



LESI 2024 Madrid

INTERNATIONAL ANNUAL CONFERENCE

28-30 APRIL

HOSTED BY  
LES SPAIN-PORTUGAL

LES China on the New Journey
2024 LESI International Management & Delegates Meeting (IMDM)
April 28, 2024 | Madrid, Spain

2023 is the milestone for LES China

- New LES China President
- New Vision, Missions and Tasks

Vision:	To benefit everyone from implementation of intellectual property.
Missions:	To promote intellectual property licensing, empower innovation through intellectual property, and achieve commercial value of intellectual property.
Tasks:	To spread licensing knowledge, train licensing professionals, enhance IP commercializing capabilities, establish cooperative mechanisms, engage in international exchanges, and participate in rulemaking.

- New Constitution – Corporate Membership
- New Strategy

Differentiation Strategy – Identify and build advantages and strengths to provide unique value for members and stand out differently in competition

- International platform
- Bridge between courts/government agencies/ partners and members
- Increasing demographic of licensing professionals
- Support from industry leaders
- Support from LESI, LES national and regional societies and partners

Highlights of Activities in 2023

- In collaboration with LESI High-Tech Committee and LESI Licensing Committee, LES China hosted the webinar “The Power of IP Grows Out of Value” on April 13, 2023
- In collaboration with LESI WILA and the Intellectual Property Committee of ICC China (International Chamber of Commerce China National Committee), LES China and LES China Hong Kong Sub-Chapter co-hosted the webinar “Women Hold Up the IP Sky” on April 21, 2023

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LES China and LES China,
Hong Kong Sub-Chapter

Women Hold Up the IP Sky
April 21, 2023 Friday
15:00-17:00 Beijing Time
(09:00 – 11:00 Central European Time)

ICC
WILA
WOMEN IN LICENSING ALLIANCE

Moderator
Rosita Li, President of LES China,
Hong Kong Sub-Chapter

Keynote Speaker
Hua Liu, Director of WIPO
China Office

Webinar Speakers

Lei Qi
Judge of Beijing High Court

Winnie Tam
Senior Counsel, Hong
Kong SAR, China

Fiona Nicolson
Consultant, Burness
Paul LLP

- Supporting LESI, LES regional societies and LESI committee events, such as LESI "Ask Me Anything" Sessions, WILA, YMC events etc.
- 2023 LES Asia Pacific Conference, jointly hosted by LES China and LES China Hong Kong Sub-Chapter, was held successfully on November 17 and 18, 2023 in Shenzhen, China

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2023 LES Asia Pacific Conference “Intellectual Property Promotes Prosperity - New Challenges of Licensing Intellectual Property in the Asia Pacific Region” - November 17 and 18, 2023 in Shenzhen, China



- Luminary speakers and panelists □ Huawei, Nokia, OPPO, TCL, Xiaomi, China Mobile, ZTE, Avanci, IP Bridge, Sisvel, Hong Kong University of Science and Technology, CNIPA (China National Intellectual Property Administration), SAMR (State Administration for Market Regulation), Intellectual Property Department of Hong Kong Special Administrative Region Government, JETRO Hong Kong, Singapore International Mediation Centre (SIMC), Shenzhen AMR etc..
- About 180 participants from China, China Hong Kong, China Taiwan, US, Germany, Japan, Singapore, Korea, India attended the conference.
- Dynamic and inspiring presentations and panel discussions enjoyable networking and impressive Huawei tour.
- Attracted new members to join LES China.

