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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

LES Arab Countries: Education Courses & IP Workshops

"Training of Trainers" Course in Jordan



Training of Trainers (ToT) course participants.

The Licensing Executives Society-Arab Countries (LES-AC), presided by HE Dr. Talal Abu-Ghazaleh, held in cooperation with the Arab International Society for Management Technology (AIMICT) the Training of Trainers(TOT) course on August 5, 2017 in Amman, Jordan.

The seven day TOT course, certified by the Institute of Leadership & Management (ILM), targeted participants who represent different sectors and companies and focused on several key themes. Most importantly, providing participants with practical training using the best practices and most effective and efficient technologies in training needs assessment, design training, presentation, assessment and development.

LES-AC is the first Arab regional society specializing in the field of licensing and technology transfer. It is a non-profit society concerned with the development and education of the business community on the economic importance of licensing, protection of Intellectual Property Rights and Technology Transfer. LES-AC is a member of the Licensing Executives Society International (LESI) which comprises 33 national and regional societies around the world. www.lesarab.org. ■

LES-AC "Legal Drafting" Course

The Licensing Executives Society-Arab Countries and Abu-Ghazaleh Intellectual Property (AGIP) held the "Legal Drafting" course on August 13, 2017 at Talal Abu-Ghazaleh International University in Amman, Jordan.

Themes of the course included:

- Module 1:** Frequent types of legal documents.
- Module 2:** Advice to help you with your legal writing skills in legal documents other than contracts.
- Module 3:** Contracts.
- Module 4:** Drafting legal documents.
- Module 5:** How to brief on legal documents.

LES-AC and Abu-Ghazaleh Intellectual Property to Hold "Legal Actions on Trademarks" Course

The LES-AC, in cooperation with Abu-Ghazaleh Intellectual Property (AGIP), will hold the "Legal Actions on Trademarks" course on September 10, 2017 at Talal Abu-Ghazaleh International University in Amman, Jordan.

Themes of the course included:

- Module 1:** Introduction to IP rights and brief of each right.
- Module 2:** Focus on Trademarks and their conditions to be protected.
- Module 3:** Registerable and un-registerable Trademarks.
- Module 4:** Legal actions applied on Trademarks.



IP workshop participants from the law and pharmaceutical sectors.



From left, Mr. Najeeb Alturigi, Franchise Trainer, and LES-AC Staff, Mr. Ammar Ziad.

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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

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Licensing Executives Society International

“Strong IP Drives The Bottom Line” Moves To Japan

*By Peter Hess,
President, LES International*



Traveling to Japan is always an experience, particularly if you have the chance to join the LES Japan Annual Meeting. On invitation by LES Japan’s President Junko Sugimura, I had the honor to join this year’s Annual Meeting on July 14 and 15 in the wonderful city of Kobe. The meeting itself was very well organized and had—beyond excellent presentations—also a wonderful social program. It was a particular honor that the whole group was welcomed by the Major of the City of Kobe, Mr. Kizo Hisamoto.

Before joining the conference in Kobe, the Board of LES Japan also organized a meeting with the Deputy Commissioner of the Japan Patent Office (JPO), Mr. Kunihiko Shimano, and the Chief Judge of the Intellectual Property High Court, Mr. Misao Shimizu. The Deputy Commissioner was particularly interested in LES’s collaboration with the European Patent Office, with which we work together to establish a joint educational teaching program dealing with technology transfer and licensing. He was also very interested to learn about the collaboration of LES with the Chinese Patent Office, with which we will hold a seminar on various topics of licensing and technology transfer in Beijing in November 2018. Mr. Shimano expressed a desire of the JPO to continue to work even closer together with LES Japan.

Also, Chief Judge Shimizu recognized the importance of the work of LES Japan. He was particularly interested to learn to which extent “Non-Producing Entities” (NPEs) can enforce their patent rights in Europe, and particularly Germany.

With best wishes to all LES Members worldwide, I remain
Peter K. Hess,
President of LES International



LES International President Peter Hess visits Japan. From left: Wataru Imamura, Director JPO; Makoto Ogino, President-Elect LES Japan; Peter Hess; Kunihiko Shimano, Deputy Commissioner JPO; Junko Sugimura; and Masahiro Shibata, Director JPO.

Past-President Patricia Bunye Visits LES Chinese Taipei



LES International Past-President Patricia Bunye pictured at the LES Chinese Taipei meeting. From left, Richard Thurston, Of Counsel, Duane Morris LLP; John Alison, President, LES CT; Khristine Dy, LES Philippines/YMC; POB; Patricia Bunye; Christopher Neumeyer, Special Counsel, Duane Morris & Selvam Taiwan, who spoke on “Antitrust Considerations when Licensing Intellectual Property”; and Eric Chu, Consultant, Duane Morris & Selvam Taiwan.



