

LES INTERNATIONAL CONFERENCE

# LESI 2015

BRUSSELS, BELGIUM 2015

*Creating value in tomorrow's smart economy  
– towards 2020 and beyond*

On the way to Europe 2020 and its ambitious targets, 2015 will be a year of many challenges including on the front of economic recovery. This is true for all parts of the world.

- How will R&D, tech transfer and licensing support our strategy to become a smarter, more sustainable and more inclusive economy by then?
- What are the new ways industry and research institutes implement in order to deliver smarter innovation for energy, transport or medicine?
- How are fundamental changes such as big data, 3D printing and e-trade affecting traditional IP and tech transfer business models?

Let's explore these together as we discuss the role of licensing in value creation for the smart society of the future.



LICENSING EXECUTIVES SOCIETY  
BENELUX

[WWW.LESI2015.ORG/REGISTRATION.HTM](http://WWW.LESI2015.ORG/REGISTRATION.HTM)

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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

## LES France— A Look Back At 2014

By Frederic Foubert

The beginning of a new year is always a time to have a retrospective look on the past one. Year 2014 was very rich for LES France, with the organization of six great events, including the Young Members Committee event in Paris, and three webinars. Those events were occasions for meetings with passionate speakers, for interesting debates, and of course, networking with great professionals.

Let me just take a moment to describe some seminars that you may have missed, hoping that it will make you want to join us the next time. All the LES members, independently of the country where they are registered, are more than welcome to participate in our events.

### 1. Webinars

Three webinars took place in January, June and November. The first one was dealing with “Loss of Opportunity and Possibility for Economic Damages.” The two others were initiating a cycle of webinars about the royalty clauses. One was entitled, “Economic Methodology to Evaluate a Royalty Rate” and the other, “Contractual Technique and Pitfall when Drafting a Royalty Clause.” Two more webinars will be held during 2015 in the same cycle.

### 2. World IP Day (April 29, 2014)

As we traditionally do, we organized a seminars to celebrate the World IP



Arnaud Michel, President of LESI speaking at the LES France Annual Meeting. Emanuel Gouge, President of LES France and Alfred Chaouat, Past President of LES France seated at the head table.

Day. This year we invited speakers to share their experience on “Innovations and Business Successes.” We also discussed the business model of Nokia, wondering how Nokia could rise like a phoenix through innovation. We also

had a very interesting presentation about how the America Invents Act could impact licensing strategies, and what information we could get, in attack or in defense.

### 3. Health and E-Technologies (May, 15, 2014)

Our life science group held a seminar to explore the questions of health business models at the time of the explosion of e-technologies through two main debates about “The Hospital in an E-Health Environment” and “The Industrial Partnership in E-Health.”



LES France 2015 Board of Directors.

LES France 2014,  
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**LESI—  
A Worldwide Family**

*By Arnaud Michel,  
President, LES International*



Dear friends of LES around the world,

Let me first wish you again an excellent upcoming year, whatever your calendar is. LES is a worldwide family and we are always happy to celebrate together.

Very sadly, we have suffered horrible events in my country these past weeks. Thank you for all the messages of support from our LES friends to LES France and its members. They warmed our hearts and showed how much LES has helped us along the past fifty years to understand and appreciate our differences. They make our community closer and stronger. We are an example to follow.

Last December I visited LES Arab Countries, where I received an impressive welcome from our friends there. The President of LES Arab Countries, our esteemed friend, Dr. Talal Abu-Ghazaleh, has managed with all his society members to bring the IP awareness to a very high level. This society is deeply involved in the various research and development programs promoting IP in the region. The goal is clearly to work and make this part of the world one of the leading high tech platforms in the world.

This is again a good example that LES, wherever we are in the world, is always deeply tied to industry and the business community, and keen to take an active part in building the future.

We are smart, very smart.

This will be the theme of our International Conference in Brussels, April 12 to 15, 2015. No doubt many of you will attend, so we can think and work together to build a smarter future world. No doubt we will also have plenty of fun as friends should always have.

I am looking forward to welcoming you in Brussels. ■



Arnaud Michel, LES International President, and H.E. Dr. Talal Abu-Ghazaleh, LES AC President, at the December LES Arab Countries meeting. See more on Page 20.

