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Advancing The Business Of Intellectual Property Globally

By Fiona Nicolson,
President, LES International



Dear All,

I hope that you enjoy this bumper edition of *LES Global News*, which includes our two special March features. First, our Gold Medal Winner Yvonne's Chua's reflections on her time as an LES member and leader, which

makes fascinating reading. And, second, our new feature focusing on LES members from industry who—in their own words—share the reasons they are part of and contribute to LES around the world in so many ways. We are very grateful to all for their contributions.

As we all know, our LESI strap line is “Advancing the BUSINESS of Intellectual Property Globally,” and this year my focus as President has been to continue to encourage our industry committees and appeal to everyone whose day job involves the business of IP to join their local LES society, local industry committees—and of course our LESI industry committees. Our High Tech, Life Sciences and Chemical Committees each enjoy excellent leadership and are having a very busy year.

The latest news from the High Tech Committee is that under its auspices, an Automotive Industry Advisory Board has just been set up, thanks to the efforts of John Carney. The group is progressing well, with more than half of new board members confirmed, including representatives from Nissan, Avanci, Delphi and the

President, continued on Page 2

LESI Golden Reflections

The Business Of IP As A Career—
An Interview With Yvonne Chua



Yvonne Chua,
LESI President
in 2014.

Q: When and why did you get involved in the business of IP as a career?

A: Yvonne: As a second-year law student at Hong Kong University (HKU), I chose IP as the optional course, which was introduced into the curriculum for the first time, and I became much attracted by IP's international embodiments of creativity as property. I envisioned IP's importance to businesses would grow tremendously in the future and was eager to play a role in such development. I thus boldly decided to specialize in IP for my legal career and joined Wilkinson & Grist, which was then one of the few law firms that had an established IP practice. My practice—encompassing protection, management, exploitation and enforcement of IP rights, not only in HK but also China, Asia and globally—has happily continued for 40 years and is still thriving.

Q: What are your career highlights?

A: Yvonne: Since being admitted as one of the youngest partners in the firm, I have focused on advancing my firm's IP practice, particularly in China. Excitingly, in 2004, the Chinese government approved our Beijing IP agency as the first wholly foreign-owned IP agency for doing direct filings in China. Through the years, with the opportunities of handling cases involving complex cross-jurisdictional issues, on joint efforts with colleagues, I was thrilled to have attained many notable—even unprecedented—successes that have heightened IP setting. Blessedly also, I have received continual international recognitions as a leading and influential IP expert.

Simultaneous with my practice, I am always keen to drive IP enhancement and also to be at the forefront of legislative changes. In addition to my advisory roles for, *inter alia*, the Hong Kong Trade Development Council and my service in the IP Committee of the Law Society of Hong Kong, I was privileged to have been appointed by the HK government to the Special Working Group on IP Trading to work on the important task of promoting HK as the IP trading hub.

My 40 years of passionate IP journey, including being entrusted to

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Licensing Executives Society International

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Connected Vehicle Trade Association. As we know the automotive sector is a very dynamic sector at the moment, and we are delighted to announce this new group.

Work is also progressing well on our three “primers”—short guides for business people on licensing, IP Management and IP Valuation, which we are hoping to launch in Berlin.

Lastly, on this “business” topic as part of the discussion in Phoenix about our new strategic plan for LESI, there has been some useful input on what we need to do in order to be more attractive as an organisation to those involved in industry. A small task force has been set up and has been considering what steps we might take. Many thanks to Andre Gorius, Scott Johnstone, Natalie Raffoul and Sun-Pil Hwang for their input. Suggestions include changing the composition of our LESI board to include more corporate representation and creating and deploying IP Value training for business people in conjunction with our Education Committee. These ideas are currently being discussed by the LESI Board, so watch this space!

One other topic I wanted to mention is how well our new LESI Executive Director Dana Colarulli is settling into his new role, having started with us at the end of September. Dana is making a great contribution, and we are all benefiting from his substantial expertise, connections and experience in our IP world.

In addition to supporting our committees and national presidents, Dana is helping us to build relationships with other IP organisations, including the IPO, APAA and AIPLA.

I look forward to seeing many of you in Berlin! By the time this issue of *Global News* is available, we will be just two months from our LESI Annual Meeting in Berlin. Please register if you haven’t done so already. The very informative website can be found here LESi2020.de.

Fiona



Fiona Nicolson visits the China National Intellectual Property Administration (CNIPA). From the left: Ms. HE Jiahui (Interpreter of Department of Commercialization and Promotion of IP of CNIPA), JIANG Haifei (Director Department of Commercialization and Promotion of IP of CNIPA), Chris Shaowei, Mr. Zhou Zhongqi (President of LES China), Zhao Meisheng (Deputy Director General of Department of Commercialization and Promotion of IP of CNIPA), Fiona Nicolson, Ningling Wang, Natalie Raffoul and Simon Chalkley. More on Pages 10-13.

Golden Reflections, continued from Page 1

be the firm’s senior partner and head of IP Practice, as well as President of LESI, has been most bountiful.

Q: When and how did you first get involved in LES?

A: Yvonne: I had actively taken part in various international IP organisations since I qualified as a lawyer in 1980. But as I embarked on establishing LES China HK Sub-chapter in 2001, as encouraged by Heinz Goddar, and following my first LESI encounter at the 2002 conference in Osaka, I found my targeted organisation should be LES as it focused on global IP commercialization with participation of professionals from many diverse sectors. My passion for LES soon attracted me to serve in the leadership of LESCHK, LESI Committees and then on the LESI board.

Q: In what way do you think you have benefited most from being involved in LES over the years?

A: Yvonne: My biggest benefit from LES involvement is “earning and enjoying” with my LES friends. Through the remarkable intellectual program of each LES conference and the work of the LESI Committees and national societies, we have together explored how businesses would move forward in the IP world and how innovation and technology would influence and lead the world’s development. My dream of experiencing and contributing to IP advancement has beautifully come true through LES and more, with friendships being built with many LES members across multiple sectors.

For every key vision of mine, I have encountered wonderful LES members who shared the same vision and joined hands with me with enthusiasm. Being fascinated by the Pan European conferences that I had attended, I hoped to set up similar regional conference in the Asia Pacific. As the first venture, in 2006, being Chairman of LESCHK, I initiated the inaugural Joint Meeting of LES China, LES Chinese Taipei and LESCHK. Following other joint meetings between different societies in Asia, with the support and dedication of my LES friends at the Asia Pacific Committee—in particular Patricia Bunye, Junko Sugimura, Audrey Yap, and Ningling Wang—the LES AP regional meeting has become a regular forum since 2010, with each meeting at a different society gaining recognition. The 2013 meeting in Hangzhou, as perfectly organized by my mother society, LES China, was special. Last year LES India was awarded the “2019 LESI Most Promising Society” for organizing the successful 2018 AP Meeting in New Delhi and thereby doubling its membership.

Another dream of mine had been to gear our next generation towards innovation. I was impressed with the Student Business Plan Competition as held by LES Foundation

with LES US and Canada and LESI, but noted that always very few student teams were nominated from Asia, mainly due to language barrier. I thus worked on setting up a similar competition in our region. I then realized Ichiro Nakatomi had the same vision. He spearheaded, with the support of LES Japan, the first Asian Business Plan Competition, held in 2012 at the Asia Pacific Regional Conference in Tokyo. This competition has been held at every AP regional meeting since.

Further, I gained immense joy from being the founder of LES Thailand, which was formed in 2015, as the 33rd society of LESI, pursuant to my special project, started in 2012. I am grateful for unwavering support of Heinz, Patricia, LES Japan, and the LESI Membership Committee, and to Wilaiporn Chetanachan and her team, who dedicated over three years to accomplishing the wonderful work of bringing Thailand into the LES family.

Q: Do you have a “best” LES memory or favorite LES meeting you can share with us?

