ANNUAL REPORT
WWW.LESUSACANADA.ORG

2011

CREATING OPPORTUNITIES
IN TURBULENT TIMES:
TOOLS & STRATEGIES
FOR SUCCESS

Licensing Executives Society
(U.S.A. and Canada), Inc.
ES (USA & Canada) is the global leader in standards development, education, and certification in promoting intellectual property commerce.

MISSION STATEMENT

ES (USA & Canada) is an independent, professional organization that facilitates global intellectual property commerce through education, networking, standards development and certification.
In this Annual Report of the Licensing Executives Society (U.S.A. and Canada) Inc., the Society highlights the achievements, activities and events of the 2010-2011 year, under the leadership of President Michael J. Lasinski, and presents the plans of President-Elect Thomas J. Filarski for the 2011-2012 year. Mike completes his term of office at the 2011 Annual Meeting in San Diego in October, and Tom will be elected and installed as President at that meeting. Because the Society’s fiscal year is the calendar year and this Annual Report is published at the end of the outgoing president’s term, the current report of Treasurer Robert Goldman is for the calendar year ending December 31, 2010. Robert itemizes the activities and results in various areas of operations for 2010, makes a general statement of the financial outlook for 2011 based on currently available data, and closes with a table showing the financial summaries for the years 2006-2010. The full report for 2011 will be made after the end of the calendar year.

Also presented are the Vice President Reports for Communications, Local Chapters, Education, Membership, Member Engagement, and International. The format of these reports and that of the President and President-Elect are presented as conversational “Q&A” sessions with the reporting officers, designed to impart information in a more personal, conversational manner. This Annual Report concludes with the LES Foundation Report, and biographical sketches of the Officer and Trustee candidates for election at the 2011 Annual Meeting. The Society and the Annual Report Committee encourage the wide dissemination and use of this Annual Report, both as an informative publication of the many activities and programs of the Society in which LES volunteers have expended many thousands of hours throughout the year, and as a promotional tool for the Society. We welcome the broad use of the Annual Report as well as comments and suggestions for future issues.

The Committee again expresses its special thanks on behalf of the Society to Carla Blackman and Design Interface Inc. for their careful and competent work in assembling this report, making the Committee’s role a very easy task. And as Editor of this report, having now completed 40 years of membership with LES, I wish to express my own heartfelt appreciation to LES for the opportunities, experiences, and personal and professional relationships that I have enjoyed in LES.

Tom Small
Annual Report Editor
Past-President, LES (USA & Canada)
In your tenure as LES President for 2011, how has the organization changed?

Mike: Simply, our members are under tremendous budget and travel pressures as the economy remains problematic. Yet licensing, by its nature, requires personal interaction. Therefore, we are focused more than ever before on adding value to our members where they live and work. We are more focused than ever before on our local chapters and sectors. We are focused on providing Web content (webinars and LES Insights) to the workplace. We are focused on teaching locally including courses designed specifically for licensing professionals at their workplace.

For people that come to our regional and annual meetings, we are increasing the user experience. We are more focused on program than ever before. We have highlighted key issues and made sure that our speakers are high level executives. Additionally, we are providing more time for networking in more stimulating yet relaxed environments.

Q: Recap a few of your initiatives. What results have you seen from these?

Mike: My most important initiative this year was to include sector, committee and chapter leaders at my board and other leadership gatherings. Specifically, we invited non-board leaders to our board meeting in New York at our Spring Meeting and to our leadership summit (new for this year) in Chicago, and they are invited to our board meeting in San Diego at the Annual meeting.

Getting the broader group together creates a lot of energy for our most active volunteers. This energy to focus on LES initiatives is critical to the success of the organization because day-to-day we are so busy.

Q: Who do you work with at LES (USA & Canada)?

Mike: I really have worked with the vast majority of the board and all the staff this year. Everyone is contributing a lot. Russell Levine negotiated and re-negotiated a lot of our hotel contracts; Mike Lee is driving the sectors; Paul Roberts has worked hard to bring in long-lasting members; Pam Demain has created the appropriate policies and procedures for the office; Wally Oliver & Ada Nielsen have revised the bylaws; and Tom Filarski is involved with almost every decision at some level. John Paul, Mike Dansky, Mike Lee, Tanya Moore and Russell Levine have driven wonderful meetings. Should I go on? Of course, Ken Schoppmann is integral as well.

Q: How has LES helped your career or business?