Young Members Congress Event In Los Angeles

On Friday, June 16th the Third Annual Pan-American LESI Young Members Congress was held in the Penthouse Suite of the University of Southern California's USC City Center building. Here are attendees at the Thursday evening speakers and sponsors thank you dinner, held at Border Grill. Pictured clockwise from bottom left: Shayne Phillips (Halliburton/Event Planning Co-Chair), Joe Duronio (guest of Prof. Dr. Tilman Müller-Stoy), Invited Guest of Douglas Graham, Mahdi Amri (Deloitte), Douglas Graham (Ideation Inc.), Lawrence Lau (USC Stevens Center for Innovation), and Prof. Dr. Tilman Müller-Stoy (Bardehle Pagenberg).



LESI Participation On ISO/TC 279 IP Management

By Bill Elkington and Patrick Terroir



1. The International Standard Organization (ISO) has decided to develop a standard for Intellectual Property Management: ISO/TC 279, http://www.iso.org/iso/iso_technical_committee%3Fcommid=4587737.

The scope of the proposed deliverable is presented as follows:

“This standard proposes guidelines for supporting the intellectual property within innovation management. It aims at addressing the following topics of IP management at strategic and operational levels.

- How to build an IP strategy of an organization to support business and innovation strategies.
- How to setup IP management in innovation process.
- Which IP tools and methods and how to implant them in innovation process.

It can be used by any type or size of organisation, Start-ups, SMEs, large groups, research organizations, or universities.

The standard tries to enhance IP awareness of SMEs and other innovative entities and give them a guidance to grasp the key tools and methods of IP for innovation at very low cost.”

2. LESI will be considered as a “liaison organization” to participate in developing this standard, such as the OECD, World Bank, or WIPO. Note that this status of liaison is not given to many private organiza-

tions. Hence, the recognition of LESI is exceptional.

- The examination of LESI’s application by ISO to become a liaison participant is expected to take several months and is mostly based on **LESI’s capacity to collect the expertise from within its international network of societies** and to achieve a consensus for decision-making to provide ISO with the proposals of a worldwide organisation.
- LESI’s expected input shall include its comments and any proposed amendments to the draft text submitted by the ISO working group leaders, which currently are China and Norway.
- LESI’s participation will be led by the Patent and Technology Licensing (PTL) Committee, namely by its Chair, Patrick Terroir (pterroir@gmail.com) and Bill Elkington (bill.elkington@rockwellcollins.com). Bill now leads the LES (USA & Canada) standards initiative.
- They will regularly consult with the national and regional societies on the drafts submitted and collect the contributions of all the societies.

Thus, it is of the utmost importance that each regional and national society develop a process to examine the draft submissions and to make sound observations and proposals within the time limit required by this international standard setting process. ■

5th PAN-EUROPEAN LES YMC CONFERENCE

Budapest, Hungary
15.9.2017



Budapest, Hungary
15.9.2017

LES Australia and New Zealand (LESANZ)

2018 Annual Conference In Adelaide



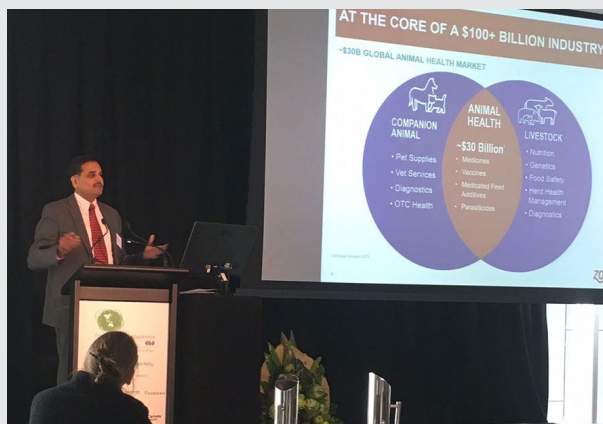
Adelaide 2018
LESANZ Annual Conference
 Licensing Drives Partnerships
 21 - 23 March 2018



The 2018 LESANZ Annual Conference will be in Adelaide at the Crowne Plaza—21-23rd March, 2018. The theme for this years conference is “Licensing Drives Partnerships.” For more information about the conference go to <https://www.lesanz.org.au/news/lesanz-announces-adelaide-for-2018>.