A: Yvonne: The 2014 Moscow Conference is my best LES memory—a celebration of the fulfillment of my joining hands vision and mission as LES International president, and a historic event being the first large-scale international IP conference held in Russia. Particularly memorable was the extraordinary amount of effort that LES Russia expended in organising the conference, when there was serious concern two months prior to the conference date on whether the conference could proceed due to the political instability in the region. I was also touched by all the words and acts of assurance from many LES members and member societies of their unwavering support to the conference. Eventually an outstanding success was achieved amidst the challenges, with participation from top leaders in the global IP arena, outstanding presentations and social programs on all three days, and a music performance at the Final Gala Dinner by the then-Honorable Chief Judge Randall Rader of the U.S. Court of Appeals. As the old saying goes, “In difficult times, we witness true friendship.” It is the strong community amongst LES members that makes LES so special. Seeing the passionate sharing and the friendship building up all around the conference in the beautiful city of Moscow really warmed my heart.

Lastly and importantly, my deep gratitude to LES for having amazingly enriched my IP path in contributing to global IP commercialization. The LESI Gold Medal, as specially awarded to me, belongs to all who have joined hands with me in the LES family, which I will always cherish. ■

What LES Means to Me— A View from our Global Industry Members

As we all know, our LESI strap line is “Advancing the BUSINESS of Intellectual Property Globally,” and this year the President has been continuing to encourage our industry committees and appeal to everyone whose day job involves the business of IP to join their local LES Society, local industry committees and of course, our LESI industry committees. The following are comments from industry members who have benefitted from their involvement in LES Societies and LESI.

Bill Elkington—Collins Aerospace, LES (U.S.A. and Canada)

LES has been my professional home for close to 20 years. LES meetings, education, and task and affinity groups of various kinds provide me with professional knowledge and personal relationships that have been the wellspring of my professional life. When I have encountered questions and issues in my work that required an informed and well-reasoned response, my friends in LES have helped me arrive at good answers. Because of my involvement in LES, my credibility with my employer has benefited significantly. LES has within it a diversity of expertise one can find nowhere else, and I have been able to bring that diversity of knowledge and understanding to my work. I've built friendships in LES that have proved both durable and fun. And LES has provided me with another dimension of purpose in my life: by contributing to LES and the profession of intellectual capital management, I know that I am helping to build something meaningful and helpful for future members. In other words, it is an honor to serve, and professional service provides a pleasure unique and worthy in itself.



Scott Johnstone—Benenox, LES Britain and Ireland

I've known about LES for a long time but I've only just been able to understand the full benefit available to companies. At Benenox we have reviewed and improved the way we handle our IP, and this has enabled us to have strong commercial claims in countries where we didn't think we could get any commercial claims. We also have a much better relationship with our new in-country patent council which works for us and the council. As well as stronger IP, we've also licensed out technology to a great partner, which has enabled us to get Benenox to market sooner and to expand into other territories. This has happened over a period of months and not the years it takes to do it on your own. Using LESI members to help us through the process helped speed up the deal. It would be great if we could meet more corporate members at meetings, and I hope the future direction of LESI will take this into account.



Matteo Sabattini—Ericsson, LES (U.S.A. and Canada)

The licensing community plays a vital role in the innovation ecosystem by enhancing and facilitating the transfer of knowledge. Progress and welfare advance through the sharing of ideas and human interactions. LESI has been a beacon to catalyze those interactions among licensing professionals, while facilitating professional growth.



As a long-standing LES member, I greatly value the resources and expertise that are available through LESI. Beyond networking with my peers, LESI provides access to relevant information through publications, web resources, and access to taught leaders in my field and beyond.

The structure of LESI, with national societies and local chapters, leverages locality, cultural and geographical diversity, and personal connections. I am grateful for a local chapter—the DC chapter—which is one of the most active chapters globally, thanks to the wisdom and engagement of its leadership.

LESI has allowed me the opportunity to grow as a licensing IP professional and, lately, mentor and help grow other professionals. All members should take full advantage of the many resources and mentoring activities that LESI and its national societies offer, and LES should raise awareness of such opportunities across societies and geographical locations.

We live in exciting times of great technological advances that are changing society. Technology convergence across industries, in particular, is reshaping our world. Because of the diversity of backgrounds and industry representation, LESI is perfectly positioned to play a greater role among licensing professionals by recognizing the paradigm shift and the challenges that such convergence will bring to our profession.

Hemang Shah—Qualcomm Inc., LES India

I have been an active member of LES India since 2016. LES India is a growing organization that is receiving excellent participation for our conferences and workshops. We have a very good sectoral representation from all professionals who work on Intellectual Property matters. The quality of discussions is also very high because everyone is there to share their insights. Our collective expertise has allowed us to expand connections with the growing startup ecosystem in India, R&D professionals, and academia. I cherish the collaboration with other international chapters and members of LES International at conferences and committees. It has been a wonderful experience to learn from so many of you and I look forward to an exciting future of LES.





LES International Calendar

Meetings & Events

2020

March 19-20	2020 LES Brazil & Americas Committee— “Licensing For Success In Changing Global Market“	Brazil
April 15-17	2020 LES ANZ Annual Conference	New Zealand
May 12	2020 LES Leading Edge Series	Atlanta
May 15-17	2020 LES International Management & Delegates’ Meeting (IMDM)	Berlin
May 17-19	2020 LES International Annual Conference	Berlin
September 17	LES France’s 50th Anniversary!	Paris
September 22	LES Scandinavia Annual Conference 2020	Helsinki
October 18-21	LES 2020 Annual Meeting	Philadelphia

Global Industry Members, continued from Page 4

Sonja London—Nokia, LES Scandinavia

For me personally and as a starting point: LES provides access to in-depth knowledge and insight to full spectrum of IP-related matters and a great network of professionals. If I ever had a question or needed help anywhere in the world, I could find a contact I need from LES.



But there is more than that in LES. Over the years I have been serving LES as the board member for LES Scandinavia and as its President. On the international level, I have been serving on the High-Tech Committee. I feel that the more you give, the more you get from LES. I feel passionate about diversity and supporting women in this profession. Within LES International conference I found others who felt the same, and there we were—starting the Women in Licensing Alliance, with the support of LESI board, the President and the office staff. We promote women leadership and role models and women speakers in conferences and are now piloting a mentoring program. Great example for getting involved! LES is a fantastic organization empowering people to contribute and make a difference in their professional lives!

Hayley French—Apitope Intl., LES Britain and Ireland

LES membership has been and remains one of my best tools in facilitating business development, personal interactions and partnering. I’ve been a member of LES for over 25 years, and it has been invaluable in helping me to develop and forge strong valuable business relationships especially via the LESI directory, networking and education. In my early career I faced the daunting challenges of building a good business network to facilitate collaboration and licensing. The LESI membership directory enabled me to reach out directly to other members from a wide range of life sciences companies around the world, from small biotech to multi-national pharma, all connected by our commitment to explore licensing possibilities. LES made it easy to facilitate such introductions and interactions, as there was mutual recognition and credibility via our membership.



Many years of attending and networking at LESI meetings and local meetings has enabled me to build strong business relationships and be part of a network that facilitates business interaction, growth and deal making. Most importantly my LES membership and meetings attendance has been responsible for some long-lasting, valuable friendships. ■

Initial Thoughts On A New Approach For FRAND Compliant Licensing Of SEPs: Learning From Copyright Collective Licensing

by Martin Schaefer and Christian Czychowski



Martin Schaefer Christian Czychowski

A. Background

Given the intensive discussion on what is FRAND in Patent Law, here are some initial thoughts from Copyright Law that might influence the discussion. We will provide a broader version of this article in a later edition. For the time being this article might provide some food for thought *e.g.* for the panel discussion at the Berlin LESI Conference (see www.lesi2020.de) on recent developments on licensing of SEPs.

