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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

Attending Productive Meetings With WIPO And LES (U.S.A. and Canada)

By Fiona Nicolson, President, LES International



I am writing this column as I travel back to London after a very productive meeting with Francis Gurry, the Director General of the World Intellectual Property Organization (WIPO) and the LES (U.S.A. and Canada) Annual Meeting. WIPO and LESI signed a MoU a few years ago and it is still in place. LESI's Past President, Arnaud Michel, who kindly helped to arrange the meeting, also attended.

It was interesting to hear of WIPO's current initiatives, such as the release of a publication on Artificial intelligence (AI)—a topic which affects all of us whether professionally or privately—<https://www.wipo.int/publications/en/details.jsp?id=4386>. Also, to hear about two other interesting initiatives including 'WIPO Green,' an environmental initiative—which is going from strength to strength—and 'Re-Search,' a consortium including WIPO, other NGOs and the pharma sector which is helping to drive research into new drugs including neglected tropical diseases.

At the meeting, we discussed ways we could contribute to these initiatives and other WIPO projects. I also provided an update on what's going on at LESI. It struck me that there is an amazing amount of positive activity and that is a result of all the passion and commitment of all of you, our individual LES members—and, particularly those who are involved in LESI leading or serv-

ing on Committees, on the Board or leading LES Societies around the world.

So, I wanted to say "thank you" for your hard work and dedication, which is so much appreciated as we strive to move this amazing organisation forward.

There are still five months left until our LESI Annual Meeting in Berlin and hopefully we can attain our goals for this year and be able to look back with a real sense of achievement. Together with the Long Range Planning Committee, the Board organised a strategy discussion in Phoenix during the U.S.A. and Canada meeting with a view to agreeing on action points and moving forward as soon as possible.

Since I last wrote this column, some other updates. I have had the privilege of visiting the following:

- LES South Africa for their Annual Meeting. LES SA provides amazing educational courses and was a real pioneer in this area and has also just launched its YMC group;
- Madrid where the LES European Meeting was a huge success and very well organised with great content on very topical issues including AI;
- The YMC European Regional Meeting in London. Like Montréal in July was a sell-out and the sun shone for the whole meeting, which was quite extraordinary!;
- The LES (U.S.A. and Canada) Annual Meeting in Phoenix, which had over 500 attendees and a great vibe with

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LESI Golden Reflections

The Business of IP as a Career—
An Interview with Heinz Goddar

Q: When and why did you get involved in the business of IP as a career?



Heinz Goddar, LESI President in 2000.

A: Heinz: I have been involved in the "business of IP as a career" since the early days of my studies at the University of Tübingen. During the first semester in 1960, not "only" studying physics (with related science subjects) but also law, having heard of the profession of a patent attorney already during the last year of my school. To get involved in IP as a "business" took place much later, namely during the very first years of my work as a German Patent Attorney. This exposed me to the licensing business which has fascinated me right from the start of my career.

Q: What are your career highlights?

A: Heinz: Certainly my years as President of LES Germany (1997–1998), then my three years on the Board of LESI starting as President-Elect in 1999, followed by my Presidency in 2000 and finally as Past-President in 2001. A particular highlight, during 2001-2003, was my success in achieving, not only the founding of

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some very thought provoking speakers including Makan Delrahim, Assistant Attorney General at the U.S. Department of Justice who spoke on antitrust issues and Vint Cerf, one of the fathers of the internet.

Since September I have also had the privilege of being the guest at other sister IP NGO meetings. These have included:

- The excellent AIPPI Annual Meeting in London, which attracted a large crowd of 2,600 people from all over the world; and
- The AIPLA Annual Meeting in Washington during which we had a good meeting with the AIPLA Board to discuss ways we can work together.

In fact, LESI is all about collaboration at the moment and we have spoken with a number of other IP organisations who are keen to work with us—more news soon.

Also, the most exciting news of the last few months is that we have recruited Dana Robert Colarulli as our new LESI Executive Director. Dana is based in Washington and was until recently the Director of Governmental Affairs at the USPTO. He was there for nearly ten years after more than seven years at the IPO. We are delighted that Dana is working with us in this new role and if you haven't met him already, I hope you will meet him soon. We also take this opportunity to thank Chris Katopis for his long years of service with us and for introducing us to Dana. Chris is now at the USPTO.

Two more things:

- Our new Women in Licensing Alliance has just announced that it has appointed Regional Ambassadors to help WILA in its mission to encourage women in the IP profession including setting up a pilot mentoring scheme—<https://www.lesi.org/committees-community/lesi-committees-overview/industry-professional-regional-committees-overview/women-in-lesi>. This is a very worthwhile development as this group moves forward; and
- Registration has opened for our 2020 LESI Annual Meeting in Berlin—<https://lesi2020.de/>. It promises to be a fantastic meeting. I look forward to seeing you there. ■

