



## President's Message:

### Moving Forward On Our Priorities... And Plans For The Annual Meeting In Venice

By John Paul, President, LES International

Thank you for being a member of LES and all you do to make this a great community! Presidential Addresses tend to end with this line, but I'd like to say that up front!

During the past few months, so many LES members have been working hard on our priorities and producing concrete things that are valuable to:

- our LES organization—things that make LES stronger and more effective
- members of LES—things that interest them and help them do their day job better
- the public—things in our expertise that help the general public and those in need

#### Moving Forward On Our Priorities

In the last LESI President's Message, I named seven priorities. Here's a progress report:

##### 1. Educating Our Members

**Job Training**—The updated online one-day basic and advanced courses in IP licensing and commercialization are well on their way to completion. Martin Schneider is leading.

A shorter interactive online course in licensing just created by LES Brazil is being internationalized. Tatiana Campello and Karina Muller are leading.

**Recent Developments**—The publication on global updates affecting licensing and other transactions has made a good start. Law firms in some countries have started preparing summaries. Law firms in some other countries have volunteered to prepare summaries. Law firms in yet other countries are still needed. Volunteers are welcome. Please let us know if you are interested in preparing summaries for your country. David Drews, Larry Plonsker, Alex Haertel, and Masahiro Otsuki are leading.

**Hot Topics**—Pop-up courses are being prepared for a number of highly requested topics, including trade secrets, data protection, and privacy, and will be scheduled for the next months. These courses will have a more interactive format to allow LES members to share their views and experiences. Let us know other hot topics you would like presented. Natalie Raffoul is leading.

**Coordination of Education**—The education committee is working with other industry and professional committees to de-

velop a coordinated education schedule, better communicate about live programs and provide better access to recorded programs. Martin and Natalie are leading.

**Case Studies of Success**—The collaboration with the EPO continues strongly, with CEOs addressing business and licensing strategies, growth financing, and how to build-to-sell. Three sessions are happening this autumn. Jurgen Granger, Sonja London, Willem Bulthuis, and Thomas Bereuter are leading.

##### 2. Building Community

**Building Committees and Offering Programs**—The industry and professional committees and affinity groups like the Young Members Congress (YMC) and Women In Licensing (WILA) continue to expand their ranks, create leadership positions and steering committees with representatives from the national societies, and offer programs. The many committee chairs are leading. The most alliterative and fun sounding program is by the YMC on "Food, Fashion, and Furniture," offered virtually from Milan!

**Building Industry Advisory Boards and Hosting Meetings**—The automotive industry group continues to plan meetings of its industry advisory board every few months to discuss topics chosen by that group and then produce a report that is shared with other LES members about the discussion and observations. Recent topics include autonomous driving and cybersecurity. John Carney is leading.

The energy industry group is expanding from its roots in LES Spain and Portugal to internationalize, governance documents for the group are now drafted, and outreach to energy industry members in other national societies will begin. Jose Miguel Lisen is leading.

The industry and professional committees, the affinity groups, and the industry advisory boards are participating in planning the annual meeting. (More on that later.)

##### 3. Recognizing accomplishments and presenting awards

**Innovation Awards**—The LESI Innovation Trends Task Force (Andre, Bay, Tanja) is working with the LESI Awards Committee (Patricia, Madelein) on a new awards program. They have now prepared plans for a program to identify achievements and present awards in creating, protecting, and commercializing innovation, and achievements in managing and monetizing intellectual

President, continued on Page 2

## Inside LES Global News

### Highlights

–Pages 1-6

### Society News, Committee Reports

–Pages 8, 10-16

### Meetings & Delegates

–Pages 7, 9, 17-20

### International Calendar

–Page 6

### 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).

Deadlines: December 1, March 1,  
June 1 and September 1

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**President**, continued from Page 1

property. They have prepared an announcement with criteria for the award and a submission form and will reach out to national societies to seek nominations.

This program provides opportunities for LESI and national societies to reach out to members and potential members with the opportunity for members and others to share their achievements and compete for an award. The case studies will be publicized and used for subsequent education programs.

Please let us know of any interesting achievements.

**Innovation awards**—The LESI Innovation Trends Task Force has proposed a new LES program to highlight successful licensing deals that further technology and innovation. They have now prepared plans for a program to identify such achievements and allow the LES community to talk about what made them a success. They prepared an announcement with criteria for the awards and are seeking nominations from national societies and all LES members. Our goal is to present awards that recognize achievements in creating, protecting, and commercializing innovation, and managing and monetizing intellectual property. These case studies will be publicized and used for subsequent education programs. André Gorius, Tanja Sovic, and Bayani Lose are leading. Please let us know if you have any interesting achievements to contribute!

#### 4. Growing and Retaining Membership

**Value Proposition**—We have completed a one-page information sheet—a value proposition of talking points—listing the many concrete things LESI does and will do shortly that provides value to our members and the public. We will soon share this value proposition with the national societies for outreach to grow and retain membership.

**Outreach Plan**—We are preparing plans for outreach to potential members starting with identifying a number of leading multinational companies to approach. To begin, we circulated to the LESI board a list of 300 leading multinational companies that file the most patent applications and asked them to identify organizations where they knew people or were willing to reach out to people to begin a conversation about the value of LES and membership. We also asked the national society presidents to consider doing the same, talking to their boards and other leaders about compiling a list of leading companies for outreach and preparing a plan for outreach.

**Engaging and supporting LES national societies**—I have begun to arrange individual calls with the national presidents to understand their perspectives, strategies, and activities, as well as successes and challenges, on membership growth and retention, and whatever other priorities they have where LESI can help. I will be working with the LESI Membership Committee to prepare observations on what is being done and how to increase membership. And we will discuss these observations and possible next steps at the National Presidents Council call.

