

# LES GLOBAL NEWS



LICENSING EXECUTIVES SOCIETY INTERNATIONAL

Highlights

Societies' News

Meetings

New Members

Reviews

ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

## Planning For LESI's Future

By Patricia A.O. Bunye, President, LES International

As this issue of Global News is being finalized, the LESI Board and leaders of the different national societies and LESI committees are headed to Bangkok for the Winter Planning Meeting. Traditionally, the Winter Planning Meeting is held to prepare for the term of the incoming LESI President. I am thrilled to be working with President-Elect Peter Hess, who has been a friend for many years and who will no doubt lead LESI to greater heights.

I am particularly heartened that the agenda for the Winter Planning Meeting hits one of the "Cs" of my term's "4Cs," namely consolidation or building on LESI's many strengths, while keeping an eye on the many areas for improvement.

The Winter Planning Meeting this year is preceded by the National Leaders Meeting, which is an expansion of the National Presidents Council (NPC) Meeting introduced by Past President Jim Malackowski through a National Presidents' Retreat in Del Mar, California, just out of San Diego, in 2011. It was envisioned as a forum through which national society presidents could interact in depth about the best practices and challenges of their respective national societies. A wealth of knowledge and resources have been culled from that and succeeding NPC meetings and are available at <http://tinyurl.com/je8dcyk>.

This year, we decided to broaden the NPC by also inviting other national leaders such as the secretaries and treasurers, who have their own challenges.

At the National Leaders Meeting, we are looking to tackle, among others, the institutionalization of best practices and development of manuals and checklists for national leaders, especially those who are holding office for the first time. We recognize that



LESI Board Members



The LESI 2017 Annual Conference will take place at the Novotel Paris Centre Tour Eiffel.

## LESI Annual Conference Paris • 23-25 April 2017

Dear LES Members:

It is my distinct honor and privilege to invite you to the LESI 2017 Annual Conference to be held on 23 to 25 April 2017 (with an optional program on 26 April) at the Novotel Paris Centre Tour Eiffel.

Our host society, LES France, could not have chosen a more exciting theme: IP Revolution? Scenarios for the Future. New innovation models, new players and new paradigms are just among the topics we can look forward to at the Paris meeting. In the spirit of LESI, a rich networking program awaits us.

LES France is also extending a special rate to Young Members. Please visit [www.LESI2017.org](http://www.LESI2017.org) for more information and check in regularly for updates.

Paris is a magical city, whether it is your first visit or umpteenth. It epitomizes beauty, brilliance and achievement. Please join me and the LESI family in Paris in April, and be inspired and energized! ■

Patricia Bunye  
President, Licensing Executives Society International

## LES International Management & Delegates' Meeting (IMDM)— Paris 21-23 April 2017

For registration and additional meeting information please go online at <https://www.lesi.org/events/2017-imdm-paris>.

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### Quick Links:

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

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

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[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 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](http://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@LES.org](mailto:editor@LES.org)

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**President**, continued from Page 1

some societies are more developed than others and have well-established systems and procedures, including for leadership transitions. On the other hand, there are societies whose operations are largely dependent on the personality at the helm and, thus, need assistance in “systematizing” their society.

In recognition of this, much time will be devoted at the National Leaders Meeting to Society Case studies, particularly LES (USA & Canada) and LES Japan on the topic of “Sustaining Growth of a Large/Established Society;” LES Italy on the topic of “Attracting Attendance at Meetings” and LES Thailand on the topic of “Growing a Small/New LES Society.” From these case studies, we hope to identify the minimum deliverables from national societies and minimum requirements for a “healthy society.”

At the Winter Planning Meeting proper, we will tackle the “State of LES/I,” with the discussions being led by Past International Secretary François Painchaud, Past International President Yvonne Chua and President-Elect Peter Hess. The summary of the results of the Long Range Planning Committees’ survey and the resulting recommendations will also be discussed, with a focus on LESI’s top strategic initiatives

One awaited session is on “A New Committee Strategy for LESI” to be led by Vice President John Paul, which recognizes the need to work more closely with the international committees in our planning process to more effectively define and accomplish the most important priorities.