Mike: I work with a good number of the people that I volunteer with at LES. There is no better way to market yourself than to work on volunteer projects at LES. When I recommend people for assignments to clients, I look to the LES directory and board members first. I know that others do the same for me.
What plans do you have for the future of LES (USA & Canada)?

**Tom:** This year is about connecting and collaborating to build on LES’ reputation for dealmaking and to increase its visibility as the leading intellectual property (IP) ‘think tank.’

Increasingly businesses are looking to leverage their IP assets worldwide to create wealth and sustain their competitive advantage. The LES global community will continue to be a mainstay resource for strong thought leadership on IP issues and for facilitating professional collaborations, information sharing, best practices and education to benefit members throughout their careers.

Moving forward, we hope to create more business opportunities for members by strengthening alignment and collaboration among our branches—local chapters, national societies, LES International (LESI), and licensing organizations around the globe.

In addition, Past-President Mike Lasinski and I have mobilized a Public Policy Committee to examine the presence and role of our society in the public arena. Understanding the issues that affect the strength and value of the assets that we license is vital to the businesses that our society members represent. We also hope that our expert thought leadership on key IP policy issues will serve to raise our public profile, especially with the U.S. and Canadian governments. The collective knowledge and experience that the LES community brings to bear makes it an undeniably credible and powerful voice on these issues.

I invite members who would like to be involved with this committee to contact Trustee Brian O’Shaughnessy, who will lead this critical project in the U.S. or Trustee Peter Ross who will spearhead the effort in Canada.

Members are invited to stay abreast of the important work of the Public Policy Committee and other LES activities through LES Insights, our new online newsletter, which is designed to bring LES and other licensing news to the members on a weekly basis.

Q: What’s next for LES?

**Tom:** In the coming year, I plan to sustain our innovative IP100 Executive Forum and to integrate our leadership succession.

Past-President Ada Nielsen gave us new dialog opportunities through the IP100 Executive Forum in Phoenix, at the 2010 Annual Meeting in Chicago and again in New York last April. In January 2012, we will return the IP100 to its Phoenix roots where you can expect spirited discussion and debate on the most significant licensing and IP issues of the day. Please see www.lesusacanada.org for more information on the upcoming event.

In addition, I look forward to continuing my meetings with current and future leaders of our sectors, committees, and local chapters to hear and implement their ideas into programs, networking events, and future meetings.

Q: What details do we need to know for the meetings you mention?

**Tom:** In addition to watching for LES Insights, another great way for members to network and stay updated on current trends is by attending the LES (USA & Canada) meetings.

In March 2012, plans are underway for the Winter Meeting, which will be in collaboration with the Association of Technology Managers (AUTM) at the Anaheim Marriott in Anaheim, California.

The Spring Meeting will be in Boston, May 15-17 at the Hyatt Regency Boston, and we hope members will also be able to join us for the Annual Meeting, October 14-17 at the Sheraton Centre Toronto.

As always, attendees will have the chance to pre-schedule one-on-one meetings with Power Networking. For more information on events, go to www.lesusacanada.org.
This Annual Report highlights the programs and activities for LES (USA & Canada) throughout the past year. 2010 was a financially positive year for LES (USA & Canada), as a result of a modest increase in membership, along with favorable results from LES meetings and education programs.

For the year ending December 31, 2010, LES (USA & Canada) overall revenue ($4,800,416) increased by 10% from 2009, due to growth in membership and greater participation in online education programs.

The table accompanying this report shows the overall financial results for LES (USA & Canada) for 2006-2010. In light of the changing economic environment, LES annual results have been highly variable. The LES Finance and Audit Committee is working to reduce this variability by streamlining operating expenses wherever possible.

Meetings
Total meetings revenue for 2010 ($2,186,860) remained the single largest source of revenue for our society, followed by dues revenue of slightly more than $1,304,000. Expenses for LES Meetings totaled $1,536,637. Sponsorship revenue to support LES Meetings exceeded $527,500 in 2010 (an increase of almost 20% over 2009 Sponsorship revenue). LES events continue to offer valuable education and networking opportunities in LES (USA & Canada).

LES Education
Revenue from LES Education programs increased slightly in 2010 to $326,352, while expenses decreased by about $100,000 from 2009 due to the introduction of more cost effective online education options, consolidated in-person offerings, as well as customized courses presented for specific companies. As a result, education revenues exceeded expenses for the first time since 2006.