#### 5. Providing public service

**“Ask Me Anything” Programs**—The plan to create a pro bono legal referral program has taken its first step. LESI will host a series of three “Ask Me Anything” programs, where legal and licensing experts from three different countries, one from each major region, will answer general questions about IP and licensing. We have prepared agreements with disclaimers for those who participate. Chris Shaowei and Fiona Nicolson are leading.

**Educating Innovators and Small Businesses**—As mentioned above, our case studies of success—the collaboration with the EPO aimed at innovators and small businesses—continues strongly, with CEOs addressing business and licensing strategies, growth financing, and how to build-to-sell.

**Sustainable Development, Sustainable Innovation, Environmental Impact**—The Chemicals, Energy, Environment, and Materials Committee and Industry Advisory Board is studying these topics and considering programming around them. Ningling Wang and Dallas Wilkinson are leading.

**Facilitation and Education on Tech Transfer to the Developing World**—The LESI Global Technology Impact Forum (GTIF) has begun to plan a number of events for the year. Mark Wilson and Omer Hizioglu are leading.

**Kids IP Day** will repeat again this year. Madelein Kleyn is leading.

#### 6. Obtaining Additional Funding

**Sponsorship, Sustaining Sponsors, and Patrons**—We are working on plans to expand our funding model to fund the programs we are presenting and the programs

**President**, continued on Page 3

## President, continued from Page 2

we want to develop. And we are expanding our funding model to make our work for members and the public so appealing that people and organizations that want to support the work we are doing and the work we plan to do will become patrons and sustaining sponsors. We have started to have more organizations funding individual programs we present. More plans to come!

### 7. Communicating better about what we do

**Weekly Email Blast**—The list of programs and conferences offered by LESI and national societies continues to expand as more national societies more actively submit more information about their activities to Dana Colarulli and Esha Cruickshank, who coordinate the blast.

**Defining the LES Identity and Differentiating LES From Other IP Organizations**—This was one of the four topics discussed at the winter planning meeting. After further discussion with various industry advisors over the last several months we have an additional tagline that can help with identifying what LES does and how it is different from other IP organizations. If you recall, some years ago, there was a concern that the Licensing Executives Society name may indicate that we were only licensing executives focused on licensing. And so, the tagline “advancing the business of intellectual property globally” came into use. However, that tagline is rather vague and does not specifically include the concepts of innovation and commercialization, which is the focus of many of our members and a traditional focus of LES. As a result, we have developed and received positive feedback on an additional tagline: “*Creating, Protecting, and Commercializing Innovation | Managing and Monetizing Intellectual Property.*” Yes, of course we can fill a volume with all that we do, and we will once we have the new website in place (see below). But this is a more descriptive handle than our name and our tagline “advancing the business of intellectual property globally.” And of course, all three can be used together.

**Developing a New Website with More Capabilities**—This fall, we will launch “LESI Online Communities” to allow our LES leaders and their committee members to communicate and work together more flexibly online. Committee leaders will be able to directly convene committees and manage the affairs of the committees online. The leaders and members of the committees will be able to communicate with each other before meetings, during meetings, and in between meetings. Given the global reach of LESI, our work continues 24/7 through nearly every time zone. So we are developing better tools to help us build and maintain communities within LES through Higher Logic, a service provider that specializes in supporting associations like ours, in the IP space. The back end of the platform is nearly completed. The contract includes training and coaching for the year. And, some of the most active LES members have agreed to be our early adopters and serve as a model for others navigating the site. Once these backend tools are launched we will also build the front end of the website to better reflect the organization as we enter into our 50th year.

### Plans for the Annual Meeting in Venice

The last thing I mention should be one of the first things to keep in your mind about LESI. Join us in Venice!

We are moving forward with the LESI2022 meeting. We plan to make it our best meeting ever. It kicks off our 50th anniversary and the beginning of our next 50 years.

You should plan to participate in making this our best meeting ever, and come with your friends, family, and colleagues.

Why should you plan to attend?

- There is nothing like being together with friends and colleagues from all over the world. And no matter how much you like being home, we have all been home for the longest time in our lives. It's time to get out and connect.
- It's in Venice, no better place to celebrate a 50th anniversary. Arrangements are set for the conference, the events, and the accommodations. They are wonderful. They are reasonably priced. And they can accommodate a few hundred or fifteen hundred people.
- I will personally contact your boss to advocate for you to attend if you feel it's uncomfortable to ask to go to Venice for the annual conference because it's in a nice place. So, with respect to all of us who let traditional logic worry us too much sometimes about things like this, it's time to get over that and face the reality of the day. Venice is a great choice for a meeting in the spring of 2022. And yes, it is centrally located for world travel from the 90 countries in our 33 national and regional societies. And it has many good non-stop flights from places around the world. OK, OK, it's still eight months away. But start thinking about it as a reality that can be yours for a business meeting, to see friends, to celebrate 50 years and plan the next 50 in one of the most historic cities in the world. And if you are still lining up reasons to go there, it's situated in the heart of the second largest industrial region in Italy, only two hours by train from Milan.
- The “experience” of the meeting will be more than talking heads. New elements are being incorporated. More interaction. You will have a role in defining your experience. We are working on having the meeting be a “communities of communities,” with different industry, university, professional, legal, government, and other affinity communities to come with their members and contribute to the program and have live interaction and meetings you can attend at the conference.

**What should you do now?** Tell us your ideas to help us curate the experience you want.

- What topics and speakers would you like to hear and see? Feel free to fantasize. We are not shy in approaching important people and asking them to come and speak.
- What communities would you like to see? What industry, university, professional, legal, government, and other affinity communities would you like to see gathered there?
- What kind of live interaction would you like to have? What people are important to that live interaction? How do we provide this experience of live interaction with these various communities in a new and fresh way?
- And what else can we do to make the conference experience so attractive that we can break the inertia of staying at home?