2017 LES Asia Pacific Conference Recap *Licensing for Wellbeing, Health, Nutrition & Sport*



Siddharth Shah, Director, External Innovation—Asia Pacific Zoetis Inc. was one of the main speakers at the conference.

The 7th LES Asia Pacific conference was hosted by LESANZ at The Melbourne Cricket Ground (MCG) in the main sporting precinct of the Melbourne CBD.

It included LES national and international guest speakers and delegates, particularly from the Asia Pacific region. This two-day conference focused on key areas of interest for an ageing population with increasing disposable income. With increased emphasis on innovation across the region and new approaches to healthcare, a focus on nutrition in addition to food security, and an amplified interest in sports and recreation. ■

LES France

Building On The Energy In Paris, LES France Organizes Events

After the international conference (and its success) in April 2017, LES France continues to organise conferences and webinars.

On June 20, 2017 the conference, “IP Strategies In Open Innovation,” organised in collaboration with ASPI (the French Association of the IP industry members) has seen 100 participants attending.

During the first part: New Forms of Industrial and Academic Innovation; four speakers: V. Marcatté from the IRT B.com, D. Barbier from Vedecom, P. Moreau from CNRS and P. Pasteau from Hypios Crowd Innovation explained the way their institutes and start-ups were working with the big and small enterprises.

During the second part: Big Enterprises and Start-ups; JY. Legendre from L’Oréal and A. Laliron from PSA Peugeot Citroen presented their collaborations with the other enterprises: small, medium and big.

Finally J. de la Rochebrochard from Kima Ventures explained how they choose the start-ups to help.

The YMC organised an after-work conference on the blockchain on May 16, 2017.

A workshop on the European Directive on Trade Secrets took place on July 18, 2017: Emmanuel Gougé, Anne Charlotte Le Bihan and Charlotta Ljungdahl have driven the discussion and the debate. The 21 attendees were very satisfied of the session. Another session will be organised during the second semester.

The next webinar, “Open source in our Day-to-Day practices,” will take place on September 29, 2017 from 1:00-2:00pm.

The General Assembly will be on December 5, 2017. For further information go to www.les-france.org. ■

Mark Your Calendars—LESI Upcoming Events

Tuesday, August 29, 2017

LES Singapore "Global Forum on IP"

8/29/2017 - 8/30/2017

Location: Singapore

Read more and register [here](#).

Monday, September 11, 2017

LES Scandinavia Annual Conference 2017

09/11/2017 - 09/12/2017

Location: Copenhagen

More information to follow soon.

Keep an eye out [here](#).

Friday, September 15, 2017

5th Pan-European LESI YMC Event

09/15/2017 - 09/16/2017

Location: Budapest

For more details, please click [here](#).

Sunday, October 22, 2017

LES USA / Canada 2017 Annual Meeting

10/22/2017 - 10/25/2017

Location: Chicago

Monday, November 13, 2017

LES Benelux Licensing Course

11/13/2017 - 11/14/2017

Location: Leuven

For more details, please click [here](#).

Wednesday, March 21, 2018

LES ANZ Annual Conference 2018

03/21/2018 - 03/23/2018

Location: Adelaide

Further details to be released soon.

Up-to-date information can be found on the Licensing Executives Society International website: www.lesi.org.

Updating Your Society's Records is as Easy as 1...2...3!

Dear Society Leaders and Administrators,

Updating your society membership records in the LESI central directory has never been easier.

1



Request a list of your current members. You will receive an Excel spreadsheet.

2



Please review the listing for current, former or add new members.

3



Simply email us back the revised Excel spreadsheet. VOILA!

For more information, please contact teh Secretariat, Esha at Northern Networking Events NNE@lesi.org. Also, please visit: <https://www.lesi.org/about/resources/updating-society-records>.

LES Scandinavia

2017 Annual Conference In Copenhagen

Digital Disruption—IP In The New Era

**Nimb Hotel—Copenhagen, Denmark
11-12 September 2017**

We are very excited to welcome you to the 2017 annual conference of LES Scandinavia. The title and theme of the conference is “Digital Disruption—IP In The New Era” and the conference will take place at Nimb Hotel in Copenhagen. The Nimb Hotel is conveniently located just across from the Central station with direct access to the Tivoli Gardens—One of Copenhagen’s cosiest spots.

The programme will include:

Insights on disruption management, strategies and business models.

- This topic will be covered by speakers from consultancy firms that excel in disruption strategies, such as Dare Disrupt and McKinsey & Co.—as well as companies that invest in and advance disruption, such as IBM, Uber and Novo Nordisk.