Membership
In recognition of the 45th anniversary of LES, several membership recruitment campaigns and incentives were introduced to broaden the reach of LES membership. These efforts added 1,215 new members in 2010, for a total of 4,684, compared to 4,540 members in 2009. A portion of each member’s dues ($64, or 22%) is paid to LES International for members to receive *Les Nouvelles*, the journal of LES International, and to access to the worldwide membership directory through the LES International Web site.

Along with these new membership awareness programs, the Membership and Communications Committee also launched *LES Insights*, a weekly electronic newsletter designed to provide timely and relevant information exclusively for LES members. This new information resource has been well received and continues to be refined under the leadership of the Insights Editorial Board.

Local Chapters
With restrictions on travel and training budgets, the network of over 30 local chapters provided a new level of value for LES members this past year. In 2010, revenue from local chapter events exceeded $220,000, and more importantly, over 4,000 professionals attended local chapter events to take advantage of local programming and networking—an increase of about 1,500 attendees over 2009.

Communications
LES (USA & Canada) continued to develop its Marketing and Communications capabilities in 2010, to meet members’ needs for timely and relevant industry information. Total expenses for communications activities in 2010 were $212,316. LES will continue to evaluate new ways to communicate with our members through the LES Web site, *LES Insights*, and other online tools and technologies.

All Other Core Services
Total expenses in 2010 for such core member services not otherwise allocated in above segments were $2,043,258. The approximately $250,000 increase in administration expenses over 2009 was largely attributable to increased bank and credit card fees, higher network hardware and software expenses, higher personnel costs, and reclassification of certain expenses that were formerly allocated to meetings.

Investments
LES (USA & Canada) has a significant portfolio of funds invested for future activities and contingencies. The performance of these investments in 2010 was strong, growing by more than $216,000, following an increase of more than $256,000 in 2009.

As of 12/31/10 our combined investment, savings, and checking accounts were $1,969,264. This is less than total anticipated expenses for one year. Based on recommendations for societies such as ours, we will strive to build reserves to at least one year’s expenses required for society operations.

Related Organizations
In accordance with a funding agreement developed in 2008, LES (USA & Canada) provided operating capital ($100,000) through a loan to Certified Licensing Professionals, Inc. (CLP™). CLP continues to build interest in the certification credential, by introducing a new grandfathering opportunity for experienced professionals and increased outreach to licensing professionals around the world.

LES also provides annual support ($50,000) to the LES Foundation to fund the Graduate Student Business Plan Competition, which introduces graduate students to LES and provides valuable networking and professional development options for graduate students interested in technology development and commercialization. The LES Foundation board is working to develop financial support for the Graduate Student Business Plan Competition from other sources.

Audit of our Returns
Our finances are audited by an outside firm man-
aged by the LES Finance and Audit Committee which is independent of the Treasurer and LES accounting function. We have received our outside Auditor’s opinion letter that affirms the financial report which is part of this summary.

The LES Finance and Audit Committee meets regularly to review interim results and identify ways to improve financial performance.

**2011 Outlook**

As this report is prepared, 2011 has started with some initial financial challenges for LES, due primarily to lower than expected membership retention and attendance at LES meetings. The Finance & Audit Committee is actively monitoring the situation and will adjust programs and expenses accordingly. New initiatives are also underway to demonstrate and communicate the value of LES membership to current and prospective members.

**Summary**

While there are short-term challenges to improve membership retention and participation, the historic LES financial position is strong. Your Board of Trustees will continue to examine the financial profile of the Society programs and services to ensure that our commitments are consistent with the resources available and in the best interests of all LES members.

### Financial Summary

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*All percentages are rounded.
VP Communications Report
by Tanya Moore–VP, Communications

Q: What was new for Communications in 2011?

Tanya: In addition to our ongoing responsibilities, we had set out to accomplish a few specific objectives this year, and we’ve tackled most of them. Some will be more visible to our membership than others:

- Advertising meetings earlier and more broadly via meeting brochures, post cards, e-mailers, robo-calls, local chapter involvement and experiments such as advertising in Law360. It’s all about building awareness, allowing more time to develop high-quality meeting content, and using all of our available channels to connect with our members, including our Web site.

- Working closely with our education team to help rationalize, repackage and promote our educational offerings. We had set out to make it easier for our membership to find and evaluate what best matched their educational interests and needs at any given time, be it a formal class or a webinar.