Thank you all for being members of LES. I do want to hear from you. Please let me know if you would like to join any of our initiatives. And please let me know what will help make our annual conference a great success and get you to Venice. ■

## LESI Innovation Trends (LIT) To Shape The Future Of LES

The LIT Task Force was created by LES President Audrey Yap at the Winter Planning Meeting in February 2020 to look into the factors of change in innovation and their impact on intellectual property and licensing. The most regretted Patrick Terroir took the lead and organized a set of several working groups along the lines of the factors of change in innovation and interests/expertise of the LIT members.

After the tragic event taking Patrick from us in December 2020, Tanja Sovic (TU Wien—LES Austria), Bayani Loste (Fortun Narvasa & Salazar—LES Philippines) and André Gorius (Winnotek—LES France) took over, and coordinated the following working groups, with the participation of practitioners from high-tech industries, academia, experienced lawyers and international organizations, also open to non-LES members:

- New Technologies (e.g., IoT, AI, Robotics, Blockchain, ...)
- SMEs and IP
- New Context (e.g., open science, sustainable development goals)
- New Production of Innovation (e.g., data, software)
- Energy, Environment and Advanced Materials
- In February 2021, LIT added Trade Secrets as the sixth working group.

Each working group developed its own topic for a written paper to explain the challenges and suggest possible solutions. For example, between June and November 2020, Patrick Terroir and André Gorius conducted a set of interviews for non-LES members and even non-IP involved managers from different industries and academia to gather their views on the existing and possible impacts of new technologies on business processes and strategies. Several active LIT members prepared reports, which they discussed during the LES Annual Conference in May 2021. <https://vimeo.com/user33610134> (Session 20).

Among the program for the next few months, the LIT members committed to several priorities:

- Publication of two papers in the December 2021 *les Nouvelles* issue, to cover innovation trends and consequences for LES: one for new technologies and the second for energy, environment and new materials.
- Two forums: one around new technologies at the end of 2021, one about trade secrets in early 2022.

In addition, as proposed by John Paul during the transition between Audrey Yap's and his own LES presidency, the LIT Task Force is developing an awards program to highlight best practices in innovation and licensing. This awards program will help consolidate LES members on innovations and licensing benchmarks and at the same time increase LES membership because of the "open" selection. We thus developed an awards criteria matrix with the objective of recognizing innovative approaches that lead to long-term market innovations and differentiation. Higher scores will be given to inclusive and impact-driven deals. The main criteria for the Innovation Trends Awards (ITA) comprise the following:

1. Solid invention value creation process—preference is given to more collaboration in the ideation of the IP and multiple IPR and human actor competency assessments;
2. Teamwork and partnerships, beyond R&D, market value and IP—more credit is given to anticipatory planning and activation;
3. Contractual/licensing Innovation—comprehensive value chain analysis (from raw materials to consumers) is given more points; and
4. Impact on LIT Task Force Objectives—the more factors of change affected (New Tech, New Actors, New Context, New Products, EEAM, Trade Secrets), the more points given.

Following the official launch this summer, the LIT Task Force, together with the LESI Awards Committee, will propose the nominees for the December 2021 LESI Board, and will announce the awards during an event in early 2022. Broad communication will help all of us to learn from the candidates and, of course, winning practices and examples.

With all this to come, we warmly welcome anyone willing to participate in these initiatives. Help us make them successes for the future of LES and let us build together on the resulting discussions and fruitful later initiatives they will with no doubt induce. ■

Note: Nominations for the new "LESI Innovation Award" are now open. The deadline for submissions is Nov. 20. Please see [www.lesi.org](http://www.lesi.org) for more information.



Tanja Sovic,  
LES Austria



Bayani Loste,  
LES Philippines



André Gorius,  
LES France

## Ideas To Assets: Theme Of IP Week@SG 2021

By Audrey Yap, Immediate Past President LES International & LES Singapore



The tenth edition of IP week@SG, organised and hosted by the IP Office of Singapore, was held during the week of August 23, 2021, with its flagship event Global Forum on IP (GFIP) taking place in hybrid format on August 24 and 25 at the Marina Bay Sands Expo and Convention center. The event was graced by Mr. Edwin Tong, Minister for Culture Community & Youth and second Minister for Law. Themed “Ideas to Assets—Emerging stronger with IP,” it brought together policy makers, business leaders and legal experts to network and discuss cutting edge issues. With over 10,000 virtual registrants participating globally over the many sessions, it was a significant and important event on the IPOS calendar. The Keynote plenary was presented by a special guest, WIPO DG Daren Tang, and joined by Mrs. Rena Lee, Chief Executive IPOS; Dr. Shen Changyu, Commissioner China National IP Administration (CNIPA); Mr. Kiyoshi Mori, Commissioner Japan Patent Office (JPO); and Mr. R. Barba, DG IPOPhil and Chair ASEAN working group on IP Cooperation (AWGIPC). It was well received with the heads of IP offices sharing national strategies on how IP could be deployed in supporting businesses in their innovation journeys. See DG Tang’s report here, [wipo.int/about-wipo/en/dg\\_tang/news/2021/news\\_0034.html](http://wipo.int/about-wipo/en/dg_tang/news/2021/news_0034.html)

In a reflection of the continuing great relationship between the organisations, LES Singapore collaborated with

IPOS to jointly organise one of the highlights of the week, which was a live enactment of a negotiation to discuss and debate pertinent issues faced by enterprises in IP licensing deals. Presented in an interactive session in person, diverse topics were covered including how to safeguard rights, manage risks and overcome disagreements at the negotiating table. The scene was set to deliberately take into account the fact that most licenses are across borders by having the proposed Licensor be an established Singapore entity taking on a potential licensee/alleged infringer in Thailand. It demonstrated how stick licensing may work in situations where parties are asked to work together collaboratively towards a solution. It featured an “All LES member” cast of experts and professionals. LES SG was represented by Catherine Lee, President LES Singapore as moderator with panellists Sharon Chiang, Lionel Tan and Faith Sing for the Licensor and George Hwang, Chiew Yu Sarn and He Cairan for the Licensee. I met with WIPO DG Daren Tang on the sidelines of the IP Week in a private session and affirmed the good working relationship between LESI and WIPO. We look forward to enriching our collaboration in more ways, in particular supporting the various initiatives DG Tang has outlined for WIPO that are so aligned with LESI’s core expertise and member base. ■



Speakers at IP Week@SG 2021 hosted by the IP Office of Singapore.