1. To avoid any misunderstandings: there is no model from the copyright realm which would be directly comparable to FRAND-compliant licensing of standard-essential patents. However, constellations do exist on the copyright side for the uniform licensing of uses, namely where a number of rights have to be licensed under fair and reasonable conditions. In such circumstances, the key focus is on minimising transaction costs both in the acquisition of the rights and in the fair determination of the reasonable (overall) license. It is in this respect that there is potential benefit to be derived from the experience garnered in the copyright arena. This can be seen in the following two examples:

- Since the beginning of the 20th century, the German copyright collecting society, GEMA, has been licensing, on behalf of thousands of rightholders, music authors and music publishers, practically the entire global repertoire of protected music to users, such as phonogram producers or radio broadcasters, and more recently also streaming services and other platform operators.
 - Collecting societies in other countries operate in a similar way. The Copyright Clearance Center (CCC) in the USA, for example, is a one stop shop designed for licensing millions of scientific articles and other publications to internationally operating companies for their internal commercial use. The CCC acts on the basis of a non-exclusive mandate. As such, the publishers remain entitled, alongside the collecting society, to conclude contracts themselves with users.
2. The licensing model involving an agency operating under a non-exclusive mandate and the procedure for determining tariffs are both designed with the minimisation of transaction costs in mind.

The approach proposed here differs from patent pools, predominantly in two respects: Patent pools generally manage the rights assigned to them on the basis of an exclusive mandate and do not incorporate the arbitration option through a public body as proposed here.

3. The approach proposed here introduces a third way, between the absolute enforcement of claims for injunctive relief (even in the case of infringements of a disproportionately "small" patent from the list of patents essential for a standard) and the case by case application of the principle of proportionality

B. Concept

1. The valuation model set out in Sec. 23 German Patent Act (Declaration of willingness to allow anyone to use the invention in return for equitable remuneration) can be used as a suitable starting point for an effective mechanism of satisfying the FRAND objection.
2. The proposed approach is based on an independent, privately operated (albeit not necessarily for-profit) agency tasked, on the basis of a non-exclusive mandate and the granting of non-exclusive licences.
 - Per standard, firstly all possibly affected patents must be determined ("one stop shop"), irrespective of whether the patent holders participate in the agency model or not. On the basis of the patents which are together required for a standard, the agency would then set "tariffs, for each of the different types of use of the standard and the patents attached to it.
 - Ideally, such a system would be created from the outset with the aim of offering a solution that could be applied internationally.
 - The agency must provide a system for distributing the licensing income which (possibly on the basis of empirical data collection) takes into account the relative significance of the individually assigned patents, within the type of use in the standard.
3. Tariffs can also be negotiated with user organisations. The individual companies organised in such organisations benefit by means of rebates granted (as a reward for lowering the transaction costs for generating standard agreements). There are models for this from the area of copyright in this respect also. Of course, individual large users can negotiate directly with the agency.
4. The whole system will only work if it is supported in law. The most important aspect, naturally, is the "reward", in return for participating in the system, of having FRAND-compliance guaranteed, specifically including succession protection. Finally, a method would have to be found for certifying agencies eligible according to the standards described above. Requiring state authorisation and oversight would have to be considered. ■



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KEYNOTE SPEAKER



Dr. Daria Mochly-Rosen
Professor, Stanford University
and founder and director of
The SPARK Program

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LES Italy

LES Italy Celebrates 40th Anniversary

On November 13th, 2019, LES Italy celebrated the 40th anniversary of its official establishment.

Vice President, Gian Antonio Pancot, took part in the preliminary work of setting up the chapter and has promoted this important anniversary.

Gian Antonio Pancot, together with our re-confirmed President Mattia Dalla Costa, have remembered this historical event during the first meeting of LES Italy’s newly appointed executive board, pictured in the photo at the right.

Celebrating the anniversary date of November 13,



Mattia Dalla Costa sent to all LES Italy's Members an encouraging letter in which he reaffirmed the spirit of this anniversary which has to be read as the expression of the bond among LES Italy’s members and their pride in being part of LES International’s family. ■

LES Benelux

LES Benelux Announces New Board Members

The board members of LES Benelux as of January 1, 2020 include:

- Achim Krebs, President
- William Bird, Past President and Treasurer
- Jurriaan Jansen, Secretary
- Jean-Christophe Troussel
- Patrice Vanderbeeken
- Carmen Correa Martin
- Claudia Zeri
- Kathleen De Belder



LES Benelux has three new board members, Carmen Correa Martin, Claudia Zeri and Kathleen De Belder.

LES Japan

LES Japan—2019 ID5 User Session

By Junko Sugimura

On December 13, 2019, LES Japan held an ID5 User Session at the Sheraton Grande Tokyo Bay Hotel. The LESI representatives who attended were Junko Sugimura, from Sugimura, Tamura & Partners and Akiko Tomishige, from Honda Motor Co., Ltd.

In the informative session, speeches were given by representatives from five patent offices, namely, CNIPA, EUIPO, JPO, KIPO, and USPTO.

The forum session topic was, “Expectation for More Efficient and User Friendly Industrial Design Protection: Where Does the Need Exist from the Global Users?”

Ms. Tomishige and I together participated in the session, as she works in the Intellectual Property & Standardization supervisory unit, specifically relating to design at Honda Motor Co., Ltd.

In the session, Ms. Tomishige gave a seven-minute presentation on the theme of, “Our experience and expectation for design rights protection,” as a User Association from LESI.

After the ID5 Meeting, an optional event cultural event was held. The attendees enjoyed wearing Japanese traditional kimonos and making Japanese green tea. ■



Participants at the ID5 User Session in Tokyo.

LES Russia

Opening Ceremony Of The LES Russia Regional Branch In The Republic Of Tatarstan

An opening ceremony of the LES Russia regional branch in the Republic of Tatarstan took place on November 12 in Kazan. Time of the event was especially chosen to coincide with the 3d International Forum, “Intellectual Property and the Economy of the Regions of Russia.” The ceremony was attended by Roman Shaykhtudinov, the Deputy Prime Minister of the Republic of Tatarstan, representatives of the government and ministries of the Russian Federation, law firms and patent organizations, a WIPO representative, the head of the Federal Service for Intellectual Property and many others.

During the ceremony an agreement between the Kama innovation territorial-production cluster Innokam and the Russian Licensing Society (LES-Russia) was signed. The parties agreed to establish and further promote a long-term partnership cooperation, including, among other things, development of relations in the intellectual property field for advancing the business of intellectual property in the region. The document was signed by the president of Innokam, Rafinat Yarullin and the secretary of the Russian Licensing Society Sergey Dorofeev.

After the ceremony, there was a round table devoted to import-export of technologies, practice of IP protection abroad and interaction between companies and LESI as the professional society of trade and technology transfer. The roundtable was moderated by Albert Ibragimov, Partner, Regional Director, Russian Patent Attorney (Gorodissky & Partners, Kazan), and Sergey Dorofeev, Partner, Russian and Eurasian Patent Attorney (Gorodissky & Partners, Moscow), Secretary of LES-Russia. Speakers and participants in the round table included Oleg Diachenko, IP head of the Russian Export Center, the heads and representatives of large companies of the region (Tatneft, Nefis-Bioprodukt), universities (KFU, KNITU). ■



LES Russia Holds Seminar In Moscow

The seminar “Disposal of Exclusive Rights: Results of 2019” of LES Russia took place in Moscow on December 12, 2019.

Elena Morgunova, Ph.D., Docent, Deputy Head of the Department of Civil Law of Kutafin Moscow State Law University, highlighted the topic of contractual methods of disposing of exclusive rights in the light of a novel approach to Russian law and new clarifications of the highest court.

Valery Antipin, CEO of Non-State Higher Educational Institution “Institute of Market and Intellectual Property” and ex-adviser to the deputy general director of the Krylov State Scientific Center, spoke about the peculiarities of disposing of exclusive rights to intellectual property created at the expense of the federal budget.

Natalia Karpova, Ph.D. in Economics, professor, and head of the Department of the Presidential Academy, RANEPa, made a presentation on the practical aspects of disposing of exclusive rights to various intellectual property.

