia 7/4 – 5ª feira

09:00 – 09:30 Abertura Oficial
09:30 – 11:00 Painel 1: “Intellectual Property and Competitiveness”
11:00 – 11:30 Intervalo para Networking
11:30 – 13:00 Painel 2: “Licensing: Dos and Don’ts”
13:00 – 14:30 Almoço com Palestra
14:30 – 16:00 Painel 3: “Licensing of ‘Exotic’ Intangibles”
16:00 – 16:30 Intervalo para Networking
16:30 – 18:00 Painel 4: “Managing Open Innovation”
20:30 – 23:00 Jantar

Dia 8/4 – 6ª feira

09:30 – 11:00 Painel 5: “Practical Experiences In Tech-transfer In Latin America”
11:00 – 11:30 intervalo para networking
11:30 – 13:00 Painel 6: “The Role of Technology Transfer Offices In Advancing and Monetizing Inventions Through Licensing and Tech-transfer”
13:15 Encerramento

INFORMAÇÕES E INSCRIÇÕES:

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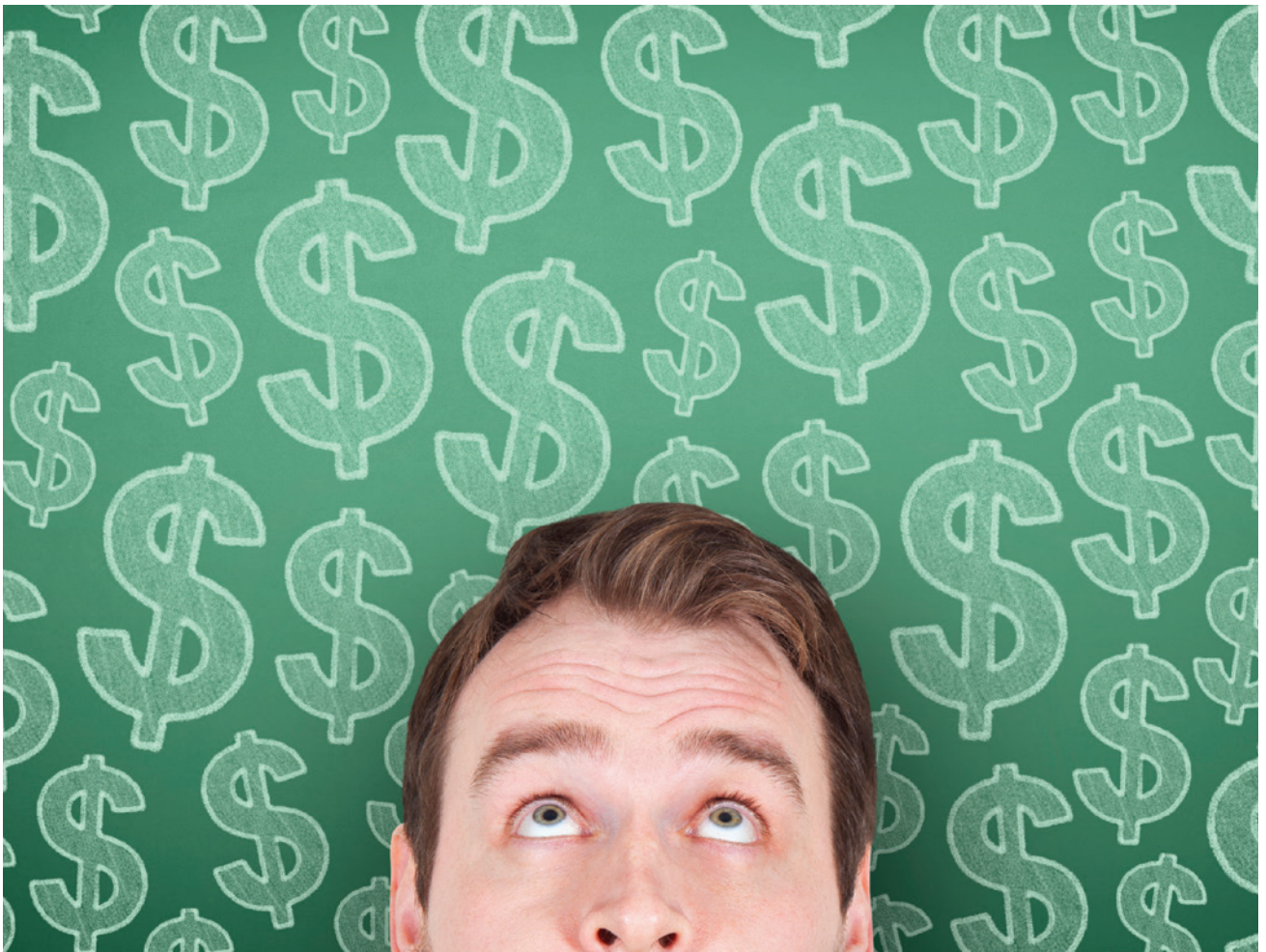


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A guideline for authors can be found on our Web site at the following address: www.lesi.org/lesnouvelles/advertise.asp#submission

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DEADLINES FOR *les Nouvelles*: Copy for publication in *les Nouvelles* should be received by the Editor-in-Chief as far as possible in advance of the final deadlines, **January 1, April 1, July 1 and October 1**. Articles for the white pages are reviewed by the LES Editorial Review Board, and they are published as soon as possible after acceptance. All materials are to be submitted electronically in either MS Word or Text Only format.

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January 22-23
LESI Winter Planning Meeting
Lisbon, Portugal

January 25
Patent Seminar
Stockholm, Sweden

February 8-9
IP100 Executive Forum
Arizona Biltmore,
Phoenix, Arizona, USA

April 26-28
LES (USA & Canada) Spring Meeting
Houston, Texas USA

May 4-6
LES ANZ Annual Meeting
Sydney, Australia

May 13-15
LESI Delegates Meeting
China World Hotel
Beijing, China

May 15-18
LESI Annual Meeting
China World Hotel
Beijing, China

September 4-6
LES Scandinavia Annual Conference
Scandic Park Hotel
Helsinki, Finland

September 7-9
LES Pan-European Conference
Hilton Hotel Bosphorus
Istanbul, Turkey

October 23-26
LES (USA & Canada) 2016 Annual Meeting
Vancouver, Canada

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LESI 2017 Annual Meeting
Paris, France

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This invaluable volume tracks and discusses—clause by clause—all the critical components of patent and technology license agreements, as well as nondisclosure agreements and collaboration agreements.

The **Eighth Edition** also presents a current overview of all legal issues surrounding licensing, including patent exhaustion, antitrust, bankruptcy, Bayh-Dole, and export control. It includes new chapters on the UCC and licensing and on RAND licensing. Sample provisions include references to applicable legal and practical consequences.

Major cases covered include *Kimble v. Marvel Entertainment LLC*; *Azure Networks LLC v. CSR PLC*; *Helperich v. New York Times*; *STC.UNM v. Intel Corp.*; *Ericsson Inc. v. D Link Systems Inc.*; *Jaffe v. Samsung Electronics Co.*; *Microsoft Corp. v. Motorola Inc.*; and *FTC v. Actavis Inc.*

A companion online appendix offers 200 sample clauses and forms, including sample license agreements, confidential disclosure agreements, employment agreements, and more.

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