LES China

## LES China Hosts In-Person Seminar In Beijing

LES China hosted an in-person seminar on July 29-July 30 in Beijing. It was the first, much awaited in-person event held in almost two years since the outbreak of the COVID-19 pandemic. It attracted more than 80 participants across the country.

The seminar began with the opening remarks given by Mr. Zhongqi Zhou, President of LES China. Mr. Zhou summarized the work of LES China in the past year and urged all participants and the LES China members to get more involved in LES activities.

Eight speakers invited by LES China offered presentations on hot issues related to IP commercialization at the seminar.

Ms. Jun He, the judge from the Supreme Court, talked about the practice and challenges of data protection in China. Mr. Xiaojun Liu, the judge from the Beijing High Court, discussed the punitive damages written into law recently.

Ms. Ye Zhang, the Director of CIETAC China International Economic and Trade Arbitration Commission, spoke about arbitration on IP-related disputes in China. Ms. Zhao Cheng from Tsinghua University, Ms. Lingling Cui from Baidu, Mr. Tianqi Ma from the State IP Operation Public Service Platform, and Mr. Allan Wang from Beijing TA Law Firm shared their experience and perspectives on IP commercialization strategy and practice from different angles.

The presentations were thought-provoking and the participants had the opportunity to have interactive discussions with the speakers.

Mr. Christopher Shaowei, LES China Vice President, gave closing remarks for the seminar. ■



Participants at the LES China IP commercialization seminar.



Opening remarks given by Mr. Zhongqi Zhou, President of LES China.



Mr. Christopher Shaowei, Vice President of LES China, and Ms. Zhao Cheng from Tsinghua University.



Speakers at the LES China IP commercialization seminar.

LES China-Hong Kong

## LESC-HK Hosts Sumptuous Summer Event @ K-Town Hong Kong

LESC-HK is delighted to have organized a very enjoyable get-together dinner on 18 August 2021.

Due to the pandemic, this event was LESC-HK's first in-person gathering in almost two years. Needless to say, all attendees were thrilled to be catching up with familiar faces as well as making new friends.

The event took place at CHINO, a lively Japanese-Mexican Fusion restaurant in the up-and-coming Kennedy Town (aka the hip K-Town!) in Hong Kong. Guests were served with a specially arranged menu highlighting popular dishes

designed by Erik Idos, CHINO's owner and head chef, who was previously a head chef at the famous Nobu restaurants in Los Angeles, New York, and Hong Kong. There were also frozen margaritas, and some fine mezcal and tequilas for everyone's tasting.

Everyone enjoyed the great food and company, and had a lot of fun! LESC-HK certainly cannot wait to meet again at our next event with members and non-members from the licensing community. Stay tuned for more news and updates! ■

LES Italy

## Virtual Webinars, Meetings And Events In 2021

The outbreak of the COVID-19 pandemic necessitated a drastic reorganization of the association's activities. Given the impossibility of organizing "in-person" events, LES Italia has therefore taken steps to organize a series of virtual meetings (the number of which has also exceeded that of any other LES chapter), which in recent months, thanks also to the involvement of prestigious speakers, have represented important opportunities for training and professional updating.

The first event of year 2021—"5G & Patents" took place last **January 27**—analyzed the main features of 5G technology, mainly focusing on why 5G is considered a disruptive technology and on how it would be possible to promote a 5G licensing market for promoting innovation. In this webinar hosted by LESI & LES Italy, the speakers **Sonja London** (Nokia), **Matteo Sabattini** (Ericsson) and **John Carney** (LES USA & Automotive Sector), moderated by **Luis Ignacio Vicente del Olmo** (ASTI Mobile Robotics & Pons IP) discussed the following topics: Why is 5G so different from 4G? What is the impact in a key field such as the automotive sector (impact in sales, V2X—communications...)? What are the different scenarios for 5G patent licensing? What will be the impact of COVID-19 on 5G deployment? The webinar had more than 120 attendees as a confirmation of the power of the synergy between the LESI Chapters and associates.

Following this webinar, an event dedicated to the LES Italy associates was held. On **February 12** the webinar on "**Recent Trends of the Jurisprudence in the Field of Intellectual Property**" took place with the participation as speakers of the Presidents and Judges of the specialized IP Sections of the main Italian Courts: Milano, Torino, Genova, Roma and Napoli. The judges discussed the most recent case law concerning several topics: contributory infringement, protection of trade secrets and databases, copyright and claim for ascertaining authenticity of works, software protection and compliance reporting. The webinar generated great interest amongst our associates: more than 120 persons participated.

International and cross-borders topics were once again the focus in the webinar co-organized by LES Italy and LESI on **February 24** titled, "**Contributory Infringement: an Overview under German, French, English and Italian Law.**" The speakers **Prof. Dr. Tilman Müller-Stoy** (Bardehle Pagenberg), **Jean-Hyacinthe de Mitry** (Gide Loyrette Nouel A.A.R.P.I.) and **Richard Pinckney** (Bristows LLP), with the moderation of **Ing. Rinaldo Plebani** (Former member of LES Italy Board—Co-Chair of IP Maintenance Committee of LES International) discussed some cases and decisions involving contributory infringement and discussed the approach of the respective case law in each region on the matter.