Sergey Medvedev, Ph.D., LL.M., Partner, Member of LES Russia, Gorodissky & Partners, discussed pledge in IP field. The seminar attracted about 25 people. ■



Elena Morgunova



Valery Antipin



Natalia Karpova



Sergey Medvedev

LES China

Summary Of Events And Meetings In Beijing Organized by CNIPA (The Chinese Patent Office)

By Fiona Nicolson, President, LES International

Dear Board Members,

I wanted to give you a short report summarising the events and meetings I attended in Beijing from the 20th to 22nd of November,—in particular, the advanced Licensing training session in Beijing, which was being given for the third year running.

The course is organised by CNIPA (the Chinese Patent Office), LES China and the LESI Education Committee.

This course and the surrounding meetings, which took place with CNIPA, the new Intellectual Property Court of the Supreme Court and the new Beijing Internet Court were viewed by all as being very successful and gave a great impression of our organisation at its very best. I thought you might be interested in knowing more.

Here are the main points:

- The course last week was attended by more than 100 participants from all over China. The application process is that those who would like to attend apply and CNIPA decides who attends. Many companies attend, including those from provinces outside Beijing and local IP officials. This year 20 members of LES China secured places;
- In the three years this course has been offered, over 450 attendees have benefited from it—300 from companies, which is a fantastic achievement in itself.
- The course is in fact the final step in a three-part licensing training programme, so all participants had participated in the first two parts, which are organised locally. LES provides the International module of the training;

- The course takes the form of one day of presentations and one day of an interactive licensing negotiation, in which the attendees are split into teams and carry out an exercise that lasts for the whole day;
- The whole course is based on an LES Benelux tried and tested licensing course, which was developed some time ago and has been modified by the LESI Education Committee under Martin's leadership, in conjunction with LES China and Chris Shaowei. Many volunteers (more than 20) organised by LES China are involved in making sure all aspects of the course go smoothly. The volunteers also look after the speakers very well. LES China and Chris deserve many congratulations for all of their hard work on this course, including the brilliant organisation.

We are very grateful to the speakers this year who travelled a long way to present, including two new faces. The team included regulars Martin and Achim Krebs (LES Benelux), new faces Simon Chalkley (B&I President) and Natalie Raffoul (Co-Chair of the Education Committee). Chris Shaowei and Zhiyun Bai (General Manager of COFCO), which is a large state-owned Chinese company, also spoke. Bai has just applied to join LES China after speaking at the course, which is fantastic.

The attendees enjoyed the course, especially the second day when at the end of proceedings all of the attendees insisted of having individual photos taken with each member of our team.

[LES China](#), continued on Page 11



Speakers and participants at the LESI Education Seminar in Beijing, China. See more photos on Page 12.

LES China, continued from Page 10

Martin said that he, Achim and Natalie felt like rock stars and enjoyed their taste of celebrity life!

On Friday three other meetings, which were planned by LES China, took place as follows:

CNIPA

A high-level meeting with CNIPA and their IP utilisation team was led by Zhao Meisheng Deputy Director General, Chris, Mr. Zhou, President of LES China. Simon, Natalie and myself attended along with Ningling, who kindly provided translation for us (and at our other Friday meetings) for which we are very grateful.

CNIPA is making great strides with their commercialisation programmes, which are a real priority including online platforms and a patent finance pledge, which involves the banks and government guarantees. Clearly commercialisation training is very important. LES China is very well regarded and was spoken of highly at our meeting, as was our Beijing course. Global connections are very important, as is an understanding of the global licensing landscape. We agreed that we should continue with course and widen our cooperation, if at all possible, working through LES China.

Meeting at the new Intellectual Property Court

This new court, which opened in January of this year, is part of the Supreme Court; all appeals from IP courts of first instance now go to this Court. We were offered a tour of the courtrooms prior to our meeting. The Court set-up is very impressive indeed, and the technology used is designed to ensure that cases are heard as efficiently as possible with the use of individual screens for the judges and all participants in trials. The technology is also designed to be used to compare cases dealt with by the courts to ensure that there is consistency in judgements and more certainty and guidance given to litigants. An augmented reality system is in use for any physical objects introduced as evidence. There is a specific court room designed for international cases heard by the court.

We were very honoured to meet with Mr. Luo, who is the Deputy Chief Justice of the Chinese Supreme Court, and a number of other fellow IP judges. In his opening remarks Mr. Luo spoke fondly of his longstanding connections to LES China and his high regard for our organisation.

Mr. Luo spoke at the LES AP Meeting in Hangzhou some years ago, and Ningling assisted with his speech. Mr. Luo was very complimentary about his participation at our meeting and about LES generally as an organisation.

From our side the attendees at the meeting, in addition to myself and Ningling, were Mr. Zhou, Chris Shaowei and Simon Chalkley.

The website of the Supreme Court posted this article and photo the day after the meeting.

<https://mp.weixin.qq.com/s/-aFpoqYNTVq2eND6lult-A>



Fiona Nicolson at the Chinese Supreme People's Court.

Beijing Internet Court

We were met by Mrs. Jiang Ying, who is the Vice President of the Court, and we were very honoured to have the lady accompany us on our tour of the court. The 24/7 court is housed in the same building as the Intellectual Property Court and has recently opened. It is the second of three such courts in China and hears cases online to do with a wide variety of online disputes. It is possible to have an in-person hearing, but this is very rare. As you can imagine all of the technology is state of the art and well designed to maximise the best use of time and ensure cases are dealt with swiftly, efficiently and fairly.

The first such court was set up in Hangzhou, which of course, is the headquarters of Ali Baba.

Everything in the court is online, including all documentation. Cases are heard by video by the judge who can be clearly seen in her/ his robes in the court room. The screen is divided into three with the litigants on each side of the screen and the middle part devoted to the relevant documents. An average case lasts just over 30 minutes. Many cases deal with online copyright disputes.

Summary

As an organisation we were very privileged to meet with such high-ranking officials and judges during our trip to Beijing. It's all due to the substantial respect given to LES China, LESI and our long standing reputation as the leading global IP NGO involved in licensing and commercialisation matters.

LES China, Mr. Zhou and Chris Shaowei were pleased that these meetings were so friendly and provided an opportunity for face-to-face discussions, which help to further develop relationships with these important Chinese institutions.

Lastly, we had some good discussions with LES China as to how LESI can help to build membership from industry and provide more access to global licensing contacts, so watch this space. ■



Fiona Nicolson, President of LESI, and Lou Donghuan, Vice President of the Supreme People's Court.

[More LES China](#), continued on Page 12

More LES China, continued From Page 11

LESI Education Committee Seminar In Beijing

By Christopher Shaowei

It was our pleasure to have Fiona Nicolson, all of the colleagues from the Education Committee and many speakers in Beijing. Without LESI's support, the seminar could not have been achieved successfully. With the three seminars over the past three years, we have given the training courses to about 450 local IP professionals (more than 300 from local industries). In addition, more than 40 young LES China members have participated in the seminar origination and received in-depth learning of

the content of more than ten overseas IP master's presentations. CNIPA and the Chinese side are proud of having experienced LESI's members' excellent lectures in the past three years. All attendees enjoy the second-day workshop, which is a vivid scenario of practical licensing negotiation.

The hot scene of the seminar suggests the strong need of for licensing education and also let LES China see the broad development potential. We thank Fiona for the LESI help under her leadership. ■



Luo Dongchuan Meets With Fiona Nicolson At The Intellectual Property Court

By Ningling Wang

On the afternoon of November 22, Luo Dongchuan, Vice President of the Supreme People's Court and President of the Intellectual Property Tribunal, met with Fiona Nicolson, President of LESI, at the Intellectual Property Court.

Luo Dongchuan welcomed Nicolson's visit and briefed the guests on the purpose, significance and operation of the Intellectual Property Court of the Supreme People's Court. He said that the establishment of the Intellectual Property Court of the Supreme People's Court was a major decision made by the CPC Central Committee with Comrade Xi Jinping as its core. The strategy is to build an intellectual property power and a world scien-

tific and technological power, to demonstrate China's determination and confidence, to strengthen intellectual property protection and to further harmonize the standards of adjudication and improve the quality of trials. It is of great significance to enhance the credibility of the judicial system and expand the influence of China's judicial decisions on intellectual property. Luo Dongchuan expressed the hope that the two sides would strengthen exchanges and actively share wisdom and experience to fortify intellectual property protection.

