



Report on LESI Publications

May 2023 – April 2024

by

David Drews, Editor

LESI Publications

- *les Nouvelles*: March, June, September, and December publication schedule. Digital-only format for all issues. Always looking for content or theme issue ideas.
- *Global News*: January, April, July, and October publication schedule. Catch-all for current events, President's Message, society reports, committee reports. Digital only. **NEED COMPREHENSIVE REPORTS!!**

Expanded Relevance + Increased Awareness = Bolstered Membership



Expanded Relevance

- Articles covering numerous topics, including copyrights, trademarks, trade secrets, AI, licensing strategies, valuation, regulation, SMEs, SEPs, etc.
- Special editions of interest to potential members that may already be targeted by AUTM, INTA, etc.
- Need more (*i.e.*, complete) reporting of committee and society activity, especially upcoming events.
- Increased promotion opportunities, including LinkedIn activity and les Nouvelles Live!



Increased Awareness

- Special issues in cooperation with important IP authorities (*e.g.*, EPO, European IP Helpdesk).
- Final negotiations regarding sharing of *les Nouvelles* content with WIPO and *vice versa*. Similar effort begun with INTA.
- Increases exposure of LES to potential members, provides members with access to expertise in other IP organizations.