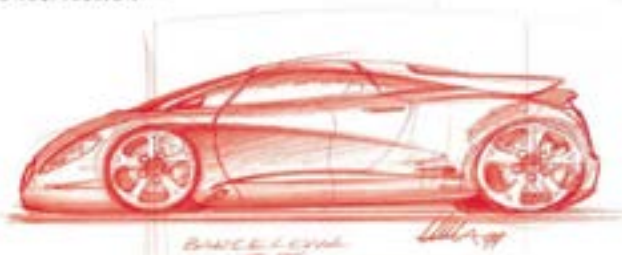
Last **April 21** the webinar titled, "**Pharmaceutical Patents and COVID-19: Licensing or Expropriation Agreements and Compulsory Licences, What's Best?**" took place. At

the beginning of 2021, one of the hottest topics of debate, not only legal, was the "*vexata questio*" of expropriation and compulsory licensing of patents as opposed to the free negotiation of the parties, in particular with reference to patents on vaccines that have been made in record time for the fight against COVID-19. LES Italia, through this webinar, contributed to this important debate by analyzing the open questions not only from a technical patent perspective, but also from a legal and industrial policy perspective. Speakers of the event were **Dr. Lorenzo Toller**, GSK Vaccines S.r.l.; **Sandro Hassan**, Hassan Law Firm; **Micaela Modiano**, Modiano & Partners. The moderator of the meeting was **Dr. Francesco Macchetta**, IP Strategic Advisor Bracco Spa. The following topics were discussed during the seminar: vaccine production from A to Z; compulsory license and trip waiver: what they are and how they work; from patent description to industrial production: the inevitable gap; between compulsory licensing and voluntary agreements—experiences and reflections.

This webinar was a huge success (more than 80 attendees); the interest that this event generated was so deep that **Mattia Dalla Costa** (President of LES Italy, Partner at CBA Studio Legale) was invited to repeat the event as speaker in the Italian Parliament (Camera dei Deputati) last **May 21**. **Dr. Lorenzo Toller** (GSK) was also a speaker. The event focused on the explanation of the Italian and international regulatory framework (TRIPS and waiver under the WTO's rules) of compulsory licensing and expropriation of patents related to COVID-19.

To celebrate World IP Day 2021, last **26 April** LES Italia invited renowned designer **Walter De Silva**, one of the fathers of automotive design, to give an interesting keynote speech on the future of mobility, with particular reference to the automotive sector.

WALTER DE SILVA  
—CONCEPTDESIGN—



Last **May 5** the webinar titled, "**The Use of Opinion Polls in Trade Mark Litigation**" took place. The webinar aimed to explore the possible uses and relevance of demographic surveys in trade mark cases from the point of view of a German and an Italian jurist, with the contribution of a researcher expert in demographic surveys. The event was moderated by **Mr. Gianfranco Crespi**, Studio Legale Crespi; the

LES Italy, continued on Page 11

LES Italy, continued from Page 10

debate was attended by: **Avv. Giulio Sironi**, Simmons & Simmons, **Dr. Mathias Zintler**, LL.M.—KNPZ Rechtsanwälte and **Dr. Alessandra Dragotto**, Research Director SWG S.p.A.

On **May 12** the webinar, “**Blockchain Technology Between Patent Law and Copyright**” analyzed from a technical and legal point of view the recent developments of blockchain technologies in order to take stock of the protection and enhancement offered by the main IP rights that interface with this technology. **Dr. Lorenzo Rossi**, Italian Institute of Technology (IIT), **Ing. Matteo Baroni**, Metroconsult and **Avv. Anna Saraceno**, Studio Benessia - Maccagno participated as speakers. The meeting was moderated by **Corrado Druetta**, Comau Legal Counsel.

Last **June 30** the following webinar organized by LES Italy in cooperation with LES China took place: “**Recent Developments on the Protection of IP Rights in China and Italy/European Union.**” This event focused on the recent developments in the Chinese IP law system and case law concerning the most recent judicial interpretations on punitive damages in IP infringement litigation in China in comparison with the basics of compensation for damages pursuant to Italian Law, also according to EU case law. Two judges participated as speakers to this event: **Mr. Yuanming Qin**, Judge of the PRC Supreme Court focused on the recent judicial interpretations on application of punitive damages in IP infringement litigations in China; **Dr. Silvia Vitro**, President IP Section District Court of Turin talked about IP Infringements: the fundamentals of damages compensation pursuant to Italian Law (with a focus on methods of liquidation), also according to EU case law. Following, **Mr. Chunxiang (Christopher) Shen** (Senior Partner of NTD IP Attorneys, Beijing) talked about the latest amendments of the PRC trademark law and its influence—numbers, cases and trends. Finally, **Dr. Huihui (Carrisa) Li**, (China Patent Agent Ltd.) talked about the coming patent linkage in China. Moderators of the event were **Dr. Marilena Garis**, International Delegate of LES Italy, Italian and European Trademark Attorney at A.BRE.MAR S.r.l. Turin,

**RECENT DEVELOPMENTS ON THE PROTECTION OF IP RIGHTS IN CHINA AND ITALY/EUROPEAN UNION**

**June 30, 2021**  
From 2.00 to 4.30 p.m. CET

Zoom Meeting  
Accesso alla waiting room dalle 14:45 p.m. CET

**LES Italy**

**Speakers:**  
Yuanming Qin  
PRC Supreme Court  
Silvia Vitro  
IP Section from the District Court of Turin  
Chunxiang (Christopher) Shen  
NTD IP Attorneys  
Dr. Huihui (Carrisa) Li  
China Patent Agent Hong Kong Ltd.

**Moderator:**  
Marilena Garis  
A.BRE.MAR S.r.l.

Aimin Huo  
CCPIT Patent and Trademark Law Office

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info@les.it

and **Mr. Aimin Huo**, International Delegate of LES China, Deputy Director of Legal Department at CCPIT Patent and Trademark Law Office, Beijing. The webinar was followed online by more than 80 participants.