# LESI Board Winter Planning Meeting

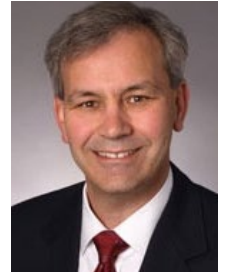
By James Sobieraj, *LESI President-Elect*

While a bright sun was warming the beaches of Cancun, Mexico on Sunday, January 25th, thirty-five members of the LESI leadership team spent the entire day in a windowless conference room working on ways to improve the LESI value proposition. The attendees included the LESI Board, several past presidents, national presidents and committee chairs. The agenda for this Winter Planning Meeting was three-fold: first, to review the various deliverables (*i.e.*, a service or benefit that LESI offers to its members) that make up the LESI value proposition; second to prioritize those deliverables; and third to identify specific things we can do to improve the four deliverables of the LESI value proposition that have the highest priority.



LES International Board, Past-Presidents, National Presidents and Committee Chairs meet in Cancun.

During the morning, a current or past committee chair or Board member led a discussion on a specific deliverable that is part of the overall LESI value proposition discussion. We addressed 11 different deliverables that LESI provides to its members, and spent 15-20 minutes discussing how each different deliverable contributes to the LESI value proposition for existing and prospective members of LES Societies.



James Sobieraj,  
LESI President-Elect

At the end of the morning session, each attendee completed a ballot containing a list of each deliverable discussed. The attendee could assign a ranking from 1 to 10 (10 being the highest) for each deliverable. After all of the votes were tallied, the total scores for each deliverable reflected its respective priority. The four highest ranked deliverables would help us answer the question, “What should be the focus of our limited time and money during the next LESI year?” After the votes were counted, the deliverables with the highest vote tallies were meetings, publications, communications and education. The attendees then spent the afternoon exchanging ideas on how LESI can improve on these deliverables. A discussion leader for each of these top four deliverables will prepare a report that summarizes the key points made during the discussion, and present an action plan with a timeline and milestones for implementing improvements. These actions plans then will be reviewed by the LESI Board of Directors, and then presented to the LESI Board of Delegates.

Many thanks to all of those who took time from their personal and business calendars to attend the Winter Planning Meeting. They all made important contributions to LESI. ■

## LESI And WIPO Working Together

**e-TISC** is the Social Media Tool put in place by the Technology and Innovation Support Centers supported by WIPO. It has allowed LESI-IUGT committee members to actively contribute to a constructive exchange of knowledge by taking part in its “Ask The Expert” online chat. Up until now, IUGT committee members have provided presentations on topics in their field of expertise. Sophie Treuthardt, who was working in the technology transfer office at Lausanne University and University Hospital, discussed the “Specificities of Licensing from the Point of View of an Academic Institution.” Her presentation attracted participants from various countries from both hemispheres and gave rise to interesting questions regard-

ing technology transfer and IP management in the context of global development, notably concerning the applicability of the developed countries’ model to the developing world. Sophie also attempted to provide a few practical suggestions on the approaches to be adopted in order to improve the efficacy of the tech transfer offices in unfavorable environments.

To summarize, without offering clear solutions to the structural problems that the developing countries are facing, this exchange clearly identified the challenges of today’s generation in this field. “This experience gave me the opportunity to rethink my job from a new perspective, which indeed was rewarding,” reported Sophie. ■

LES France 2014, continued from Page 1

**4. Mock Trial Before the Unified Patent Court (May 22, 2014)**

Organized by the “Union pour la juridiction unifiée du brevet,” of which LES France is a member, a simulation of a trial was held to understand the procedure before this new jurisdiction.

**5. Defend Trade Secrets, Toward a New European Regulation, Opportunities and Risks (September 23, 2014).**

This afternoon was jointly organized with the Fédération des Industries Mécaniques (FIM), IRPI and LES France. We had the chance to welcome representatives from the European Union, industrial companies and an advocate to see the evolution of the upcoming regulation regarding trade secrets and know-how.

**6. FRAND, Towards New Rules? How the IP World is Impacted (October 16, 2014)**

This matinee was the occasion of really interesting discussions about recent developments on FRAND and essential patents. The debates were held in English and were the occasion of the confrontation of points of view from the industry (Philips and Technicolor), ETSI, academic research (Mines Paris Tech), and an advocate.

**7. 2nd Pan-European LESI Young Members Event (November 14, 2014)**

An unforgettable event for the luckiest who had the chance to participate, LES France welcomed the 2nd Pan-European LESI Young Members Event, gathering more than 110 participants from 14 countries. Apart from intense networking, we had excellent presentations and roundtables about various topics, such as “Boost Your Career and Become a Killer in Licensing,” “EU Directive Proposal on Know-How and Trade Secret,” “Impact of the



Presentations during the LES France Annual Meeting.

upcoming UPC and Unitary Patent on licensing” etc. This day finished in a restaurant at the Eifel Tower... and even later for those who decided to pay a visit to the Parisian pubs.