LES China, continued on Page 13

LES Scandinavia

Activities Of LES Scandinavia In 2019 And 2020

LES Scandinavia is the Nordic Chapter of LESI encompassing Norway, Sweden, Denmark and Finland. This geographical area is well known for its high-tech industries, excellent educational systems, high standard of living and societies based on mutual trust and get-things-done attitude.

LES Scandinavia membership number oscillates around 400 IPR and licensing experts from various industries. Both law offices and industries are well represented, not to forget various patent and trademark attorney offices.

LES Scandinavia is actively participating to LES International activities as delegates and committee members. Our current President, Sonja London recently took part in launching the Women in Licensing Alliance (WILA) together with Pamela Cox from LES (U.S.A and Canada).

On September 23th, 2019, LES Scandinavia assembled in Copenhagen, Denmark (Bech Bruun Attorneys) for a morning seminar and Annual General Meeting. The 40 plus audience heard interesting presentations on Artificial Intelligence (AI) and Life Sciences, and the IP challenges

of AI, followed by a vivid networking session and finally the Annual meeting.

On January 20th, 2020 the venue was Oslo, Norway and Wikborg Rein Attorneys hosted an interesting morning seminar on trade secret and the related changes in law thereof. Seminar consisted of a rich networking breakfast, followed by an overview of the proposed changes in the law framework related to trade secrets, and finally a vivid panel discussion of five law and industry experts and a moderator.

Future of LES Scandinavia looks bright and active. A morning seminar is planned in Göteborg area in spring 2020. In September the society celebrates its 50th anniversary in Helsinki Finland in an Annual Conference event that aims to be the greatest in LES Scandinavia's history. In addition to the great topical presentations and panels, LES Scandinavia will work together with YMC and WILA to expand the networks and benefits of LES to larger Scandinavian audiences. ■



Sonja London, President of LES Scandinavia, opens general meeting in Copenhagen, Denmark.



From left, Soren Sandfeld Jakobsen, Professor, Aalborg University and Peter Lind Nielsen, Partner Bech Bruun, speak about Artificial Intelligence and Life Sciences.



Timo Minssen, Professor, University of Copenhagen, speaks at the morning seminar and Annual General Meeting.

LES China, continued from Page 12

Nicolson thanked Luo Dongchuan for the meeting. She spoke highly of the efforts made by Chinese courts in the protection of intellectual property rights, and the establishment of the Intellectual Property Court of the Supreme People's Court has attracted great attention internationally, and hoped that the two sides could further strengthen communication and make new contributions to the development of intellectual property protection in the world.

The leaders of the Intellectual Property Court of the Supreme People's Court and related departments attended the meeting. ■

Mrs. Jiang Ying, Vice President of the Beijing Internet Court, with Fiona Nicolson. We were very honoured to have Mrs. Jian Ying accompany us on our tour of the court.



LES France

A Recap Of Activities And Events Throughout 2019

1. Second Round Table Relating To Trade Secrets

On September 26, at the second Round Table relating to Trade Secrets, the theme was Trade Secrets and Open, which began with panorama of the European laws for implementing the Directive.

This was followed by an information on the U.S. Cloud Act 2018 was given.

Experts presented their ways of managing trade secrets internally and during relationship with partners (public and private) and mechanisms for protecting their secrets and those of their partners (points of view from industry and academics).

The speakers were:

Anne-Céline Truchot Bothner—Alstom Transport Technologies

Arya Vansiri and Raphaël Vambre—Naval Group

Charlotta Ljungdahl—Air Liquide

Emmanuel Gougé—Pinsent Masons LLP

Frédéric Portal—Lavoix



2. First Round Table—CNCPI On Licensing

In Toulouse on November 22, the first Round Table was organised in collaboration with the CNCPI on Licensing. Speakers from industry, public research, SMEs and private practice presented their difficulties and successes negotiations.



Audience at roundtable meetings at the Second Annual Conference on the Future of Standard Essential Patents and FRAND Licensing.

The speakers were:

Thomas Beauvillain—Enologue-conseil Biomco SAS

Olivier Gicquel—Airbus

Jimmy Orosco—Invivogen

Stéphane Verdure—Cabinet CPI Calipso

3. Second Annual Conference

The Second Annual Conference on the Future of Standard Essential Patents and FRAND Licensing organised with APEB took place on November 26.

The programme:

Roundtable 1: Review of the recent FRAND case-law.

This roundtable dealt with the recent decisions concerning FRAND issues, by comparing and contrasting the approaches taken to various issues in a number of jurisdictions.

The speakers were:

Honorable Edger Brinkman—Senior Judge, The Hague

Ryan Yagura—O'Melveny Myers, Los Angeles

Qishan Zhao—Lexfield, Beijing

Richard Vary—Bird & Bird, London

Volkmar Henke—Eisenführ Speiser, Hamburg

Moderator: David Por—Allen & Overy, Paris



Roundtable 2: Different FRANDs for different sectors and business models. How can they be determined?

A large part of the FRAND debate during the last decade, has focussed on the particular sector of handheld devices (smartphones and tablets), and on the particular technology of radio communication. As technology evolves, it becomes more and more apparent, however, that FRAND questions arise in new sectors, whose underlying business models and economic structures differ from that of handheld devices.

This roundtable explores whether and how these different economic structures and licensing practices impact the way in which FRAND issues are to be approached, including ways

LES France, continued on Page 13

LES France, continued from Page 12

to check essentiality, identity of the parties involved and terms of the license. The roundtable also discussed, against this background, what role antitrust authorities should play in regulating the sector.

The speakers were:

- Brice Allibert**—Commission Européenne—DG Comp
- Yoshiaki Kodachi**—Senior Director for Intellectual Property—JETRO
- Philippe Lanet**—Licensing Director—Orange
- Mattia Fogliacco**—CEO—Sisvel
- Philippe Cassagne**—Licensing Director—Thales-Gemalto
- Max Olofsson**—VP European Market—Avanci
- Georg Kreuz**—Chief IP Counsel Europe—Huawei
- Moderator: Eric Stasik**—Founder and Director—Avvika AB

4. The General Assembly

On December 10, the General Assembly gave us the opportunity to listen to LESI President, Fiona Nicholson and to several other speakers:

Philippe Cadre—INPI (French patent Office), presented the changes relating to the IPCode contained in the Law PACTE.

Marie L’Affeter—Tokio Marine, presented the state of the market of insurance in IP.

Benjamin Saada—Explicseat, (an aviation start up) said how IP is important for start ups.

Annabelle de Saint-Albinet and **Jeanne Mercier-Devialet** (the well-known French sound company) explained how to succeed in the valorization of IP through licensing.

Didier Patry—France Brevets, gave news of the achievements of France Brevets—10 years after its creation.

Frédéric Portal—Lavoix, presented an overview of IP in Europe, specifically, important patent decisions of 2019.

Jean-Hyacinthe de Mitry (Gide), did the same for Trademarks and other rights.

Two committees were also active during the autumn of 2019. The IPV Committee had a meeting on November 6, and the Software Committee, on November 21.

The LES France President Anne-Charlotte Le Bihan presented a summary of what was done during the year, Treasurer André-Pascal Chauvin gave the financial results and each committee president showed the activities of her/his committee. ■



The General Assembly meeting gave us the opportunity to listen to LESI President, Fiona Nicholson and to several other speakers.

LES Singapore

Joint Event With World Intellectual Property Organisation (WIPO)

LES Singapore held a joint seminar with the World Intellectual Property Organisation (WIPO) on Friday 17, January 2020, on the topic of “Protection of Intellectual Assets and Resolving Disputes—the WIPO Advantage.”

Peter Willimott, Senior Program Officer from the WIPO Singapore Office explained how businesses can protect inventions, brands and designs in different countries around the world. He shared some of the specific WIPO tools that have been designed for IP protection and management. Chiara Accornero, Associate Legal Officer from the WIPO Arbitration and Mediation Center in Singapore

shared how parties who have entered into commercial licensing and technology contracts may choose WIPO alternative dispute resolution (ADR) options to resolve disputes. She explained how the WIPO ADR procedures may be tailored to the specific needs of the transaction, industry or technology concerned.

