



LESI Committees:

End of Year Report for the 2024 International Management and Delegates Meeting (IMDM) – 28 April 2024

Submitted: March 29, 2024

Committee Name	LESI Americas Committee
Chairs and Vice Chairs	Chairs: Jeffrey Whittle (International Delegate LES USA/Canada) and Cedric Sikandar (LES Brazil) Vice-Chairs: Renzo Scavia (LES Andean Community); Hilton W.C. Sue (LES USA/Canada); Mariana Gonzalez (LES Mexico); and Jorge Fuentes (LES Chile)
LESI Board Liaison	Tatiana Campello

Committee Highlights from the Year	<p>1st Quarter 2023 – Planning of Roundtable for LESI Montréal Annual Meeting in early May. Planning and organizing of webinar/educational program for beginning of 3rd Quarter 2023. Planning of possible 4th Quarter 2023 LES/Americas Regional Meeting in Lima, Peru or Brazil. Potential dates in early November.</p>							
	<p>2nd Quarter 2023 – Presented as the Roundtable for LESI Montréal Annual Meeting titled Cross-Border IP and Licensing Issues for Non-Fungible Tokens (NFTs).</p>							
	<p>3rd Quarter 2023 – Planning and organizing of webinar/educational program for end of 3rd Quarter/beginning of 4th Quarter 2023. Planning of possible 4th Quarter 2023 LES/Americas Regional Meeting in Brazil or Mexico City. Potential dates to be determined.</p>							
	<p>4th Quarter 2023 – Planning of possible 4th Quarter 2023 LES/Americas Regional Meeting in Mexico City. This was pushed due to time constraints. Planning of 1st Quarter 2024 LES/Americas and YMC Panamerican Meeting in Rio de Janeiro, Brazil, which will be the first “in-person” major event since prior to Covid.</p>							
	<p>1st Quarter 2024 – (A) Planning of LESI Trademarks, Designs, & Merchandising and LESI Americas Committees “Brand Use Restrictions on the Road to Paris” webinar for March 13, 2024. Further planning of the 1st Quarter 2024 LES/Americas and YMC Panamerican Meeting in Rio de Janeiro, Brazil (March 14-15, 2024) with weekly calls and the extensive help of Bruna Rego Lins and her office, Veirano Advogados, plus Tatiana Campello, Stacey Dunn, Georgina Busku and many other YMC, LES Brazil, and Americas Committee members.</p>							
	<p>(B) Conducted joint webinar with LESI Trademarks, Designs, & Merchandising and LESI Americas Committees titled “Brand Use Restrictions on the Road to Paris” on March 13, 2024. Moderator: Jochen M. Schaefer, Legal Counsel of the World Federation of the Sporting Goods Industry and of the European Federation of the Sporting Goods Industry. Speakers: Cecilia Fernandez Wagener, IP Counselor for South American Football Association; Ansley Rey O’Neal, Head of Special Projects (Paris 2024) at World Federation of the Sporting Goods Industry; Julia Goldemberg, Marketing Coordinator for Brazilian Olympic Committee; Cedric Sikandar and Tatiana Campello from LESI Americas were also in attendance. Turn-out was good but needed more time to plan in view of LESI Americas/YMC/LES Brazil’s conference.</p>							
	<p>(C) Worked with Dana and team to launch LESI Americas/YMC/LES Brazil’s conference. Title “Carnival of Innovation: Celebrating Innovation in the Marvelous City” with dates of March 14th and 15th. Event took place in the offices of Veirano Advogados, the in-house company and law firm with speakers that include Welcome Address by Bruna Rego Lins, President of LESI Brazil; Keynote Speaker by Iloana Rocha (Brazilian PTO) and Karina Müller (Müller Mazzone); Jeffrey Whittle (Womble Bond Dickinson); Cristiane Silvestre (Braskem); Marcia Cristina Soares da Silva Venancio (Vibra); Renzo Scavia (Scavia & Scavia); Angela Drezza (Granbio); Rinaldo Zangirolami (CCZQ); Mariana Gonzalez Vargas (Basham); Gaspar Morgado (Universidad de Chile); Jose Carlos Vaz (Vaz & Dias Advogados); Tatiana Campello (Demarest); Anelise Rebello de Sa (Grupo Globo); Marcos Borges (Vilarinho & Borges); Romain Vidal (IPRally); Júlio Grevy Montenegro Osório e Alves (Brazilian PTO); Karlo Tinoco (Silimed); Roberto Carapeto (Licks Attorneys); Cecilia Coutinho Silva (Veirano); Pedro Maggesi (NG Cash); Aline Cruvinel (PicPay); Karthika Perumal (Womble Bond Dickinson); Rodrigo de Oliveira e Souza (Petrobrás); Luiz Felipe Moreira Lopes (Petrobrás); Eduardo Costa (Ouronova); Stacey Dunn (ROBIC); Arthur Gomes (Croplife); Edson Souza (Bayer Brazil); and Priscila Mayumi Kashiwabara (Kasznar Leonardos). Good attendance occurred with 80-90 attendees. Event broke even or generated a bit of income for LESI Brazil.</p>							
	<p>(D) Planning and organizing of possible webinar and educational program for end of 2nd Quarter 2024. Planning webinar for 2nd or 3rd Quarter 2024. Planning of In-Person LESI Americas Committee Meeting for LESI Americas Madrid Annual Meeting.</p>							
	<p>(E) Hope to have Americas Committee webpage updated to include local and cross border resources, planned and attended activities, and engage committee new and present members.</p>							
	<p>Other activities under discussion.</p>							
<p><u>Participants in all</u></p> <table> <tr> <td>Jeffrey Whittle</td> <td>Jorge Fuentes</td> </tr> <tr> <td>Renzo Scavia</td> <td>Hilton W.C. Sue</td> </tr> <tr> <td>Mariana Gonzalez</td> <td>Cedric Sikandar</td> </tr> <tr> <td>Tatiana Campello</td> <td>Dana Colarulli</td> </tr> </table>	Jeffrey Whittle	Jorge Fuentes	Renzo Scavia	Hilton W.C. Sue	Mariana Gonzalez	Cedric Sikandar	Tatiana Campello	Dana Colarulli
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