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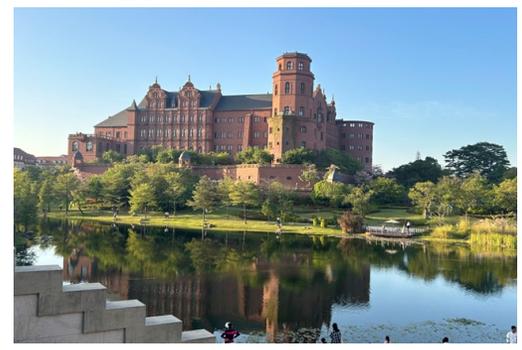
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2024 Activities

- Webinar on March 12 - Licensing in the Crop Industry
- Webinar on June 12 - Exploring Trends Standard-Essential Patents (SEPs) Licensing and Their Implications: Perspectives from Recent SEP Decisions in Chinese Courts and New SEP Regulations in EU
- LES China Annual Conference on September 12 and 13, 2024
- LES Japan and LES China Joint Event on September 25 and 26, 2024
- Continuing to support LESI events such as "Ask Me Anything" Sessions etc.
- Projects with CNIPA etc.

The poster is for a webinar titled "Licensing in the Crop Industry". It features the LES China logo and the text "线上讲座 Webinar" (Online Lecture Webinar). The date and time are "2024年3月12日(周二) 15:00-16:30". The main title is "中国企业在知识产权运营中如何与国外权利人/使用人建立合作关系：以农化领域为例" (How Chinese Enterprises Establish Cooperation with Foreign Right Holders/Users in Intellectual Property Operation: A Case Study of the Agrochemical Field). The speaker is Philip De Corte, and the host is 邵伟 (Shao Wei).

发言嘉宾

Philip De Corte
菲利普·德·科特

主持人

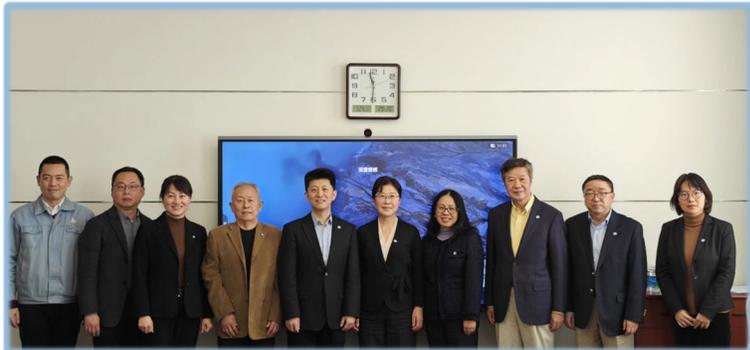
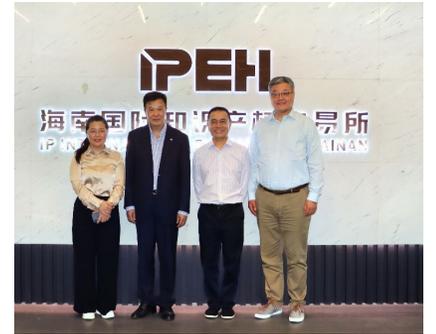
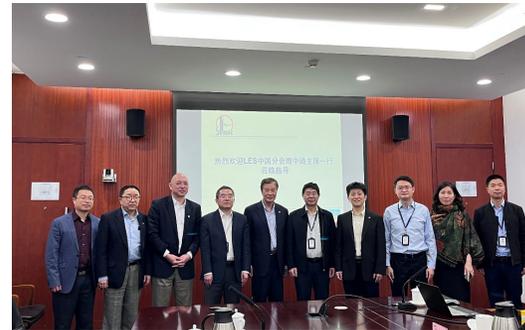
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Visiting Partners and Members

WIPO China Office, China Trademark Association, China Petroleum and Chemical Federation, SINOPEC Technology, SINOPEC Research Institute, Xiaomi, China Mobile etc.



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FREEDOM for the Secretariat of LES China

- **Fund** - find sponsors
- **Resources** - find partners
- **Empowerment** - provide opportunities of education and networking for members and deliver benefits and value for members, empowering members to elevate career and business
- **Engagement** - engage members in planning events and activities
- **Delegation** - delegate committees and active members to hold events and activities
- **Organization** - make well-conceived plans and organize successful events and activities
- **Membership** - increase membership

Thank you very much!



Benefit everyone from implementation of intellectual property.



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