The attendees were provided insights on WIPO’s services, and case examples and past transactions were shared. Many interesting questions were also raised by the attendees. The evening concluded with some light refreshments and networking opportunities. ■



Lionel Tan, president of LES Singapore, gives welcoming address at the WIPO joint seminar in Singapore.



Peter Willimott, senior program officer from the WIPO Singapore office explained how businesses can protect inventions, brands and designs in different countries around the world.



Chiara Accornero, associate legal officer from the WIPO Arbitration and Mediation Center in Singapore, shared how parties may choose WIPO alternative dispute resolution (ADR) options to resolve disputes.



The attendees were provided insights on WIPO’s services and case examples.



Peter Willimott and Chiara Accornero present a gift to Lionel Tan at the WIPO seminar.

LES ASIA PACIFIC CONFERENCE 2020

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The Licensing Executives Society Asia Pacific Conference 2020 promises to be a premier event bringing together distinguished Intellectual Property and Licensing professionals to Singapore. Join us in Singapore for this exciting event!

SAVE THE DATE

LES Israel

Hosting A Delegation Of French IP Attorneys

A delegation of CNCPI (Conseils en Propriété Industrielle) conducted its first visit to Israel during the last week of November 2019.

On 25 November 2019, a reception was held in honor of the delegation at the residence of the French Ambassador to Israel, Mr. Eric Danon. Mr. David Colb and Mr. Hananel Kvatinsky represented LES Israel at the reception.

On 27 November 2019, LES Israel and other Israeli IP organizations held a reception and short seminar in honor of the CNCPI visit.

During the gathering, attendees were greeted by the president of CNCPI, Ms. Guylène Kiesel Le Cosquer and representatives of the Israeli organizations. The gathering was hosted by the law firm of Pearl Cohen.

Mr. Hananel Kvatinsky, president of LES Israel, greeted the delegation on behalf of LES Israel.

Three presentations were given by the French visitors:

- Software patents by Mr. Anthony Berton
- France, EU and Brexit trademark matters by Ms. Deborah Vincze and Ms. Naomi Aaronson
- Online IP Infringement by Ms. Patricia Bismuth

IP organizations meeting with the Israeli Patent Office management.

Mr. Hananel Kvatinsky represented LES Israel in a meeting held by the Director of the Israel Patent Office, Commissioner of Patents, Designs and Trademarks (and



Hananel Kvatinsky,
President of LES Israel.

IL PTO senior staff) with representatives of several Israeli and international IP organizations (AIPPI Israel, IPAA, AIPLA etc.). The meeting was held at the IL PTO in Jerusalem on December 3, 2019.

Among the topics discussed during the meeting:

- Organizational changes in the IL PTO—the newly appointed IP adjudicator Dr. Roya Israeli was introduced.
- Work is being done to change the law and regulations in order to provide the ability to file provisional patent applications. No time frame was presented.
- IL PTO is working to improve its filing web site and plans to approach the public to receive input from the users. A first meeting with stake holders was planned for January 2020.
- The IL PTO is looking into the use of Artificial Intelligence as an aid to examiners. Some preliminary tests have been carried out. ■



During the gathering, greetings were made by the President of CNCPI, Guylène Kiesel LE Cosquer.

LES Germany

2019/2020 Activities For LES Germany

The autumn conference on 29 November 2019 took place in Nuremberg with 65 participants. The subject matter of the conference was “Verwertbarkeit/Lizenzierbarkeit von AI-Innovationen aus patentrechtlicher Sicht” (Usability and licensing of AI innovations under patent law).

On 7 February 2020, the LES Germany members’ meeting took place in Munich.

The annual autumn conference 2020 is scheduled for 20 November 2020 in Munich.

Due to the LESI Annual Conference in Berlin from 16-20 May 2020, LES Germany is not organizing the annual spring conference in 2020.

Further, we are organizing our well-established module seminars on a regular basis during two-year terms. These seminars (modules I to VII) are dealing with several licensing topics. The modules in 2020 will start on 21 February 2020 in Berlin. For further information concerning the module seminars please visit the LES Germany website www.les-germany.org. ■

LES Austria/Czech

Joint Regional Conference Of LES Austria/Czech Republic Plus Slovakia/Hungary:

IP Under The Dome—IP Concert In Two Movements

Since 2013, the national LES societies of Austria, Czech Republic plus Slovakia and Hungary have been holding annual Regional Conferences regarding different IP topics. This year, the event coincided with the 40th anniversary of LES Austria.



Istvan Molnar, president of LES Hungary was a of speaker at the conference.

In the magnificent Dome Hall of the TU Wien (Vienna University of Technology), Seven speakers from the three national groups and additionally from Germany addressed two main topics: 1. IP and Labour and 2. IP and Pharma.

Regarding IP and Labour, the presentations covered university technology transfer and employee inventions (giving insight in the differences and similarities of the different European jurisdictions). In the subsequent IP and Pharma session, the speakers provided insights in IP prosecution in the pharma industry, and focused on the SPC Manufacturing Waiver, Biosimilar Go-to-Market strategies and

the current state of case law in Germany and Europe regarding compulsory licenses.

There were about 40 attendees who enjoyed both the high-level presentations as well as the networking opportunities during lunch and coffee breaks.

On the previous evening, about 35 people attended a networking dinner at the Stadtwirt, a restaurant with traditional Viennese cuisine, and celebrated 40 Years of LES Austria. ■



Tanja Sovic from the TU Wien (Vienna University of Technology) addresses the meeting attendees in the Dome Hall.



Speakers at the joint Regional Conference spoke on IP topics.



Attendees enjoyed both the presentations as well as the networking opportunities at the conference.

LES Chile

LES Chile And Andres Bello University Seminar: The Bill For Amending Chilean Industrial Property Law

On Thursday, April 18, 2019, LES Chile organized and sponsored the seminar: “The Bill for amending the Chilean Industrial Property Law: Challenges and New Opportunities,” with the participation of local practitioners, professors and ex-judges of the Chilean Industrial Property Court as panelists.

During the event, the modifications to the industrial property law and the opportunities and impact on the R&D ecosystem were reviewed. This bill is currently in its final stages.



Panelists discuss changing Chilean Industrial Property Law.

Chile Needs To Strengthen Its Innovation And Entrepreneurship Process

For the recently elected Board of Directors of the LES Chile, professionals experienced in research and development (R&D) are needed to support and strengthen the innovation and entrepreneurship process through which our country advances.



Francesca Rodríguez, President LES Chile

The research and development (R&D), intellectual property and technology transfer ecosystem in Chile is experiencing a real takeoff. This is evident in the good numbers reported by Chile, leading the list of most innovative countries in the Latin American region.

According to the 11th World Innovation Index, an instrument developed by the World Intellectual Property Organization, WIPO; this tool classifies 126 economies according to 80 indicators, with these results an annual ranking is drawn up. The target is to help decision makers find ways to stimulate innovative activity that drives economic and human development.

Chile's position is number 47 of this 2019 ranking, the highest in the Latin American region. This represents a breakthrough for an economy that under transformation. In that sense, our country stands out in aspects such as the quality of regulation, enrollment in higher education, access to credit, companies that offer formal training, creation of new companies and flows of foreign direct investment. All this configures a favorable scenario for entrepreneurship and innovation.

Given this great country challenge, the association Licensing Executives Society Chile (LES Chile AG), wishes to continue developing a network of technology licensing professionals specialized in legal, science and business, to promote and facilitate the transfer of knowledge and technology.

To learn more about their work and objectives, the top leaders were interviewed. They are part of the LES Chile Board of Directors. They are Francesca Rodríguez (FR), President; Fernando García (FG), Past-President; and Andrea Lobos, General Secretary of the entity.

What role does LES Chile play in the R&D, IP and technology transfer ecosystem in Chile?

