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ADVANCING THE BUSINESS OF INTELLECTUAL PROPERTY GLOBALLY

The Licensing Association Thailand (LAT)

By Pongtawat Uttravorarat, Vikran Duangmanee, and Teemu Puutio



Keynote speech by Arnaud Michel at the LAT Conference in Bangkok, Thailand.

The Licensing Association Thailand (LAT)—founded by the Siam Cement PLC (SCG), Tilleke and Gibbins, Biodiversity-Based Economy Development Office (BEDO), National Science and Technology Development Agency (NSTDA), and World IP Solutions (WIPS Co., Ltd.) with support from the Asia-Pacific Research and Training Network on Trade (ARTNeT), is a newly formed association promoting licensing activities in Thailand with a strong commitment to becoming LES Thailand.

With the backing of Professor Dr. Heinz Goddar, who early on saw the potential for Thailand to host a new chapter of LESI, Yvonne Chua, former President of LESI who initiated the forming of a Thai society, and the tremendous support of Patricia Bunye, LES Philippines and Katsumi Harashima, Junko Sugimura, Sumiko Kobayashi, and Ichiro Nakatomi from LES Japan, LAT has now been established. Further, LAT has successfully filed the application for becoming a member of LESI at the LESI Board of Delegates Meeting on May 2014 in Moscow. With this, LAT has had a great start to becoming an LESI chapter.

October 13, 2014 marked the inaugural event of LAT on the topic of “ASEAN Economic Community (AEC)—A New Market for IP Monetization”—a highly successful event where some of the challenges faced by companies seeking



Leaders and attendees at the Grand Opening Seminar of the LAT Conference.

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Licensing Executives Society International

LESI—Maintaining An International Flavor

By *Arnaud Michel*,
President, *LES International*



Dear Friends and LES members,

It is my pleasure to update you on the things that have been keeping me busy for LESI these past few weeks.

As you know from my previous message, it is particularly important in the current economic environment for our National Societies to keep an international approach, to emphasize regional activities, and to give young members an increasing role in our organization.

Due to our new governance system, this was the first year after several, (decades,) that no LESI International Delegates Meeting was organized in addition to the LES (USA & Canada) Annual Meeting.

To maintain an international flavor, LESI organized a Board Meeting in San Francisco as well as a joint Board Meeting with LES (USA & Canada). I would like to particularly thank Russell Levine for the extreme friendship that he has shown to LESI in general and to me, (particularly,) during his term as president of LES (USA & Canada) and during the conference. LESI wishes great success to his successor, Pamela Demain.

We have also organized a meeting of the National Presidents and the Past International Presidents in San Francisco.

We owe a lot to LES (USA & Canada). Without them, we would not exist.

LES (USA & Canada) was celebrating its 50th anniversary and I had the honor and pleasure to make the opening remarks. I recalled that after only a few years, LES (USA & Canada) very rapidly realized that the correct outlook for development of the IP business was not national but international, and began the creation of other LES National Chapters, and then LESI to facilitate their coordination.



LESI President Arnaud Michel (left) presenting at the LES (USA & Canada) Annual Meeting in San Francisco with LES (USA & Canada) Past-President Russell Levine.

Today, international is even more important.

The LES Members should take advantage of the fabulous skills of 10,000 highly experienced IP practitioners around the world across 32 societies covering around 90 countries.

I left San Francisco to attend the Grand Opening Ceremony of the Licensing Association of Thailand (LAT), which I hope will soon become our 33rd LES Chapter. I also had the pleasure of giving the opening speech.

The conference gathered around 130 participants from Thailand, but also from other countries of the Asian and South East Asian region, and also featured International speakers.

LAT is an excellent example of what the LES family looks for when welcoming a new chapter.

President's Message, continued on Page 3



LAT Officers along with LES representatives including Patricia Bunye, Arnaud Michel, Yvonne Chua, Audrey Yap and Yu Sarn Chiew.



Demonstration of martial arts at the start of the LAT meeting.

The new association benefits from the heavy involvement of industry, notably from our friends from SCG and other industrial companies. I must pay a special thank you and congratulations to Dr. Wilaiporn Chetanachan, Corporate Technology Office-Director of SCG, and her team for supporting and organizing this event so well.

Service providers were present, both from local firms and international firms with officers in Thailand and in South East Asia. Alan Adcock, Partner and Deputy Director, IP, of Tilleke & Gibbins, has also been a cornerstone in the organization of the meeting and more generally of LAT.

Universities and research centers are also members of LAT, such as the National Science Technology and Innovation Policy Office (STI) of Thailand.

The three LES families (industry, service providers, and universities) are, therefore, well represented in the association's very open and constructive outlook. No doubt this future chapter will find great success, both in Thailand and in the South East Asia region.