- Expanding the Public Policy Committee with representatives from LSS, High-Tech and IUGI, establishing its role and process for breaking news and topics and the best ways for LES (USA & Canada) to voice its opinions on selected subject matter in such a way as to represent our members’ diverse interests. Some examples are letters to the Senate and/or House Judiciary on PTO funding, PTO fee diversion, “Generics Act,” and others.

- Improving and strengthening our publications such as LES Insights and Viewpoints. We’ve worked to improve content pipeline, quality control, make room for coverage of diverse opinions on current case law, and focus more on celebrating and featuring our members. After all, our organization is all about its members who drive the meeting content, be it national or regional, volunteer in various capacities, and contribute back to our profession.

- After evaluating many tools, we’re in the process of migrating to a new content management and publishing system for our Web site. As a team, we’re very excited about the flexibility of the new tools available to us and look forward to making the LES (USA & Canada) Web site even more informative, up-to-date and relevant.

- In an effort to make LES (USA & Canada) more accessible to our members and to get more of our members involved in helping to package and deliver content in an easily consumable form, we’ve worked with our industry sectors to establish a Sector Liaison position for the Communications team to help ensure that all forms of content delivery, be it in a document, webinar or meeting presentation, are properly tailored to the specific sector needs, including meeting content capture. As an example, for the Spring Meeting, we had established a process, by which the Communications liaisons, seminar presenters and other volunteers helped document a list of identified topics of most interest to the members and submitted them for repackaging and further publication. This is just one of many ways our members volunteer and demonstrate their dedication to the licensing profession.

Q: How has LES helped your career or business?

Tanya: For a business professional handling IP matters in a variety of deals, there isn’t a better (or another, for that matter) professional organization that’s focused on education and networking opportunities. When I first transitioned from product development and OEM sales to IP licensing at IBM, I needed to learn about the deeper IP issues and valuation. I had discovered in my search that LES was THE place for that, and that most of my colleagues at the time were LES members. Now 14 years later, my perspective on this has not changed except that now I am a big proponent of LES both at the office at Microsoft and as an active LES member.

Q: I’m sure you’ve faced some challenges as VP Communications. Can you tell us about a few?

Tanya: Since our Winter and Spring Meetings had a specific industry focus, High-Tech and Life Sciences, respectively, we had adjusted all of our messaging, marketing, partnerships and publications. It unleashed the team’s creativity, local chapter support and participation. With the High-Tech venue in the Silicon Valley and the Life Sciences venue in New York City, we were also able to take advantage of the regional sensibilities. For example, Silicon Valley was a great place to experiment with new subject matter such as Open Space, digital media panel and lattes at closing. Given Silicon Valley’s LES Chapter breadth and strength,
the Chapter partnered with us to produce content, advertise locally and connect us better with local partners. Explaining and marketing the Open Space concept was challenging, but it produced good results, and those who stayed to take advantage of it were delighted.

New York City was the perfect venue for a Life Sciences meeting, and Dave Kappos’ participation, together with other great and relevant presentations created a lot of content that we wanted to capture. Creating a process and a mechanism to capture the key material was made possible by the Communications Liaisons and the many other volunteers discussed above. It was a great example of knowledge capture, one that we plan to replicate for the Annual Meeting as well.

Our biggest focus for the Annual Meeting has been advertising it early with ongoing updates to our members with any and all key content changes and additions. The latest example is the late-breaking addition of a featured panel on the Nortel patent auction. As soon as the transaction closed and was approved, our President, Mike Lasinski, started to organize the panel, and our team needed to step up to swift and appropriate promotional efforts.

Adjusting to new formats and responding quickly to changing needs has been our primary challenge this year, which the team has risen to meet time and time again.

Q: What was really different this year in Communications?

Tanya: Brian O’Shaughnessy and the Public Policy Committee have executed exceedingly well on worthy initiatives, supporting sound IP policies and raising the LES public profile while forging valuable relationships with the PTO, Capitol Hill, and the judiciary. This is impressive considering this is a new role and a new competency for LES. We will continue building our capabilities in this area, and we look forward to greater volunteer involvement and membership engagement. While we do not aim to become a lobbying organization, there is a great deal we can do in the realm of public policy, and we aim to continue supporting strong IP laws and policies, support our members’ collective interests, and generally promote the business of IP and the commercialization of innovation.