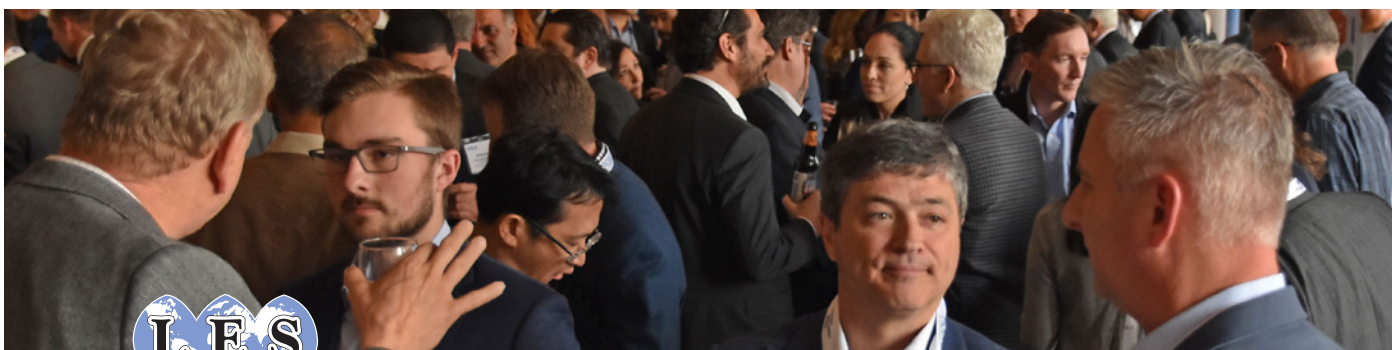
Lastly, all the best to you all for the holiday season!

Best Wishes,
Fiona



Photo by EPNAC

AIPLA and LESI leaders met in Washington D.C., from left: John Paul (LESI Treasurer), Vince Garlock (AIPLA Deputy Executive Director), Myra H. McCormack (AIPLA Past President), Lisa Jorgensen (AIPLA Executive Director), Joseph R. Re (AIPLA President Elect), Fiona Nicolson (LESI President), Meghan Donahoe (AIPLA Deputy Executive Director), Sheldon H. Klein (AIPLA Immediate Past President), Patrick Coyne (AIPLA First Vice President), Chen Wang (AIPLA Deputy Executive Director), Barbara A. Fiacco (AIPLA President), and Dana Robert Colarulli (LESI Executive Director).



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL

LES International Calendar

Meetings & Events

2020

February 21-23	2020 LES International Winter Planning Meeting	Italy
March 19-20	2020 LES Brazil & Americas Committee— “Licensing For Success In Changing Global Market”	Brazil
April 15-17	2020 LES ANZ Annual Conference	New Zealand
May 15-17	2020 LES International Management & Delegates’ Meeting (IMDM)	Berlin
May 17-19	2020 LES International Annual Conference	Berlin
October 18-21	LES 2020 Annual Meeting	Philadelphia

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the Hong Kong Chapter of LES China, and obtaining the approval of LES China and the governmentally approved "nodding" of LES China to found LES Chinese Taipei. They have co-existed with LES China since their founding (the latter, of course, including its Hong Kong chapter).

Q: When and how did you first get involved in LES?

A: Heinz: I first came into contact with LES in Australia in 1977 when friends there told me that in Germany efforts were started to found a German chapter of LES. I became member number 27 of LES Germany during the founding process.

Q: In what way do you think you have benefited most from being involved in LES over the years?

A: Heinz: My professional network is essentially based, worldwide, on contacts which I have obtained through my extensive activities in both LES Germany and, particularly, LESI.

Q: Do you have a ‘best’ LES memory or favorite LES Meeting you can share with us?

A: Heinz: The "best" meeting so far has been, from my viewpoint, the International Conference in Munich in 2005, in the organization of which I had been deeply involved.

Q: When you are not working how do you relax—do you have any hobbies?

A: Heinz: Yes, I have many hobbies, including reading, trying mildly to remain involved in politics, not restricted to IP and on the less "intellectual" side, golfing, sky-diving, and sailing (actually, a lot!).

Q: What is your favorite film and why.

A: Heinz: Casablanca—I can't forget, in many situations, the sentence, “This might be the beginning of a wonderful friendship,” and this does not “only” apply to personal relations, but also to the whole international LES family.

Q: What is your favorite book?

A: Heinz: Hopefully no surprise: *Il Principe* by Niccolò Machiavelli. ■



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LESI2020

LES INTERNATIONAL ANNUAL CONFERENCE 16–20 MAY 2020 | BERLIN | GERMANY

We invite you to LESI 2020 Berlin: an international conference on cutting edge licensing topics with confirmed speakers from industry:
Volkswagen, Schaeffler, Ericsson, and many more!

Key topics of the conference include:

- Legal interplay of Data economics – state of play in EU, US and JP.
- Licensing and Artificial Intelligence (AI) in (Machine) Industry 4.0, and in Digital Health and Medicine
- Recent Developments on Licensing of SEPs in major jurisdictions
- Licensing of IP Pools with representatives from pool companies
- 5G as enabler for internet of things (IoT)
- Partnering of life sciences companies across European borders

- Consequences of Brexit upon Licensing of IP
- Licensing in IT in times of Open Source
- Open Science and IP protection
- And many more

Conference Workshops and Bootcamp:

- A Startup Bootcamp with accelerator of Axel Springer and Porsche APX
- LESI and EPA Case Study on IP success stories in SMEs
- Many networking opportunities

www.lesi2020.org