I left Bangkok to attend the annual meeting of LES China in Shanghai where I was delighted to be given the opportunity to make the opening remarks and emphasize the international themes which are so close to my heart.



Annual Meeting of LES China in Shanghai, China.

I would like to give special thanks to Yibin Feng, secretary of the Board of LES China, who has been extremely supportive in the organization of my visit.

Again, this was a very well organized meeting, with national and international speakers, and speakers and attendees from industry, from national and international firms, and specialized IP courts. The debates were very interactive.

We heard the general counsel of

Jala Corporation, one of the leading Chinese cosmetic companies. You can imagine how fascinating their IP issues are.

We listened with great interest to Mrs. Xiaohong Qian, representative of the Supreme People's Court.

The visit to Qoros Automotive Co. Ltd the next day was also very impressive. This company, which has only existed for seven years, is now manufacturing and selling four different models of cars incorporating very sophisticated technology. Qoros cars are ranked five stars on the Chinese and international safety tests. This amazing industrial venture is mainly the result of a policy of very strong and smart licensing in. Amber Sun, the general counsel of Qoros, who had already given us a great speech in Moscow, welcomed us and introduced us to the key developers and managers of her company, and we all went back home with a car (die-cast).

I could not attend the visit to the Shanghai Design and Result Institute of the Commercial Aircraft Corporation of China, but I heard it was also a great success.

I then visited Beijing, to be very warmly welcomed and accompanied by Mr. Zhou Zhongqi, vice president of CCPIT Patent and Trademark Law Offices.

Mr. Zhongqi accompanied me on a visit to the State Intellectual Property Office of the PRC (SIPO) where I met the Deputy



Arnaud Michel visits the State Intellectual Property Office of the PRC (SIPO) in Beijing, China.

Director General, Mr. Liu Jian, as well as his colleagues dealing with international affairs, a very constructive meeting. SIPO knows LESI and LES China well and showed that it is willing to cooperate with us further. I emphasized how much they could help us and LES China with recruiting new members from the industry in China. I also reminded them that, in all countries, we expect a lot from the younger generation and that we should look for opportunities to attract young members to the LES National Societies, to give them opportunities to speak in the meetings and to provide the Board with their views.

I left our friends at SIPO with a copy of our latest survey on royalty rates, which was a great example of how unique Around the World with LES is and how deeply we are involved with the industry.

I ended my trip with a meeting at the China International Technology Transfer Center (CITTC). This platform is an entry point into China's extensive emerging market with its connections all around China. It will collect information on the needs of Chinese industry for new technologies and their licensing-in. LESI and LES Regional and National Societies can cooperate with CITTC and try to help them in finding the appropriate technologies they are looking for.

I am really happy to be able to share with you these exiting moments which show how Around the World with LES really is dynamic and well thought of. *Amitiés.* ■

LICENSING EXECUTIVES SOCIETY FOUNDATION

2015 GRADUATE STUDENT BUSINESS PLAN COMPETITION

A Virtually Irresistible Global Opportunity!

LES Foundation Adds New Virtual Offerings To Attract More International Teams For Competition 2015

Antonio Gentile, a 2013 LES Foundation Business Plan Competition finalist from Italy's Università del Salento, recently joined a crowd of supporters gathered to celebrate the 2015 Competition Kick Off at a joint Emerging Enterprises Committee/LES Foundation reception hosted during the LES (USA & Canada) Annual Meeting in San Francisco.

"The Competition was such a valuable experience for our team, not only because of what we learned about IP and strategy, but also because it introduced us to the vibrant international LES community," said Antonio Gentile, now a Fulbright Scholar. "I was thrilled to celebrate the 2015 kick off and brought my friends along (also entrepreneurs) to enjoy some LES fellowship and networking."

This year the Foundation will build on the highly successful virtual mentoring component of its now 11-year-old annual Competition by hosting a new virtual final round to allow more teams from around the globe to advance and compete in the finals.

"One of the Foundation's objectives in moving to a virtual final round is to significantly expand the number of international teams that participate by making the Competition more accessible," said LES Foundation President Gary Fedorochko.

The Foundation is also looking to more actively integrate students into the LES community by cultivating connections between student teams and their national societies or local chapters.

Also new this year will be an IP Services Showcase which will allow students to select and sample IP services provided by LES volunteers to assess how they might benefit their businesses in the future.

"We are excited to be expanding our opportunities and offerings for student participants and are pleased to have so many exciting ways for LES members to get involved," said 2015 Competition Director, Annemarie Meike. "Helping students learn and grow through the Competition experience is enormously enjoyable and rewarding."