**8. General Assembly and Licensing (December 2, 2014)**

We traditionally close the year with the General Assembly of LES France and took this opportunity to have several presentations, in addition to the voting session. For instance, we discussed “New IP Monetization Models,” “Real Option Theory Applied to Licensing,” “How to Insure IP Risks,” and “The Impact of Bankruptcy on License Agreements.” As we usually do, we had a presentation on recent IP case law in Europe, and we finished with a topic on “Employability in IP.”

2014 was a very dense year in terms of number of events organized. We will try our best to make 2015 as successful and we will gladly welcome you at those events.

Please do not hesitate to interact with us on <http://www.les-france.org> or via our twitter account @LES\_France (in English or French). ■

**40 Professionals Earn CLP In October 2014**

By Cynthia Allen



Certified Licensing Professionals, Inc. (CLP) announced today that 40 professionals in licensing and technology transfer passed the CLP exam and earned the credential during the October 2014 exam window.

“We enthusiastically welcome these newly certified individuals to the CLP community and congratulate them on their achievement,” said Robin Rasor, MS, CLP, chair of the CLP Board of Governors and Managing Director of Licensing at the University of Michigan. “Earning the CLP distinction helps to establish these individuals’ advanced

knowledge and experience within the licensing industry, and demonstrates a commitment to personal career goals and to the industry as a whole.”

In addition to the United States, candidates from Australia, Belgium, Canada, China, Denmark, Egypt, France, India, Netherlands, Singapore, Slovenia and Turkey took the exam.

Continued Ms. Rasor, “It’s encouraging to note that the benefits of CLP certification now span the globe. This year we have seen an increase in the number of exam takers and certificants, as well as the number of repre-

sented countries. One of CLP’s goals is to educate licensing professionals on the value of certification—we’re pleased to see this happening not only throughout the U.S. but worldwide.”

The individuals who passed the CLP exam have demonstrated their knowledge and skill by meeting strict eligibility requirements, including experience and education, and passing a rigorous examination containing 150 multiple-choice questions.

A registry of individuals holding the CLP credential is available on the CLP Web site at [www.licensingcertification.org](http://www.licensingcertification.org). ■

LICENSING EXECUTIVES SOCIETY FOUNDATION



## 2015 GRADUATE STUDENT BUSINESS PLAN COMPETITION

A Virtually Irresistible Global Opportunity!

### Student Teams Across the Globe Anxiously Await 2015 Competition Finalist Announcement

*Event Features NEW IP Services Showcase, Members' Choice Award and Closer National Society Ties*

This month, student teams from Egypt, Singapore, India and the United States are among dozens of participating teams anxiously waiting to hear if they will advance to the May Finals of the 2015 LES Foundations Graduate Student Business Plan Competition.

For over a decade, the LES Foundation has been spreading the good word of licensing and intellectual property strategy to entrepreneurially-minded students across the globe through its international competition. Education and mentorship are pillars of the event, which focuses exclusively on IP-based business plans that are supported by strategies for commercialization.

2015 participants have been enjoying unparalleled resources, mentor support and the newly-added IP Services Showcase, which is allowing them to sample services for free during the competition process to assess how they might suit future business needs.

Again this year, the event has attracted a highly competitive pool of participants who are showcasing innovative technologies and services in their quest to capture the \$10,000 Grand Prize, the \$5,000 LES International Global Award and this year's inaugural LES Members' Choice Award.

In April, LES members will be invited to view a handful of finalist team video presentations online and to cast their votes for their favorite student-driven start-up. A tally of the votes will culminate in the first LES Members' Choice Award winner being announced, along with the Grand Prize winner and Global Award recipient, at the 2015 LES (USA & Canada) Spring Meeting in La Jolla, California in May. Watch the LESI website, LinkedIn and Twitter for more details about the finalists and how to access team videos and vote.

"Each year we work to increase the value proposition for student participants," said Robert McInnes, Vice President for International Outreach, LES Foundation Board of Trustees. "In addition to the new IP Showcase and Mem-

bers' Choice Award, we are actively working to connect students with their chapters and national societies and are asking society presidents to invite the students to an LES function where they can make professional connections and experience the wonderful collegiality of LES. The Competition provides a superb opportunity to make a difference in the lives of young professionals, while also infusing a new generation of vibrant, young IP professionals into the field and the LES community worldwide."

