

LES Insights Editorial Guidelines

LES Insights is a bi-weekly online publication for intellectual property, licensing, and business development executives. It is distributed to LES (USA and Canada) members and is also archived on the society's website.

We welcome submissions from both LES members and nonmembers on a broad range of topics that are relevant to our readers' interests, however preference is usually given to LES members. Prior to submitting your article for consideration, we ask that you please review the following editorial guidelines.

To qualify for inclusion in the *LES Insights*, your article must meet the following requirements:

- Must be an original article that you wrote.
- Must not sound frivolous or grandiose or self-promoting.
- Must include a title and compelling introductory paragraph that describe the main theme or points of the article. This will be the teaser for the article that is included in the weekly email distribution, so please keep that in mind when drafting. Ideally it will create enough interest in the article content to encourage the reader to click-through to read the full article.
- Must be organized, easy to read, and contain appropriate headings and topic sentences. Must be informative and share your unique expertise, including tips, strategies, techniques, case studies, analysis, opinions, and commentary.
- If summarizing remarks or statements made by another person, the identity of the person making the remarks should be clear from reading the article. Likewise, any opinions of the author should be clearly indicated as well and separated from the statements of the other person.
- If referring to content from third party sources, the source of the information should be cited in the article.
- Must be succinct, avoid repetition, and include evidence to support statements.
- Must be written in a style understandable by the LES audience of business, legal, and technical professionals.
- Must not contain legalese or other terms from business, law, or technology that are not explained.
- Must not be a press release, advertisement, sales letter, promotional copy, or blatant and excessive self-promotion of any type.
- Must have proper English, spelling, grammar, punctuation, capitalization, and sentence structure.
- Must not be a submission of the exact same article as one that you already submitted without substantive edits.
- Must be a minimum of 250 words and no more than 1,500 words.
- Must be submitted as a Microsoft Word document.

Your submission will be considered for inclusion by the *LES Insights* Editorial Review Board, and the final decision will rest with the board.

LES reserves the right to make minor grammatical changes to your article. More substantive editorial suggestions will be communicated to you, at which point you will have approximately two weeks to make revisions and resubmit.

Please submit your article to communications@les.org and allow the Editorial Review Board approximately two to three weeks to make initial contact with you regarding your submission.

***LES Insights* Articles Submission Process**

1. All qualifying articles should be submitted by email to communications@les.org.
2. The article will be reviewed by one or two appropriate Editorial Board Liaisons (based on subject matter) and an additional Board Member for quality assurance. The Insights Editorial Board will review articles based on the overall message, specific content, format, style, and readability.
3. LES will consolidate all general comments and suggested changes. The consolidated changes will be sent back to the author for review if there are significant content changes that need revision. There may be requests by the reviewer for additional drafting which will need to be addressed by the author. The author will have 10 business days to modify and return the article to the LES office. If there are only grammar changes, the article will not be sent back to the author for review.
4. In the event of author revisions, the LES office will send the revised article back to the original reviewer(s) to review and return to the LES office as either approved for publication or instructions to resend to submitter/author with additional suggested changes. If the original author has objections or declines to make changes that the Editorial Board requested, the LES office will submit the article to the Chair of the Editorial Board for a final decision regarding publication in *Insights*.
5. When the article is ready for publication, it may be sent to LES Counsel for review. LES Counsel will have approximately three business days to review and return to the LES office. The author will be informed of the publication date, via email, one week before the article runs in *Insights*.

For questions regarding the *Insights* submissions process, please contact communications@les.org