Last **July 22** the webinar, “**Precautionary Measures in Patent Matters in Germany, France and UK**” was organized by LES Italy. The event focused on how preliminary injunction, description (*saisie contrefaçon*), seizure, and preliminary technical expertise work in some of the major EU jurisdictions (France and Germany) and in the UK. Protective letters were also addressed. Some specific cases were dealt with by the panelists and the “attitude” of their Courts toward precautionary measures and legal costs thereof were discussed. The speakers were LESI members **Benjamin May** (Partner, ARAMIS Société d’Avocats); **Patrick Cantrill** (Senior Counsel, Womble Bond Dickinson (UK) LLP); and **Arno Risse** (Partner, Arnold Ruess Rechtsanwälte Partnerschaft mbB). The moderator of the event was **Avv. Mario Traverso** (Partner at Studio Legale Traverso).

On **September 14**, the webinar “**Modifiche/limitazioni delle rivendicazioni nei brevetti: procedure ed effetti in Italia e Germania**” took place; the event aimed at deepening the possible procedures to modify claims in patents, in particular during litigation between parties, as well as the effects of such modifications in Italy and Germany.

### Upcoming Webinars And Events

LES Italy is organizing other webinars and events for the fall.

It is with great pleasure that LESI’s Young Members Congress (YMC) and LES Italy welcome you virtually in Italy to the **8th Pan-European LES YMC Conference**. The well-known pandemic still in place—for which this event was postponed last year—forced LES Italy and LESI’s Young Members Congress to carry the conference out in virtual mode; but despite this, the event was not any less interesting. The conference was held on **Friday, 24 September 2021**. Since the LESI members could not all be present in person in Milan, the event was created in order to convey to participants the peculiarities of the Italian culture and “Made in Italy.” The topics were based around the “3 Fs” acronym of Furniture, Fashion, and Food, to illustrate Italian excellence recognized all over the world and the strategies for the protection of their IP rights.

The format used for the event was innovative: the main speakers were not lawyers or IP consultants, but were representatives of Italian enterprises, both small and large, belonging to the different sectors of reference. In this way, direct voice was given to the protagonists of the enterprises and their experiences in the protection and management of IP rights in world markets. The program was divided into three parts, one

LES Italy, continued on Page 12



**LES Italy**, continued from Page 11

for each main topic (furniture, fashion, and food) with a main speaker who made a speech of 20 minutes, followed by 10 minutes for Q&A. Then, there were breakout sessions moderated by some members of LESI or LES Italy, where participants—divided into rooms—had the opportunity to interact with each other, to network, and to discuss the topics of the main speeches. The novelty of the format is that these networking sessions were also attended by external guests—representatives of other Italian enterprises in the sector, who explained their experiences and interacted with the participants. At the end of the afternoon, in order to close the event in a dynamic and funny way, there was a game for all participants crafted by a young Italian software engineer.



Last but not least, **LES Italy is organizing the 2022 LES International Annual Conference (Venice, 8-10 May 2022)**. After almost two years of virtual events, Venice 2022 will offer a unique opportunity for networking and education. LES members and guests will at long last be able to meet in person to discuss recent trends in IP and cutting-edge technological innovations for the future of industry and global business.

**Awards**

On the occasion of the recent International Management and Delegates' Meeting (IMDM), LES Italia has been awarded by LES International as “**LESI Most Progressive Society**” among the 33 worldwide chapters of LES International.

This important recognition has been obtained by LES Italy for the first time and is the result of an appreciated path started in Padua in February 2020 with Innovation Talks (organized in collaboration with UniSMART—University of Padua Foundation) and the following LESI Winter Planning Meeting that for the first time was held in Italy, demonstrating the growing esteem for the work of our chapter. This meeting was defined by many foreign colleagues as a mini annual congress for the depth of the academic program and the beauty of the social events and institutions where it was held (*i.e.* University of Padua, Sala Antica of Padua City Hall and Caffè Pedrocchi in Padua, Italy).



LES Italy is delighted to invite you to the next **LES International Annual Conference**, to be held in the beautiful city of Venice next May 8-10, 2022. If you close your eyes and think of Venice, you will undoubtedly imagine yourself taking a romantic gondola ride under the Rialto Bridge on the Grand Canal, strolling through St. Mark's Basilica and its beautiful bell tower or listening to opera at La Fenice. Venice is certainly one of the most captivating cities anywhere in Italy, or the whole world for that matter. But it is also famed for other reasons. The Patent Statute laid down in 1474 by the Most Serene Republic of Venice was the first official form of protection for inventions. This remarkable document sets out the fundamental principles governing intellectual property rights. Venice is also a business-oriented city. It is the capital of the Veneto region, the second most wealthy and industrialized of the Italian regions, where all sectors are represented. Venice has everything you need for a successful annual conference: business, beauty, history, art, shopping, entertainment, and excellent food. After almost two years of virtual events Venice 2022 will offer a unique opportunity for networking and education. You will be able to share experiences with IP professionals and industry top managers from all over the world. LES members and guests will at long last be able to meet in person to discuss recent trends in IP and cutting-edge technological innovations for the future of industry and global business. It will be the ideal forum to promote IP licensing as a driving force behind worldwide competition. This will be the first time the event has been held in Italy, and we are working hard to make the 2022 LES International Annual Conference memorable. We are putting together a wide-ranging and topical program which will be of interest to anyone involved in the business of IP.

Don't miss it and stay tuned to LESI 2022 web site ([www.lesi2022.org](http://www.lesi2022.org)) and our LinkedIn page to be constantly updated on the conference, <https://lnkd.in/efwPZ2P> ■

LES Singapore

## IP Week And Webinar Update

### IP WEEK @ SG 2021

LES Singapore was invited to conduct a mock licensing negotiation session for IP Week @ SG 2021. The session was held on the first day of the Global Forum for IP and was titled, **The IPOS-LES (Singapore) Stage on “At the Negotiating Table: The Art of Successful IP Licensing.”** It was an interactive session among the panelists and centered around a licensing deal as a means to resolve a patent infringement dispute. The mock negotiation raised commonly encountered issues between a potential licensor and licensee. Some pictures of our session are set out below.