So, do you have a service you'd like to include in the IP Services Showcase? Would you like to be an official Competition sponsor or sponsor an in-kind prize? Do you have time to mentor a team by phone or to judge a few business plans in your area of expertise? The Foundation has volunteer opportunities to suit even the busiest schedules. Please email us at Bplan@lesfoundation.org to let us know how you would like to be involved.

- Be a Virtual Mentor—provide mentorship assistance to teams by phone.
- Be a Virtual IP Services Sponsor—offer to preview your professional services for a team that selects you.
- Alert a business school professor to the event and encourage the school's participation.
- Judge a few plans in the first round.
- Be an In-kind Donor or Competition Sponsor.
- Make a cash donation.

LES Foundation Competition, continued on Page 5



2013 Business Plan Competition Finalist Antonio Gentile of Italy (far right) joins Gary Keller, Chair of the LES Emerging Enterprises Committee, and Annemarie Meike, Director of the LES Foundation 2015 Competition, for a kick off celebration in San Francisco.

LAT, continued from Page 1

to license out their IP in ASEAN region were constructively discussed. The conference covered a variety of topics ranging from IP portfolio management to licensing strategies and all the way to successful licensing stories from public and private sectors. The conference attracted about 120 IP professionals from several countries including Singapore, Philippines, Japan, Korea, India, Hong Kong, France, and USA. Out of 120 participants, about 30 percent were from industries, 30 percent from public sectors and universities, and 40 percent were IP professionals from consulting firms.

The conference was sparked by a striking performance from a group of Thai martial art experts. Thereafter, the President of LAT, Dr. Wilaiporn Chetanachan from SCG delivered the opening speech. The organizers were honored to have the Director General of the Department of Intellectual Property of Thailand as the chairman of the ribbon-cutting ceremony, who said that the event was “a key stepping-stone to leverage IP practitioners” for the Thai community and beyond. Fol-

lowing this were the keynote speeches from Arnaud Michel, President of LESI, and Yvonne Chua. Showing a strong determination of becoming an active LES chapter, the Vice President of LAT, Darani Vachanavuttivong from Tilleke and Gibbins, introduced an upcoming event in December during her closing remarks. She continued to mention the importance of having an engagement plan for supporting the young community in Thailand as highlighted by Arnaud during the conference. On behalf of LAT, Darani also expressed LAT’s deepest gratitude towards the continuous support from Yvonne, Arnaud, Patricia, Ichiro including other mentors from LES Japan, Audrey and Yusarn from LES Singapore, and JJ Kim from LES Korea.

Most importantly, LAT would not have achieved this level of success without strong teamwork and faith among co-founding members. By holding hands, LAT aims to enhance the nation’s level of sophistication in IP and licensing to ultimately strengthen and build a sustainable Thai licensing community. ■

LES Foundation Competition, continued from Page 4

2015 Competition Timeline

Oct. 1, 2014 – Nov. 30, 2014

Service Provider and
Mentor sign-up at
bplan@lesfoundation.org

Nov. 1, 2014 – Jan. 3, 2015

Teams register for Mentors and
Service Provider Showcase at
www.les2015.iStart.org

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 30 – April 28, 2015

Mentors and Service Providers
Assist Finalist Teams

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GTIF Award Nominations

Societies may now submit award nominations for the **Global Technology Impact Forum (GTIF)**. LESI instituted two special awards to recognize those initiatives with outstanding impact in the building of IP goodwill.

LESI National IP & Technology Transfer Policy Award

Leading international IP organizations are certainly in the best position to look at their national policies and their social and economic impact.

LESI Award to an Outstanding Humanitarian Technology Transfer Initiative

This includes not-for-profits in need of technologies, technology providers, and/or companies with the common interest of using the inventiveness of people to help those in need.

Nominations will be accepted until January 31, 2015. The Awards presentation will be made April 15, 2015 at the GTIF event in Brussels, Belgium.

For nominations or questions, please contact: GTIF Awards Vice-Chair Ningling Wang (Ningling.Wang@finnegan.com) or Chris Katopis, Executive Administrator, (ckatopis@lesi.org). ■

LES Austria

Joint Seminar—LES Austria, LES Czech Republic And LES Hungary

By Robert Teets

On 03 October 2014, the national societies of LES Austria, LES Czech Republic and LES Hungary for the first time held a—long planned but so far never realized—joint event of a licensing seminar. A tag line for this seminar was readily suggested by the geographic relation of the three hosting societies, *i.e.*, “Licensing Challenges in the CEE Region.” As most convenient location for all members of the three involved national LES societies as well as other participants from those countries, the city of Bratislava in Slovakia was unanimously picked; the seminar finally took place in the nicely located Hotel Mercure Bratislava Centrum in the city centre.