LESI’s strategy towards competing organizations and conferences will also be discussed, seeing how difficult it has become to draw attendance to our events given time and budget constraints, as well as the seemingly more attractive offerings of other groups.

Finally, a discussion on the Young Members Congress (YMC) will cap the day. In the few years that it has existed, the YMC has proven to be an effective tool for engaging young members, who are certainly the future of LESI.

We look forward to a fruitful National Leaders Meeting and Winter Planning Meeting, and to sharing the outcomes with you! ■



LES leaders at the Winter Meeting in Bangkok, Thailand.

23 TO 25 APRIL 2017

PARIS NOVOTEL CENTRE TOUR EIFFEL | WWW.LESI2017.ORG



OUR KEYNOTE SPEAKERS  
**THIERRY BRETON** \_ ATOS  
**BRIAN HINMAN** \_ PHILIPS  
**Pr. STANISLAS LYONNET** \_ IMAGINE

*LES I and LES France are eager to welcome you to the LES I Annual Conference which will take place in Paris from April 23 to 25, 2017. This conference is one of the best opportunities to better understand the future in the world of IP!*

*True to the LES I spirit, this promises to be an excellent networking event for IP professionals. This year, we are modernizing the modalities around networking to bring people together more than ever.*

*The innovation life cycle is going faster and faster and disruptive business models are challenging more and more the world of IP. At LES I, we want to assure that IP and its many facets remain key issues for competition and competitiveness. For that, we will have to quickly adapt our practices and methods to better serve the moving businesses. It is a revolution for us!*

*The programme on the site [www.lesi2017.org](http://www.lesi2017.org) is very attractive and focuses on the main IP issues of the upcoming years. Thierry Breton (ATOS) and Jacques Lewiner will share their thoughts about the future. Many other speakers from industry, law firms, life sciences, and others sectors will also share their experience and vision during the workshops.*

*We look forward to seeing you in Paris in April. Please register here.*

*Finally, don't miss the last sponsorship opportunities to enhance your visibility, click on the sponsorship link here.*



LICENSING EXECUTIVES SOCIETY INTERNATIONAL





## V LATIN AMERICA REGIONAL MEETING

Hotel Caesar Park Rio de Janeiro Ipanema Managed by Sofitel - Avenida Vieira Souto, 460 - Ipanema

### Quinta-feira, 16 de março de 2017 March 16, 2017 – Thursday

9h | 9h30 – 9am | 9.30am

#### Abertura | Opening

Patricia Bunye - LESI International  
Dirceu Teruya - Instituto Nacional da Propriedade Industrial - INPI  
Cândida Ribeiro Caffé - LES Brasil

9h30 | 11h – 9.30am | 11am

#### Empreendedorismo: casos de sucesso e dicas práticas | Entrepreneurship: success cases and practical advices

Maria Angélica Garcia - Attaché de PI do Reino Unido - IP Attaché UK  
Cristiano Rocha - BizCapital  
Joe Powell - Bacio di Latte

Moderadora | Facilitator: Marcela Trigo - Trench, Rossi e Watanabe Advogados

11h | 11h30 – 11am | 11.30am

Pausa para Café | Coffee break

11h30 | 13h – 11.30am | 1pm

#### Inovação na América Latina: oportunidades e outros incentivos | Innovation in Latin America: tax benefits and other incentives

Marcelo Peviani - Lenovo  
Renata Traldi Carriel - Braskem  
Gabriel Kleiman - Pfizer  
Sergio Branco - ITS - Instituto de Tecnologia e Sociedade

Moderador | Facilitator: Rodolfo H. Martinez e Pell Jr. - Martinez & Associados

13h | 14h30 – 1pm | 2.30pm

Almoço | Networking Lunch

14h30 | 16h – 2.30pm | 4pm

#### Centros Tecnológicos e de P&D em empresas e universidades: problemas atuais e planos para o futuro | Technology and Research and Development Centers: current problems and plans for the future

Eduardo F. G. Santos - Petrobras  
Lesley Millar-Nicholson, head do TLO do MIT - Massachusetts Institute of Technology  
Artur Schaal - CNH Industrial  
Jorge Ávila - Qualcomm

Moderadora | Facilitator: Juliana Viegas

16h | 17h30 – 4pm | 5.30pm

#### Segredos & Know-how: como protegê-los na modernidade? | Trade Secrets & Know-how: how to protect them in modern times