Over the past decade hundreds of student-driven start-ups have entered the Competition, and a number have chosen to join the Society after their highly-rewarding LES experiences. Please visit [www.lesfoundation.org](http://www.lesfoundation.org) to hear video testimonials and to read updates from some past participants. ■

#### 2015 Competition Timeline

**Nov. 1, 2014 – March 1, 2015**

Mentors and Service Providers  
Assist Teams

**Jan. 4 – March 1, 2015**

Business Plan Submissions

**March 1 – March 24, 2015**

First Round Judging

**March 29, 2015**

Finalists Announced

**April 2015**

Cast your vote for the  
LES Members' Choice Award

**March 30 – April 28, 2015**

Mentors and Service Providers  
Assist Finalist Teams

**May 2015**

VIRTUAL Competition Finals  
and announcement of winners  
LES (USA & Canada)  
Annual Meeting, La Jolla, CA

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LES Malaysia

## LES Asia Pacific Regional Conference 2015

It is with great pleasure that LES Malaysia welcomes you to the LES Asia Pacific Regional Conference which will be held in Malaysia's capital city, Kuala Lumpur, from 30 September to 2 October 2015. The theme for this year's Conference will be "Game Changing Licensing Strategies—Navigating the Challenges Ahead," which we hope will provide LES members from all over the world a forum to discuss the latest developments in the IP world and to explore business opportunities.

The LES Asia Pacific Regional Conference 2015 holds in store exciting topics which are currently trending in IP licensing, including topics on animation, fashion, agriculture as well as sports and merchandising. At the same time, the Conference will explore conventional and ongoing issues in IP, such as licensing strategies and dispute resolution in the licensing context.

As a multicultural country, Malaysia is a melting pot of cultures, tastes and sights. The conference will be at Doubletree by Hilton in the heart of the vibrant city of Kuala Lumpur, home to the iconic Petronas Twin Towers. Rekindle old friendships and make new ones at our Welcome Reception and Gala Dinner. To complete your Malaysian experience, opt for our not-to-be-missed day trip to the Historical City of Malacca, a UNESCO World Heritage site.

LES Malaysia looks forward to welcoming you to the LES Asia Pacific Conference 2015! ■



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Advancing the Business of Intellectual Property Globally



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Speakers from: WIPO • WTO • EPO • USPTO • The Bill and Melinda Gates Foundation  
National Confederation of Industry (CNI) Brazil • Europe Unlimited • Syngenta • Sidley & Austin



Look for the March 2015 issue of *les Nouvelles* online at [www.lesi.org/les-nouvelles](http://www.lesi.org/les-nouvelles) or in your mailbox.

MARCH 2015

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Volume L No. 1 March 2015



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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)

### 2015

March 9-10

#### IP100 Executive Forum

Arizona Biltmore  
Phoenix, AZ USA

April 10–12

#### LESI Management & Delegates' Meeting (IMDM)

Brussels, Belgium

April 12–15

#### LESI Annual Conference

Brussels, Belgium

April 14

#### LES Global Technology Impact Forum (GTIF)

Brussels, Belgium

April 26

#### Around the World with LES WIPO's World IP Observance Day

May 12-14

#### LES Spring Meeting

La Jolla, CA USA

October 25-28

#### LES (USA & Canada)

2015 Annual Meeting  
New York, New York USA

### 2016

October 23-26

#### LES (USA & Canada)

2016 Annual Meeting  
Vancouver, Canada

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1985 M. Ariga	1999 P. Mandros	2013 K. Nachtrab
1986 L. Mackey	2000 H. Goddar	2014 Yvonne Chua
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<b>IP Maintenance</b>	Ron Grudziecki
<b>Legal</b>	François Painchaud Junichi Yamazaki
<b>Long-Range Planning Meetings</b>	Russell Levine Fiona Nicholson
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<b>High Tech</b>	John Paul
<b>Life Sciences</b>	Pamela Cox

### Professional

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<b>Dispute Resolution</b>	Tom Filarski
<b>Industry/University</b>	
<b>Government Transactions</b>	Claire Driscoll
<b>Patent &amp; Tech Licensing</b>	Pauline Khor
<b>Trademarks</b>	Martin Schneider
<b>IP Valuation</b>	Dwight Olson

### Regional

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