Thank you to the Communications team, Phil Barnett, Carla Blackman, Wendy Chou, Pamela Demain, Lindsay Knight, Mike Lee, Mark Nawacki, Stasia Ogden, Brian O’Shaughnessy, John Paul, Paul Roberts and Lydia Steck for all their hard work and dedication throughout the year.

**Local Chapters Report**

by Caroline Rockafellow—VP, Local Chapters

Q: Why are the Local Chapters’ efforts vital?

Caroline: Local Chapters allow our members to connect with LES colleagues on a regular basis for local networking and educational opportunities. We are fortunate to have so many volunteers willing and able to lead our Local Chapter efforts and provide that connection between the local communities and our national office. Through our Local Chapters, we are able to provide educational opportunities and content that otherwise would only be provided at our Annual and Seasonal meetings. In addition, our Local Chapters provide an incredible networking opportunity for our busy membership. More than once I have heard members say that if they are only able to attend one local networking event a month, the LES Local Chapter event is the one they will attend.

Q: What new initiatives for Local Chapters are there for 2011?

Caroline: This year we have been working hard to provide additional connectivity between our Local Chapters and the National Office as well as LES Sections and Committees. Each month Chapter Leaders are invited to attend an Open Mic call where invited speakers provide an overview of LES current events and relevant updates for Chapter Leaders. These calls also include a Local Chapter spotlight as well as an opportunity for Chapter Leaders to ask questions and voice concerns. Another important initiative for 2011 is to provide a closer alignment with Chapters Leaders and Committee and Sector Leaders. By implementing a new role of Committee and Sector Local Chapter Liaisons, we now have a better process for Committee and Sector Leaders to connect with Local Chapter leaders on program content and speakers for local meetings.

Q: How did Around The World with LES (ATW) go this year at the Local Chapter level?

Caroline: We were very pleased with the enthusiastic turnout for the 2011 ATW event. Our Local Chapters marked this day with a wide variety of events, ranging from our PDS100 educational offerings to esteemed speaker presentations to...
The goal was to move the curriculum away from the perception concept that each offering was sequential and prerequisite. We wanted our education offerings to appear more level/experience based and allow students to select offerings based on what they needed to learn, given their level and experience. The re-branding led us away from the PDS (Professional Development Series) nomenclature that’s served the program well for a number of years, and now gives each offering a distinctive brand. Many thanks to our Onsite Education Trustee, Dr. Wally Oliver, for his leadership in this and a number of other initiatives. We next formalized Webinar Wednesdays™ in the calendar as a scheduled topic series with greatly improved technical delivery. The webinar format is a growing modality for us, and we thank Online Education Trustee, Richard Baker, for his leadership and coordination. Our message to members this year, especially in Viewpoints, followed a theme common to so many LES professionals who have participated in LES Education over their careers. We highlighted some current issues that every organization is facing in the area of talent retention and development, how LES Education is responding through its curriculum design, quality faculty and learning experiences, and how participation enhances careers. We’re also associating professional education with careers in a new Web site portal alongside certification and volunteer opportunities. LES continues to provide a rich array of choices that will enhance licensing executives knowledge and value in whatever role they are serving.

Phil: The webinar format gives LES Education much greater flexibility in bringing important learning topics to members and interested learners. Thanks to the innovations Trustees Michael Lee and Robert Goldman, working with our Administrative Office, proved the viability of this channel, and we are now able to examine member interests and issues on a continuous basis, and then plan and deliver content that’s relevant, current and easy to consume. LES Education also works closely with Trustee Brian O’Shaughnessey to plan hot topics webinars that are tied to fast breaking news, legislation, or high profile deals.

Q: Who do you work with at LES?

Caroline: We are very fortunate to have the support of Curtis Gore and Catherine Wemette in the National Office. Both Curtis and Catherine work tirelessly to support our Local Chapters and to come up with new and creative ways to provide value to our Chapters and Chapter Leadership. Local Chapters are also supported by our Local Chapter Trustees, Peter Ross in the East and Canada and Ross Epstein in the West. Both Peter and Ross connect directly with the Local Chapters and provide a great resource for all of the issues that our Local Chapters address on a daily basis.

Q: How has LES helped your career or business?