Fernando García (FG): Today there are different legislative efforts that capture the attention of everyone involved in this ecosystem of research and development (R&D), aimed at innovation and entrepreneurship. The creation of the Ministry of Science and Technology, the new bill of technological transfer that it is the agenda, the reforms to the law of tax break incentives to R&D and the new bill of intellectual property, among others.

That is why Chile needs to have professionals versed in these issues, who can properly advise companies, universities and research centers in the negotiation and closing of licensing, invest-



Fernando García, Past President

ment and technology transfer agreements. LES Chile is a space where professionals involved in these important transactions can acquire more tools to optimize their performance and the value they add to their advice.

What Differentiates LES Chile from Other Trade Associations that Converge in that Same Ecosystem?



Francesca Rodríguez,
President

Francesca Rodríguez (FR): Unlike other organizations and, as a national chapter of the Licensing Executives Society International (LESI), LES Chile brings together professionals from various disciplines, with a high degree of technical specialization and extensive experience in protection, licensing and technology transfer of intangible assets.

As an association, we seek to promote good practices in these areas, which we achieve thanks to the support of the entire international network

provided by LESI, LES (U.S.A. and Canada) and LES Andina, among others. We are providing our associates with educational content, relevant information regarding trends in licensing according to the technological field and the determination and structuring of royalties, as well as the certification of licensing professionals.

LES Chile is also a consolidated association in our country in the areas of its expertise. It has an active presence in public-private working groups and strong links with global organizations, where the economic importance of technology transfer is discussed.

Fernando, as Past-President: What strengths do you think are a “registered trademark” of LES Chile in this country?

(FG): It seems to me that one of the main strengths of the profile of LES Chile, consists of its permanent inclination to include the widest set of people and professionals dedicated, from various specialties, to the world of the licensing of intangible assets. This inclusive spirit makes us very proud, since the licensing of intellectual creations is a phenomenon that requires the participation of a multidisciplinary group of experts, or who work in creative fields; in addition to business people and lawyers specializing in intellectual property and licensing. Therefore, in LES Chile we have been permanently focused on keeping this inclusive approach.



Rodrigo León, Vice
President Director

The pluralism of LES Chile also collaborates with the good reputation that it has built throughout its years of existence and that, as President of the association, I always tried to strengthen to maintain its high credibility and respectability before all authorities.

What challenges await the new president of LES Chile, as the first woman to assume the leadership of this trade association?

(FG): It seems very natural to me that a woman with Francesca's talents has become President of LES Chile. The proportion of professional women has increased considerably in recent decades, so the logical step that is being taken now is that they ideally occupy managerial, or representative positions in that same proportion. In fact, as part of this process, we can see that Loreto Bresky, who was director of LES Chile years ago, has recently been appointed as director of the National Industrial Property Institute. I am sure that Francesca has the preparation, desire and support of the entire Board of Directors and the members of LES Chile to carry out excellent management.

Francesca, as the First Woman to Assume the Role of President of LES Chile: What do you Hope to Contribute and How?

(FR): I think this is a huge opportunity and an important professional challenge, due to the “momentum” experienced by R&D, innovation, technology transfer and entrepreneurship in Chile. This, largely due to the implementation of the Ministry of Science and Technology that is being developed, the discussion that should take place around a Law of Technological Transfer, and the reforms to the law of tax incentive to spending on R&D and the Industrial Property Law.

I would like to contribute from my experience in patent issues and from the synergies that arise in interdisciplinary contexts, such as those necessary for inventions to emerge. The idea is to promote an effective convergence between engineers, scientists, researchers, academics, lawyers, businessmen and representatives of the public sector; so that, as a trade association, we generate discussion spaces that favor new and better tech-



Hermes Torres, Treasurer



Brian Dunford,
Counselor

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nology-based business opportunities, that add value and diversity to the traditional models of products and services offered in Chile.

What relevance do you think gender issues have for Chile in organizations such as this one, or INAPI, among others?

(FR): The relevance of gender equality, inclusion and diversity issues for the country, at the public and private level, is unquestionable. The case of INAPI is very significant, since it is a first level institution that, for the first time, will be led by a woman, Loreto Bresky, whom I personally admire very much.

She is a clear reflection of how female talent is valued at high levels of public management, to a large extent, by the ability to form diverse and efficient work teams, with better abilities to read qualitative and quantitative variables, and thus adequately address the important challenges posed by an institution of such high standards as INAPI.

All this shows that in Chile gender issues are fully in force, and with them, justice and equality issues. LES Chile has always been very aware of the value of the presence and leadership of women in its Board of Directors, giving us space to integrate and strengthen it with

our eyes, that is why I am deeply honored to be able to serve our association once, now, as the first of many presidents that we will surely have in LES Chile.



Luis Villarroel, Vice President Director



Jorge Fuentes, Vice President Director

Andrea, in your position as the new General Secretary of LES Chile: What would you like to emphasize during this period in which, after several years, the Board of Directors has two women?

Andrea Lobos(AL): One of the objectives of incorporating more female participation in this board of LES Chile responds to the need to reflect a fact which is the active presence that women have today in professional fields, both in technology transfer ac-



Andrea Lobos, General Secretary

tivities, intellectual property and entrepreneurship. This directory is aware of the great contribution that forms with having an integral vision. From that platform, we want to continue to work and contribute to the construction and strengthening of the R&D and entrepreneurship ecosystem in Chile.

From my position as General Secretary of LES Chile, I would like to actively contribute by spreading the mission of LES Chile, promoting and motivating more professionals in the world of licensing and technology transfer, entrepreneurs, start-ups, innovative companies and investors. Also to join and have access to the information, networking and professional development opportunities offered in the field of technology-based and licensing businesses, through the networks offered by LES in the world.

Finally, I would like to inspire other professional women in the world of technology transfer and intellectual property, so that they are encouraged to assume leadership positions, making visible our contribution to society, to make it fairer and more inclusive. ■



Christian Schmitz, Consejero de LES Chile.



LES Chile Directors, from left: Hermes Torres, Treasurer; Rodrigo León, Vice President Director; Brian Dunford, counselor; Andrea Lobos, General Secretary; Francesca Rodríguez, President; Luis Villarroel, Vice President Director; Fernando García, Past President; and Jorge Fuentes, Vice President Director.

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LES Chile Holds Round Table With Ecuadorian Director Of SENADI



During a visit to Chile, Santiago Cevallos Mena, National Director of the National Service of Intellectual Rights of Ecuador (SENADI), and the Board of LES Chile, held a round table to discuss the anti-piracy fight, knowledge transfer and access to traditional knowledge.



Directors of LES Chile from left to right: Fernando García, Past-President; Francesca Rodríguez, President; Santiago Cevallos Mena, National Director of the National Intellectual Rights Service of Ecuador; and Luis Villarreal, Vice President Director. ■



Santiago Cevallos Mena, Director Senadi, Ecuador



José Luis Londoño, Chief Representative Officer de INTA

Commercial Secrets And Blockchain: New Opportunities To Capture Value For Innovation

With a large participation of attendees, on September 26, a seminar was held by LES Chile entitled, "Trade Secrets and their Relevance in the Fourth Industrial Revolution," encryption, algorithms, blockchain, and security for industrial secrets.



The event took place at the Law School of the "Universidad Mayor," was organized by LES Chile in collaboration with INAPI and the same house of studies.

Together with the presentation of José Fernández (founder of IP Passport), who spoke about the relevance of trade secrets in the fourth industrial revolution. María José Sepúlveda (INAPI lawyer), talked about current and future regulations in Chile for trade secrets.

The second part was a "round table" with the review of experiences of protection and transfer of trade secrets in Chile. Speakers: German Rehren Schweppe (Director of Development and Innovation Universidad Austral de Chile), Martin Davis (Lawyer of Technology Transfer Office of Univesidad de Valparaiso, Ignacio Mattar (General Director Clarke Modet and C° Chile) and Bernardita Araya (Senior Associate Aurus Bios, Founding Partner Zentyneel, Director Hub Tec). ■



LES Arab Countries

Abu-Ghazaleh Chairs The Annual Meetings Of LES-AC

Dr. Talal Abu-Ghazaleh, founder and chairman of Talal Abu-Ghazaleh Global (TAG.Global), chaired the annual ordinary meetings of the Licensing Executives Society-Arab Countries (LES-AC).