Paula Abreu - Coca-Cola  
Evelyn Montellano - Technip FMC | IP Transactions Sr. Legal Counsel | Intellectual Property  
Raphaella Gomes - Raizen

Moderadora | Facilitator: Tatiana Campello - Demarest Advogados

Debatadora | Debator: Cândida Caffé - Dannemann Siemsen

### Sexta-feira, 17 de março de 2017 March 17, 2017 – Friday

9h | 10h – 9am | 10am

#### Inovação para além da indústria: setor público, Organizações Sociais e afins | Innovation beyond the industry: public sector, Social Organizations and related

Eduardo do Couto e Silva - Centro Nacional de Pesquisa em Energia e Materiais - CNPEM  
Eduardo Zylberstajn - Fundação Instituto de Pesquisas Econômicas - FIPE  
Fernando S. Marcato - GO Associados  
Tiago Maluta - Fundação Lemann

Moderadora | Facilitator: Karina Müller - Müller Mazzone

10h | 11h – 10am | 11am

#### Transferencia de Tecnología y Licenciamiento de Derechos de Propiedad Industrial en Latino América

Veronica Canese - Marval, O'Farrell & Mairal  
Hector Chagoya - Becerril, Coca & Becerril, S.C.

Moderador | Facilitator: Ricardo Pinho - Guerra IP

11h | 11h30 – 11am | 11.30am

Pausa para Café | Coffee break

11h30 | 12h30 – 11.30am | 12/30pm

#### Big data: desafios e oportunidades | Big data: challenges and opportunities

Daniel Arbix - Google  
Fabiano Barreto - CNI  
Cláudio Lins de Vasconcelos - Lins de Vasconcelos Advogados

Moderadora | Facilitator: Paula Mena Barreto - Campos Mello Advogados

12.30 | 14h00 – 12.30pm | 2pm

Almoço | Networking Lunch

Register:  
[www.regencyeventos.com.br](http://www.regencyeventos.com.br)

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LESANZ invites you to attend the conference in Melbourne, 9-12 May at the Melbourne Cricket Ground (MCG), in the main sporting precinct of the CBD.

Translating the opportunities that arise from the need to ensure the wellbeing of the world's growing population (9 billion people by 2050), including meeting the challenges of keeping them healthy and active, will be the focus of this licensing and technology transfer event.

This conference offers delegates an excellent forum to source opportunities from across the Asia-Pacific region. This region is the growth engine of the world economy. The theme focusses on key areas of interest for an ageing population with increasing disposable income. The last few years have seen an increased emphasis on innovation across the region, which has manifested with new approaches to healthcare, a focus on nutrition in addition to food security, and an amplified interest in sport and recreation.

**Day 1, 9th May - Licensing Workshops:** Introduction to Licensing course and Cross Border issues.



**Day 2, 10th May - Suisse Wellness General Manager - Corporate Strategy & Company Secretary, Joe Gendy** will set the scene with his keynote. Our experts will cover: Healthcare/bio pharma, nutrition, sports devices and new technologies, finishing with a panel discussing wellbeing across Asia.

**Day 3, 11th May - Animal and new food technologies including: Health and wellbeing, sports branding and licensing, finishing with a panel licensing hypothetical summing up the learnings over the three days in a humorous and educational forum.**

**Day 4, 12th May - Gippsland Food Adventure - Paddock to Plate Study Tour:** Delegates will experience bush foods, a robotic dairy, world class cheese producer and grass fed beef and lamb. Sampling all these wonderful foods on the way.

LESANZ invites you to grab you're active wear, jump on a flight and join us in Melbourne this year!