Caroline: LES has been my best source for licensing information and networking opportunities in the licensing community. The connections that I have made through attending local chapter meetings as well as the annual and seasonal meetings have created a network of contacts that I utilize on a regular basis. In my opinion, the LES network is unlike that of any other organization, primarily because of the type of people that are involved in this organization. I find the people that attend LES meetings to be incredibly interesting and engaging. I always know that I will leave an LES meeting with relevant information and an expanded network. I attend local chapter events because it is the best way to stay connected to the local licensing community, and I attend national events because of the educational information and networking resources that are only available at these national meetings.

Q: How has LES Education changed in the past year?

Phil: LES Education, which has a great history of volunteer involvement and professional impact, continues to evolve, as the work of our members diversifies and is reshaped in the new economy. Our Committee and Trustees directed focus to the LES learner experience by first taking on the task of re-branding our education offerings this year. The goal was to move the curriculum away from the
Q: What new initiatives for Education are there for 2011?

Phil: The addition of Marie Escobar (Welcome Marie!) to the Administrative Office as our new Education Coordinator opens a number of doors for new initiatives in 2012. Marie has great credentials in the eLearning space from her own professional experience, and we’re delighted with her spirit of member focus, innovation and quality. One initiative that is currently in flight, but will mature in 2011, is our curriculum development around the Certified Licensing Professional (CLP) credential. Dr. Susan Stoddard, working with Wally Oliver, Marie and others, has led this initiative through successful demonstration, in the form of our new CLP Exam Prep Course, and now this development is going global! We will be able to offer the experience in both real time and as a series of eLearns, so that LESI members off shore can participate, prepare, and schedule their CLP exam with a lot more convenience and confidence. Again, along the theme of learner experience, Wally Oliver completed a thorough review of content across a number of our offerings, updating the technical content as well as improving the quality of the case studies and break-outs. We continue to develop our custom corporate delivery of LES Education, with a number of commissioned events this year and very positive feedback. This approach to bringing colleagues tailored learning derived from our curriculum and our pool of great volunteer faculty, presents huge value to companies, especially during this time of extreme cost pressure and travel constraints. It also gives LES great visibility to potential new members and aligns our learning programs to an organization’s business strategy. Imagine the level of IP/deal understanding and post-class collaboration that can be generated through a LES custom corporate learning event across all functional leaders in a company whose strategic intent is technology transfer for new revenue!

My biggest challenge as VP, as well as our Committee’s, is balancing our program’s delivery capabilities to stay current with the demands of the new economy, delivering our program’s knowledge and experience where, when, and how our members and learners need it, and responding to thoughtful feedback quickly to continuously improve. Certainly, it is the talent and dedication of our LES staff and volunteers that makes this challenge enjoyable and achievable.

Q: How has LES helped your career or business?

Phil: LES helped my career without a doubt! First, the community of people who really understand IP and how it plays in a strategy, a new business launch, or a new product launch, is pretty much concentrated at LES. Since mentorship and coaching are part of the culture, when you participate and become part of that culture, you bring back to your job, your team, and your organization a new skill that stands out and gets recognized.

Membership Report

by Paul A. Roberts–VP, Membership

Q: Why are membership efforts vital?

Paul: Members are very simply the reason LES exists. We strive to meet the changing needs of our members, and we thrive thanks to the work of our members who volunteer their time and talents. Without the dedicated members of LES, our professional society wouldn’t exist.

The Board of Trustees is constantly working to meet our members’ needs in a variety of areas, and the membership team plays an important role in helping that happen. As the VP of Membership, I work closely with Mitch Charness, our Trustee for Membership, to convey the many benefits of LES to members and potential members, as well as relay the current needs and interests of our members to the Board. Understanding our members’ needs and their day to day professional requirements allows us to develop new benefits and services to ensure LES membership is valuable.
Q: What new initiatives for Membership are there for 2011?

Paul: We’ve made a concentrated effort in 2011 to extend our reach and educate the licensing community about the benefits of belonging to LES. We’ve broadened our marketing efforts and are targeting specific communities in new ways. In addition to bringing in new members, we’re focusing on the member experience, for both new and longtime members. We’re communicating directly with members more than we ever have—making sure they’re connected to LES, asking for feedback and providing ways to get involved. We’re also focusing on fine tuning our benefits to meet today’s challenges and take advantage of the expertise within our membership. Sharing knowledge is a great way for members to give back, and provides for some of the richest conversations and content.

Q: What are your biggest challenges as VP of Membership?