During the meeting, Dr. Abu-Ghazaleh welcomed the board members, who represent a host of institutions in the Arab countries, underlining the need to achieve the objectives of the Society.

He called on LES-AC to expand its activities by offering additional training courses to institutions in the Arab region. He referred to the possibility of contracting with educational and training institutes to hold workshops at schools and universities to raise awareness on the importance of protecting IP rights view of the growth in the number of inventions and innovations in the Knowledge Age.

Dr. Abu-Ghazaleh also called for conducting various training courses on the mechanisms of transforming innovation into marketable products (Commercialization of Inventions) and the IPRs in the era of knowledge and Industrial Revolution.

For her part, Ms. Majd Khaddash, LES-AC manager, briefed the attendees on the activities conducted by LES-AC during the ending year, most importantly workshops on “Famous Trademarks,” “Technology Transfer in Jordan” and “Supporting Innovation in IP and Patents.”

Additionally, the meeting included the adoption of the previous agenda and the reading of the auditors' report (Al Faysal for Auditing) by the auditor for the fiscal year ended on March 12, 2018, which resulted in the re-assignment of that auditor for the next year for LES-AC. ■



LES-AC Hosts Workshop:

Innovation In Intellectual Property And Patents

The Licensing Executives Society—Arab Countries organized a workshop entitled “Innovation in Intellectual Property and Patents Program: from Application to Registration,” under the patronage of Dr. Talal Abu-Ghazaleh.

The workshop aimed to introduce the participants from the Yarmouk, Petra, Al-Hussein Technical and German Jordanian Universities to the concepts and procedures of registration and filing relating to IP.

During the opening ceremony, Dr. Abu-Ghazaleh welcomed the attendees, stressing the importance of keeping

abreast of technological advancements in the world of knowledge, since they have become the cornerstone for wealth creation and national income of countries.

Dr. Muafaq Al-Otoun, Assistant Professor at the Yarmouk University, said that the workshop comes as a part of the European Union’s “BITTCOIN-JO” funded project, which strives to establish Technology Transfer Offices at the Jordanian universities, the partners in the project.

Meanwhile, Dr. Mohammad Al Jaghbeer, head of Organizations and International Agreements at the Ministry of Industry and Trade and Supply/Industrial Property Directorate, presented an introduction to IP, highlighting definition and types. He explained in detail the procedures for registering trademarks and patents, in addition to the role of the competent authorities in charge of protecting IP rights in the Kingdom. He also discussed IP conventions, treaties and international organizations. ■



The participants of the IP workshop.



LESANZ 2020

Reinvention: Fresh approaches and new beginnings
Christchurch | New Zealand | 15 - 17 April



Register today for the LESANZ 2020 annual conference to be held in the recently restored Christchurch Town Hall. The venue sustained significant damage from the 2011 earthquakes and has recently reopened. The surrounding events and entertainment precinct has undergone three years of restoration work.

The conference, inspired by the rebuilding of Christchurch after the devastating earthquake in 2011, has a theme of:

Reinvention – how businesses are transforming what they do

Fresh approaches – new business models, relationships and new ways of doing things

New beginnings – impact of new technologies

Key topics of the conference include:

- ~ Reinvigorating Christchurch business
- ~ Revolutionising Industries
- ~ Lessons from Unicorns
- ~ Collaborating for Success
- ~ Revolutionary Technologies
- ~ New Industries: Cannabis/Hemp
- ~ Reinventing Industries: Wool
- ~ Sustainable Economy

Reinvention: Fresh Approaches and new beginnings

Our event will include LESANZ national and international guest speakers and delegates, particularly from the Asia Pacific region. It is expected to attract between 80–100 delegates. This two-day conference will provide an excellent environment in which to exchange ideas, meet new people, and form new business relationships with members and overseas representatives. The conference is the annual flagship event of LESANZ, focussing on local and international current issues facing IP Managers, Lawyers, Business Development and Licensing Practitioners.

Contact: admin@lesanz.org.au
www.lesanz.org.au/conference-information
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Licensing And Intellectual Property Organizations Meetings

For more information on LESI Meetings, go to www.lesi.org

2020

March 19-20

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São Paulo, Brazil

April 15-17

LES ANZ Annual Conference

Christchurch, New Zealand

May 12

LES Leading Edge Series

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- Licensing of IP Pools with representatives from pool companies
- 5G as enabler for internet of things (IoT)
- Partnering of life sciences companies across European borders
- Consequences of Brexit upon Licensing of IP
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JOURNAL OF THE LICENSING EXECUTIVES SOCIETY INTERNATIONAL



Advancing the Business of Intellectual Property Globally

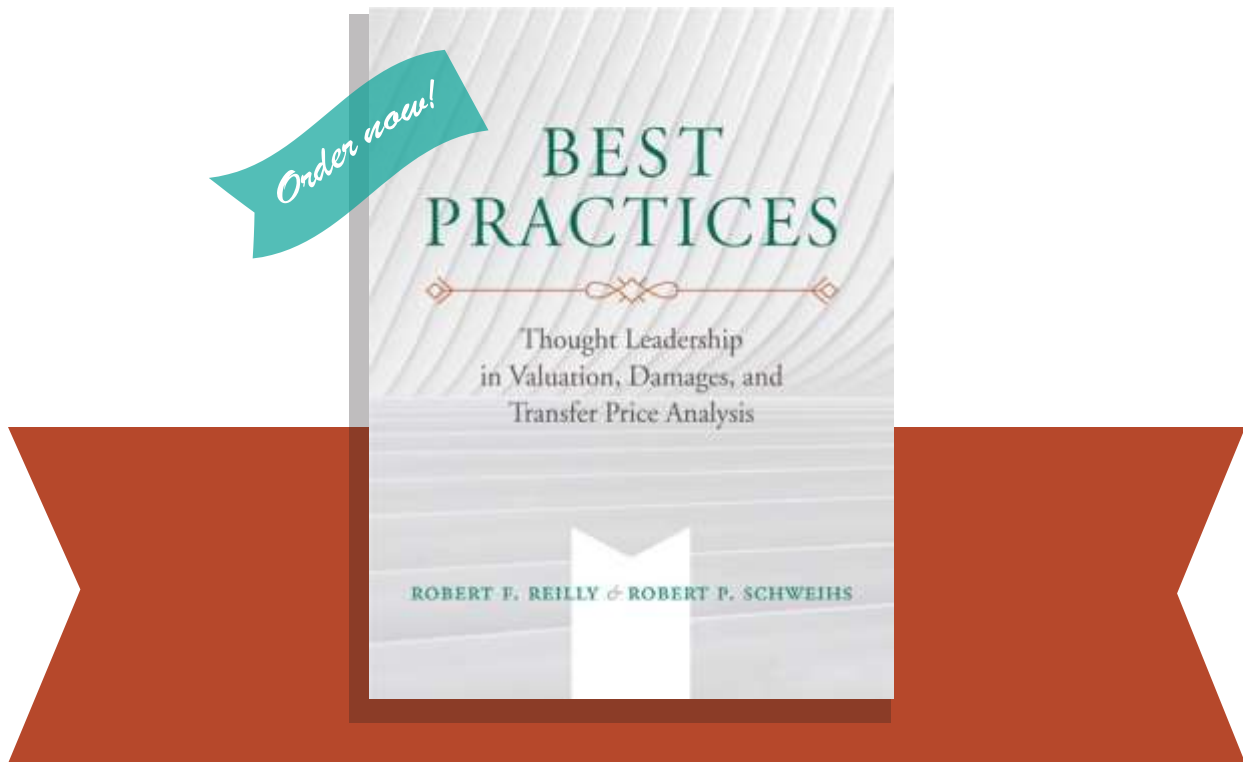
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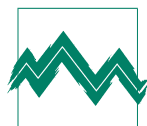
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