Updates on challenges, possibilities and developments within information security and big data.

- This topic will be covered by speakers with unique knowledge of trade secrecy trends and legislation, as well as experts within IT security and tools—and companies that utilize big data in disruptive business strategies, such as GN.

Discussion and elaboration on the future for classic core IP disciplines in a changing world.

- This topic will be covered by speakers with in-depth knowledge of disruption in the IPR field and companies that aim to disrupt the IP world via new solutions for handling and utilizing data, such as DartsIP.

A deep-dive into considerations around fundamental rights in the digital era.

- This topic will be covered by experts in commercialization of big data as well as experts in fundamental rights under GDPR, which will include Bech-Bruun law firm and DevoTeam.

For more information and registration go to: <https://www.lesi.org/les-scandinavia/conferences-meetings/future-conferences/conference-2017> ■

LES South Africa

One Day Licensing Course Held In Johannesburg

On 26 June 2017, LES South Africa presented the One Day Licensing Course in Sandton, Johannesburg.

The course was attended mostly by non-LES members and the group comprised of young attorneys, industry licensing professionals, as well as, a delegate from Namibia. The group was well balanced with a diverse composition of skills and active participation in both the presented aspects of the course and the licensing game activity.

The course slides were updated in light of previous evaluations and the feedback on the updated course was generally positive.

The delegates expressed an interest in further more advanced courses focusing on Licensing and Valuation. ■



Thank You Norm Jacobs



On behalf of the Editor of *les Nouvelles*, the Editorial Review Board and all of the readers of our journal, I would like to thank Norm Jacobs for his long service as a member of the ERB.

Norm is retiring from his position on this committee after 35 years of service. We will miss his keen insight and his long and valuable experience in licensing. The ERB was formed in 1982 and Norm was one of six members appointed to the new function of reviewing all article submissions for publication in *les Nouvelles*. Besides Norm, the other original members of the ERB were Dudley Smith and Brian Brunsvold from LES (USA & Canada), Michael Burnside, LES Britain and Ireland, Masataka Hashimoto, LES Japan and Gloria Isla del Campos, LES Mexico. Norm’s participation in the ERB was continuous from that time on to today.

Enjoy your free time but I know that you will still be an LES enthusiast as you have always been. Thank you again for your volunteer service in the ERB.

Larry Plonsker, Editor *les Nouvelles*

les Nouvelles

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Advancing the Business of Intellectual Property Globally

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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

2017

September 11-12
LES Scandinavia Annual Conference 2017
 Copenhagen, Denmark

September 15-16
5th Pan-European LESI YMC Event
 Budapest, Hungary

October 22–25
LES (USA & Canada) 2017 Annual Meeting
 Chicago, Illinois U.S.A.

October 26
Certified Licensing Professional (CLP) Exam Review Course at Annual Meeting
 Chicago, Illinois U.S.A.

November 13-14
LES Benelux Licensing Course
 Faculty Club
 Leuven, Belgium

2018

January 19-21
LESI Winter Planning Meeting
 Vienna, Austria

February 15-17
The 2018 IP100 Executive Forum
 Arizona Biltmore,
 Phoenix, Arizona U.S.A.

March 21-23
LES ANZ Annual Conference 2018
 Adelaide, SA
 Australia

April 27–May 02
LESI 2018 Spring Annual Meeting
 Grand Hyatt Manchester
 San Diego, California U.S.A.

October 14-17
LES (USA & Canada) 2018 Annual Meeting
 Boston, Massachusetts U.S.A.

2019

October 20–23
LES 2019 Annual Meeting
 Marriott Desert Ridge
 Resort & Spa
 Phoenix, Arizona U.S.A.

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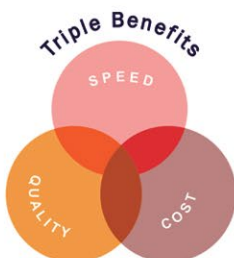
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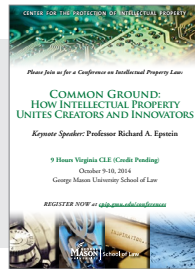
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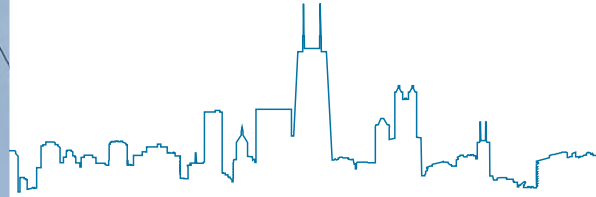
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