Paul: I believe the biggest challenge we face as an organization is time. We have so much to do and so many things we’d like to do, both as licensing professionals and as volunteer leaders. However, we only have 24 hours in every day. We know our members are facing that same challenge—we’re pulled in so many directions, and we know it’s hard for members to make time for their own professional development. However, that investment is critical, and whatever we can do to help facilitate that is key. Through our efforts, we strive to provide value at the member’s desktop, at local chapter events, through online connections and in many other ways that help our members improve professionally. And that’s a big part of what LES is all about.

Q: Who do you work with at LES?

Paul: The Board of Trustees is a terrific group of people who are committed to the success of LES. Specifically, I’m fortunate enough to work with a great membership team at LES. I’ve already mentioned Mitch, and we work closely with the VP of Membership, Mike Lee and his team as well. Our staff at the LES office, Catherine Wemette and Erin Murphy, are also dedicated to serving our members, and we hope you’ll contact any one of us to let us know how we can improve your LES experience. You can reach us individually or email membership@les.org with any general questions.

Member Engagement Report
by Michael Lee–VP, Member Engagement

Q: What areas does Member Engagement cover?

Mike: Member Engagement includes the LES Industry Sectors and Professional Interest Committees. The Sectors are Chemicals, Energy, Environmental, and Materials, Consumer Products, High-Tech, Industry-University-Government Interface, and Life Sciences. The Professional Interest Committees are LES (USA & Canada) China Working Group, Cleantech Cross-Sector Committee, International, Licensing Office Structure and Management, Strategic Alliances, Trademark Licensing, Valuation and Taxation Committee and Women in Licensing. LES is a large organization with extensive breadth—essentially the entire IP field—and the Sectors and Professional Interest Committees provide venues and opportunities for members to network and share knowledge and experiences with their peer groups, based on the technical industry they’re in (in the case of Sectors), or based on their professional areas of interest (in the case of the Professional Interest Committees).

Q: What new initiatives for Member Engagement are there for 2011?

Mike: Substantial energy was focused on the Sectors and Professionals Interest Committees in 2011. The goal of this initiative was to enhance the value of LES to members through the Sectors and Professional Interest Committees. This included, for example, identifying additional benefits to members that could be provided by the Sectors and PICs. During the Spring New York meeting, Sector and PIC leadership were invited to the Trustee meeting so this could be discussed. Further discussion occurred during the LES Leadership Summit. This meeting, which occurred in July 2011, was the first of its kind, bringing together existing and new LES Trustees, 2011 & 2012 Sector and PIC leadership as well as the meeting chairs for 2012. During the LES Leadership Summit, we discussed LES’s value proposition to the IP community, including the many benefits LES provides to its members now, as well as additional benefits LES can offer to members in the future. Work on implementing the items discussed during the New York meeting and the Leadership Summit will continue with a follow up meeting and work at the San Diego Annual Meeting.

Q: What were your biggest challenges as VP of Member Engagement (formerly Member Interests)?

Mike: We’ve made great progress in 2011, but there’s still room for growth and improvement. I’m
International Report
by John Paul—VP, International

Q: What new initiatives for International are there for 2011?

John: We have three main new initiatives for 2011.

First, we have been working with other LES national societies around the world to arrange for international distribution of LES Insights, a weekly electronic newsletter with articles and other information about licensing and other IP transactions, that has generated high interest in USA and Canada after being founded last year by current USA/Canada president Mike Lasinski and managed by an editorial board headed by Pam Demain. Distributing this publication internationally will help other LES national societies connect with their members on a weekly basis and help increase interest and members in their societies.

Second, we are working with LESI and other LES national societies in creating a template that maps all committees and working groups by LES Society and creates industry-based committees across all LES societies to recruit members from those industries.

Third, we are increasing the involvement of our two dozen international delegates in our board’s initiatives and expanding their outreach to international delegates from other LES national societies, creating bilateral connections that increase the flow of information and international collaboration.

Q: How was the international outreach accomplished for 2011?

John: We looked to form connections at every level and function across our organization, starting at the top with telephone conferences and meetings between the top leaders of LES International and the top leaders of LES (USA & Canada). In addition we obtained input from the board and sectors on LESI leadership positions; increased preparation and involvement of International Delegates; used LESI regional committees for programs/speakers; used international program coordinators for the annual meetings to provide international workshops and speakers, provided U.S. speakers to Americas and other societies; created a bilateral working group with LES China; arranged a joint meeting and presentation by telephone of the USA and Canada Aerospace and Transportation Committee and the LES Germany Automotive Committee along with the LESI Engineering, Transportation and Physical Science Committee using low-cost high-value content and networking conference calls; coordinated international events for Around the World with LES; supported the Graduate Student Business Plan Competition in London; delivered monthly “webinar Wednesday” worldwide; and worked with others to start discussing how to create meeting places for global industry subsectors at annual meetings.