### Webinar

LES Singapore is holding a joint webinar with Anaqua on 1 October 2021, 11:30am (Singapore time) on the topic **“Securing a Competitive Edge in IP Licensing.”**

While licensing is often viewed as a tried-and-true way to monetize an IP portfolio, securing a good licensing deal can be elusive. Licensing transactions have also become more complex as technology develops.

Join this panel of industry experts who will share best practices and tips on the key stages towards successful IP licensing. Topics such as organizing and positioning your research and development efforts, identification of near-to-market technology, and the use of analytic tools to assess the IP landscape will be discussed. Learn from these highly experienced licensing professionals how they identify IP of potential high value, either within their own portfolios or as a target, and how they would go about licensing such IP.

To register: <https://www.eventbrite.com/e/securing-a-competitive-edge-in-ip-licensing-tickets-167039408367>. ■



LES Brazil

# LES Brazil Establishes Series of “LIVES”

Continuing the LES Brazil established series of “LIVES,” where each director is to define a topic and invite a speaker to evolve a talking, three “LIVES” happened recently:

- A LIVE promoting the book titled “Licensing Best Practices” authored by Juliana Viegas took place on June 16th, presented by Tatiana Campello (Member of LES Brazil’s advisory board) together with the author.
- A training course LIVE about “Licensing Best Practices” was held on July 27th, 28th and 29th. The training was carried out by both Karina Muller (LES Brazil’s president) and Tatiana Campello (member of LES Brasil’s advisory board).
- On May 13th, Paula Barreto (LES Brazil’s vice-president) invited Mr. Dana Colarulli (LESI’s Executive Director) to talk about the advantages and opportunities in joining the LESI Virtual Annual Conference, which happened a few days later on May 27th and 28th. ■

**LICENSING EXECUTIVES SOCIETY**  
BRASILIAN CHAPTER

**LICENSING BEST PRACTICES A GUIDELINE**

LET'S INNOVATE! LES BRASIL

**TREINAMENTO**  
Guia Melhores Práticas em Licenciamento

**Dias 27, 28 e 29 de julho das 9h às 10h30**

**DIA 1 - Negociação**

**DIA 2 - Preparação para negociação | Passos e documentos preliminares | Introdução aos acordos**

**DIA 3 - Condições Gerais essenciais em contratos de tecnologia / Continuidade da relação estabelecida**

LIVES LES BRASIL ZOOM LET'S INNOVATE! LES BRASIL

Quarta-feira 16/06 às 18h | transmissão pelo ZOOM

**Lançamento**  
Guia de Melhores Práticas em Licenciamento

Tatiana Campello LES Brasil

Juliana Viegas Autora do Guia

LIVES LES BRASIL LET'S INNOVATE! LES BRASIL

Quinta-feira | 13 de maio - 16h (hora do Brasil) / 3pm ET  
AO VIVO no Instagram @brasil.les

Bate-papo sobre oportunidade e vantagens do LESI Virtual Annual Conference (27 e 28 de maio)

Paula Mena Barreto Vice Presidente | LES Brasil

Dana Colarulli Diretor Executivo | LESI

LES Japan

## LES Japan Annual Conference 2021—Hybrid Event

The LES Japan Annual Conference 2021 was held on July 9th and 10th, 2021 as a hybrid event that provided the members with flexible participation in person or online. The conference had 21 participants physically attending in a venue in Tokyo and 87 participants virtually attending online using a Zoom video conference system.

The Conference started with an opening ceremony. Firstly Mr. Mitsuo Kariya, the Organizing Committee Chair of the LES Japan Annual Conference 2021, gave his opening remarks. Mr. Kariya introduced the conference theme, “Opening the Door to New Co-creation,” which expresses the importance of creating new value through dialogue by people in various positions even under difficult circumstances, such as the ongoing pandemic.

Next, Mr. Hiroki Saito, President of LES Japan, gave his opening speech from the physical venue. Mr. Saito expressed his expectation that the new co-creations would reliably be achieved using the experience gained under the pandemic.

Further, we had a welcome speech by Mr. John Paul, President of LES International, who gave his remarks online. Mr. Paul reminisced about his pleasant memories in Japan during the 2019 LES International Annual Conference in Yokohama. Mr. Paul also called on us to work together by communicating well and sharing our ideas.

After the opening ceremony, the two keynote lectures were given. The first keynote lecture was given by Dr. Akira Yoshino, 2019 Nobel Laureate in Chemistry, and Honorary Fellow of Asahi Kasei Corp. Dr. Yoshino introduced the history of the development of lithium-ion batteries, including his own experience. Dr. Yoshino mentioned the importance of patents for researchers in industry since the patents would be evidence that they are the first successful persons for a particular invention. Dr. Yoshino provided the participants with various thought-provoking stories.

The second keynote lecture was given by Dr. Teruhisa Ueda, President and Chief Executive Officer of Shimadzu Corporation. Dr. Ueda introduced the history of Shimadzu Corporation and suggested that one of the reasons why the company has uniquely developed was due to inheriting the philosophy of its founder.

Subsequently, as the final event on the first day of the conference, the social gathering was held using breakout rooms on Zoom to provide 13 virtual rooms, each of

which had its own theme of interest. The themes were Golf, Karaoke, Wine, Travel, Railroads, Sports/Exercise/Health, Outdoors/Climbing/Camping, Cooking, History/Castle/Buddha Statues, Tax Saving/Investing, Music, Home Garden/Pottery Art, and Remote-working. The participants were allowed to freely visit two or more rooms to enjoy intimate conversations sharing common interests.

On the second day, the conference was held online only. The conference started with workshops using breakout rooms on Zoom to provide five rooms given by five working groups of LES Japan: Branding WG, U.S. issues WG, Healthcare WG, Industry-Academia issues WG and Competition Law WG.