<http://www.lesanz.org.au>

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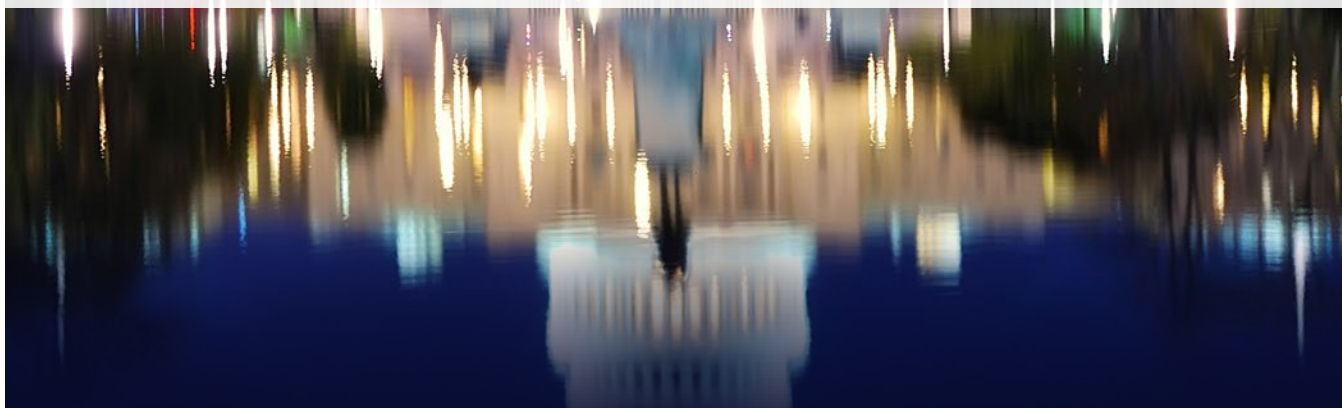


# LES 2017 SPRING MEETING



## Stronger Economies Through Licensing

Is IP Policy Making or Breaking Your Deals?



Willard InterContinental Hotel, Washington, DC

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LESI International Conference • 26 April 2017 • Paris, France



## IP Revolution? Technology-Based Collaboration To Achieve Societal Benefits

#GTIForum



In partnership with INPI, the  
French patent & trademark office

Invited  
Speakers  
Include:



Frédéric Caillaud  
INPI



Marcelo  
Di Pietro Peralta  
WIPO



Ged Owens  
EPO



The Hon.  
Michelle K Lee  
USPTO



Luc Savage  
Orange

Space is limited. Register today <http://www.lesi2017.org/registration.html>  
Awards Networking Dinner Program Optional

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We have issued new pricing for advertising in *les Nouvelles*. You can now advertise through a ¼ page ad, in color or black and white. See [www.lesi.org/content/advertiseinlesNouvelles.aspx](http://www.lesi.org/content/advertiseinlesNouvelles.aspx)

Although we do not have a Jobs and Employment section of *les Nouvelles* as yet, employers can advertise to fill important positions through *les Nouvelles*. We reach over 12,000 potential candidates, worldwide.

# les Nouvelles

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March 2017



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

<b>2017</b>	September 15-16
April 21-23 <b>LESI 2017 Management &amp; Delegates Meeting (IMDM)</b> Paris, France	<b>5th Pan-European LESI YMC Event</b> Budapest, Hungary
April 23-25 <b>LESI 2017 Annual Meeting</b> Novotel Paris Centre Eiffel Tower Paris, France	October 22-25 <b>LES (USA &amp; Canada) 2017 Annual Meeting</b> Chicago, Illinois U.S.A.
May 9-12 <b>LES Asia Pacific Conference</b> Melbourne Cricket Ground Melbourne, Australia	<b>2018</b> February 26-27 <b>The 2018 IP100 Executive Forum</b> Arizona Biltmore, Phoenix, AZ U.S.A.
May 9-11 <b>LES 2017 Spring Meeting</b> Willard Hotel Washington, DC U.S.A.	April 26-May 02 <b>LESI 2018 Annual Meeting</b> San Diego, California U.S.A.
June 16-17 <b>3rd Pan-American LESI YMC Event</b> Copenhagen, Denmark	October 14-17 <b>LES (USA &amp; Canada) 2018 Annual Meeting</b> Boston, Massachusetts U.S.A.
September 11-12 <b>LES Scandinavia Annual Conference 2017</b> Copenhagen, Denmark	<b>2019</b> October 20-23 <b>LES 2019 Annual Meeting</b> Marriott Desert Ridge Resort & Spa Phoenix, AZ U.S.A.

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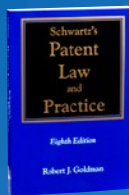
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