As for the seminar, a wide array of industry sectors were covered through excellent speeches and presentations given by esteemed speakers from the three countries involved. After a welcome address and introductory words by the three national presidents, Alexander Cizek, Vojtech Chloupek and Mihaly Lantos, as well as by Thomas Adocker as chair of the LESI Young Members Congress, Ms. Katerina Bydzovska, in-house counsel of Skoda Auto, spoke about IPR licensing and merchandising issues in the automotive industry, and Mr. Marek Houda, IPR manager at inovacentrum of the Czech Technical University, presented on IP issues in the technical university field. Mr. Ákos Bartha, legal counsel at ELI Hungary, introduced the IP policy of the Extreme Light Infrastructure Venture called ELI-HU Ltd as well as principles of its IP policy; whereas, Mr. István Molnár, patent attorney at Danubia Patent & Law Office, presented models for the transfer

of technology at ELI HU Ltd, in particular R&D agreements, licensing agreements as well as spinning out transactions to science parks, investors and other third parties. As for Austria, Mr. Mathias Redlberger, CEO of REBLOC GmbH, gave interesting insights into the licensing scene in the precast concrete industry and related experience and challenges with the company owned safety barrier system. Ms. Karin Hofmann, Technology Transfer Manager at the Vienna University of Technology, presented on the role of the university as a player in innovation systems, and Mr. Michael Stadler, patent attorney at Wildhack Jelinek, spoke to the audience about third party effects of patent license agreements.

The event was set up as a full one-day seminar and the speakers as well as their speeches and presentations were very well received by the audience, which was characterized by a large number of participants stemming from the four involved countries and counted about 50 attendees, representing the university sector, the industry, scientific institutes and finally technology transfer and industrial property professionals. Apart from the high level program, there was plenty of time for networking between the sessions, which strengthened the friendship contacts and business relations among the attendees.

The outcome of that first joint LES event certainly pleased the organizing societies: LES Austria, LES Czech Republic and LES Hungary. In light of this success, it is envisaged to continue a joint LES seminar of those three national LES chapters on a yearly recurring basis in the future. ■

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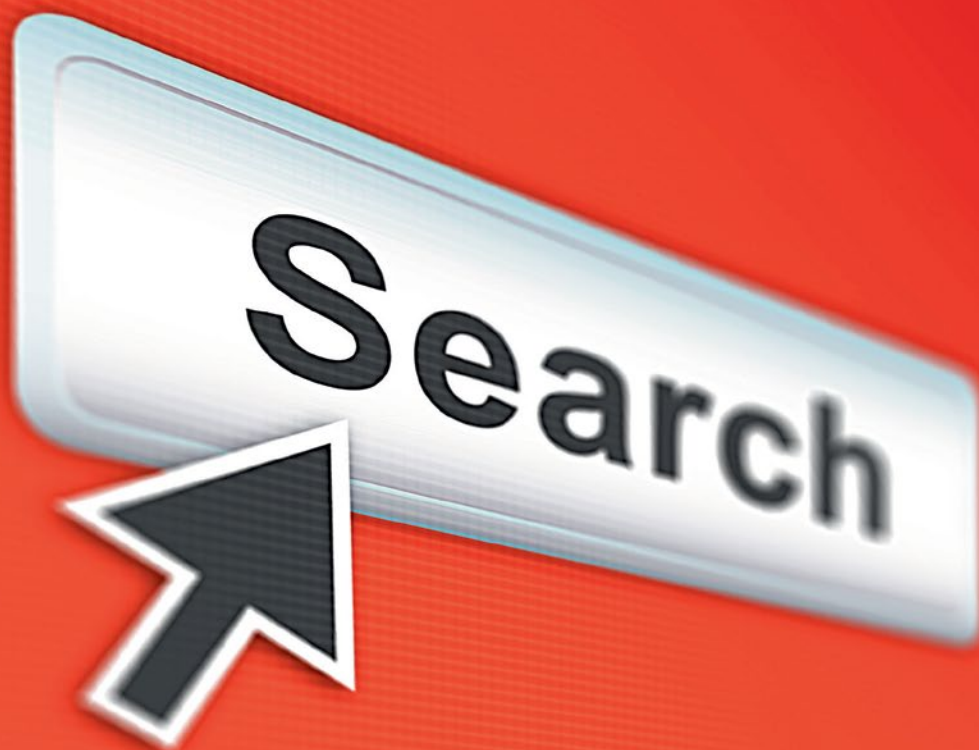
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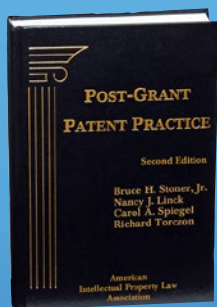
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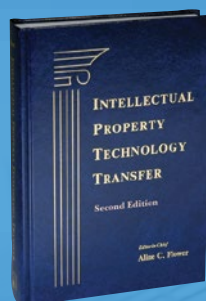
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