Subsequently, a panel discussion was held with the theme, “New Business Creation and Intellectual Property” by the moderator Mr. Makoto Ogino, the Immediate Past President of LES Japan, and panelists Mr. Shoei Imai (FUJIFILM Holdings Corporation), Mr. Takaaki Nagura (ROHM Co., Ltd.) and Mr. Hitoshi Nohno (OMRON Corporation). First, the panelists introduced the ongoing measures in their companies for developing their business. Then they discussed various aspects regarding the intellectual property department in their companies, such as the changes in the role of the IP department, the changes in the human resources in the IP department, and the relationship between trends in the business development and the IP department.

At the end of the conference, Ms. Tomomi Fujita, the Organizing Committee Chair of the LES Japan Annual Conference 2022, announced that the LES Japan 43rd Annual Conference will be held on July 8th and 9th, 2022 at the Convention Hall Oumi annexed to the Lake Biwa Otsu Prince Hotel in Otsu city, Shiga prefecture.

The LES Japan Annual Conference in Otsu city was initially planned in 2019, but has been postponed twice so far due to the pandemic. We sincerely hope to get together in person in Otsu city next year.

LES Japan has been publishing the newsletter named “WINDS FROM JAPAN” at our website (<https://www.lesj.org/en/winds/new.php>), which provides useful up-to-date information on Intellectual Property topics in Japan. Please refer to the latest issue and any back issues at our website.

In addition, LES Japan will celebrate its 50th anniversary in 2022! We are planning to publish a special edition. ■

LES South Africa

## News And Events—April To August 2021

### One Day Introductory Licensing Course Online

LES South Africa presented its internationally adopted one day licensing course for the first time on-line 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 breakaway rooms with trainers juggling e-balls, it was a successful session and feedback from delegates was very positive.



### Industry Afternoon Talk—IP Management and Joint Ventures Between Multinationals

On 13 May 2021 in a virtual afternoon talk that was jointly hosted by the CEEM and High Tech committees, Dr Elmar Mulder shared some insights into IP Management in Joint Ventures between multinationals and specifically addressed:

- How is IP managed going into a JV, during the life of a JV and after break-up?
- What are possible pitfalls?
- How is the IP managed 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?

The session was well attended by over 40 international delegates.

### Accolades to LES SA

At the annual LESI IMDM meeting in May 2021 LES SA received a nomination for “Outstanding event/activity of the year” for the virtual webinar which was hosted in July 2020 by the Life Sciences committee on “Cannabis and IP Protection: An international view.” Congratulations to Joanne van Harmelen and her team on this prestigious nomination. Our

Dr Madelein Kleyn received a Service recognition award and was elected as Vice President to the LESI Board for 2022-23.

### Life Science Webinar: Leveraging Publicly Financed IP in the Life Sciences for Spin-Outs and Start-Ups

On 22 July 2021 LES SA through its Life Science Committee in collaboration with Southern African Research & Innovation Management Association (SARIMA) discussed the opportunities that collaboration with publicly financed institutions provides for commercialisation of innovative technologies within the life sciences. The obvious synergies between LES and SARIMA motivated for an excellent panel of senior representatives from university technology transfer offices and start-up/spin-out companies that have successfully leveraged IP from publicly financed research and development. Attendees rated the experiences and advice provided by the panelists as insightful and extremely useful from a practical perspective.

### Industry Talk—Exploration to Mining: The Value Chain

On 26 August 2021 LES SA held its annual member meeting followed by an Industry talk by Dr Ian Basson, Principal Geoscientist of Tect Geological Consulting, discussing the journey of a Consulting Geologist on the value chain of mineral exploration. The discussion will be on the state of exploration in South Africa and will cover recent key developments. The session was attended by an international audience of about 60 delegates.



### Upcoming—LES SA 3-day IP valuation course 3-5 November 2021

From technology start-ups to university inventions and company brands, IP is integral to building and deriving value. The need to value IP arises whenever it is part of a transaction, whether it is an investment, acquisition, liquidation, auction, infringement suit, transfer or licence. It can also be required for taxation, accounting and management purposes.

If you need to do IP valuations or damages assessments, you must understand valuation methodologies, and how valuation is impacted by commercial, regulatory and other considerations.

In this hands-on 3-day course, you will learn the basics of IP valuation and damages assessments, its regulatory and commercial context, and how to apply your knowledge through case studies and group exercises.

More information here [https://licensing.co.za/wp-content/uploads/2021/07/2021-LES-South-Africa\\_Valuation-Course-3-Days-Western-Cape-FINAL.pdf](https://licensing.co.za/wp-content/uploads/2021/07/2021-LES-South-Africa_Valuation-Course-3-Days-Western-Cape-FINAL.pdf). ■

# les Nouvelles

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Advancing the Business of Intellectual Property Globally



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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 20  
LES Scandinavia's 50 Years' Anniversary Conference

September 27-October 1  
LES USA & Canada Virtual Annual Meeting

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:** Meetings are a hybrid mix of in-person and online in response to the COVID-19 Global Health Crisis. See the website for webinars and online education courses.

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<b>IP Valuation Women in Licensing Alliance</b>	Charmaine Koo Lionel Tan Javier Fernández-Lasquetty Quintana André Gorius Pam Cox
<b>Regional Americas</b>	Paula Mena Barreto Jeff Whittle
<b>Asia-Pacific</b>	Yu Sarn Chiew Vikran Duangmanee Emmanuel Gougé
<b>European</b>	
<b>Ad Hoc Committees Global Technology Impact Forum Young Members Congress High Growth Enterprises (HGE)</b>	Mark Wilson Omer Hiziroglu Georgina Busku Ichiro Nakatomi Thomas Bereuter Yu Sarn Chiew
<b>LESI Innovation Trends (LIT)</b>	Bayani Loste Tanja Sovic André Gorius
<b>LESI Industry IP Festival (LIIF)</b>	Audrey Yap John Paul John Carney