Q: What were your biggest challenges as VP International?

John: Time and time zones.

Q: Who do you work with at LES?

John: Everyone!
During 2010-2011, the LES Foundation continued to build on the enormous success of its Graduate Student Business Plan Competition, an event which is helping to groom a new generation of licensing professionals while offering LES members plenty of opportunities to give back to the profession in a most meaningful way.

“The Competition is now firmly embedded in the fabric of the LES culture. This year, Competition Chair Linda Chao masterfully led a group of 130 LES/LESI members who volunteered their time and talents to help introduce the students to the world of intellectual property (IP) licensing commercialization,” said LES Foundation President Arthur S. Rose. “We are tremendously grateful to all who have contributed to the Competition’s success over the past eight years, especially LES (USA & Canada) and LES International (LESI).”

A total of seventy-eight student teams from across the globe entered the Competition for its unique focus on business plans that use IP asset strategy and management to achieve business goals. Students continue to be drawn to the Competition’s stellar reputation for providing a more comprehensive competition experience through professional education, networking and mentoring opportunities.

“We receive a lot of invitations to various competitions and I think that LES has something pretty special in terms of this Competition because it has the unique mix of international and IP,” said Ken Harrington, Director, Skandalaris Center for Entrepreneurial Studies, Washington University-St. Louis.

In June 2011, six teams competed in the final round of competition, which was held in conjunction with the LESI Annual Conference in London. “We were enormously happy to host the finals this year and to help bring the Competition to London,” said LESI President Alan Lewis.

This year’s $10,000 Grand Prize went to NanoMed, LLC, from Washington University-St. Louis for its plan to revolutionize neurological surgical mesh using state-of-the-art biomaterials that are easier to use and more easily integrated into the body.

The $5,000 LESI Global Award, presented by LESI annually to the student team whose plan best deals with IP rights and their use in the global business environment, went to Lund University, Sweden for “Shield-Heart,” a startup that has invented a device to help counter deadly side effects associated with Negative Pressure Wound Therapy (NPWT).

The finalist teams received all-expenses-paid trips to attend the LESI conference where they presented their IP-based business plans to a world-class panel of judges in competition for:

- The $10,000 Grand Prize
- The $5,000 LESI Global Award
- Each runner-up team received $1,000
- The opportunity to select from a valuable pool of in-kind prizes worth more than $100,000 from donors including: Bracewell & Giuliani LLP; Charles River & Associates (CRA); Ellis IP Limited; Finnegan, Henderson, Farabow, Garrett & Dunner, LLP; Fisher Adams Kelly; Knobbe Martens Olson & Bear LLP; McDonnell Boehnen Hulbert & Berghoff, LLP (MBHB); Sim & McBurney Lowman Ashton & McKay, LLP.

In the year ahead, the Foundation will continue its outreach to secure increasingly broad support for the Competition. Learn more about the LES Foundation at www.lesfoundation.org.

Thomas Picone, Ph.D., Receives the 2010 Frank Barnes Mentor Award

The LES Foundation and LES (USA & Canada) honored Thomas Picone, Ph.D., with the 2010 Frank Barnes Mentor Award.

“Frank Barnes himself mentored Tom Picone and I know he would be deeply gratified to see what an exceptional leader and LES mentor Tom has proven to be,” said Walter Copan, former LES Regional Vice-President USA.

Dr. Picone is a Certified Licensing Professional with over 30 years of pharmaceutical experience. Prior to joining Merck, formerly Schering Plough, Picone worked for Oxford Bioscience where he served as Entrepreneur-In-Residence. He also worked as Vice President for Global Licensing at Pharmacia and spent 18 years of his career at Abbott Laboratories in R&D and business development. He is Past President of LES (USA & Canada), having served as the Chairman of the Health Care Sector from 2000 to 2001.

Foundation Board Members

President – Arthur S. Rose
Secretary – Les Goff
Treasurer – Elaine White
Linda Chao – Chair of LES Foundation

Business Plan Competition

Peter Ross – University Mentoring for Business Plan Competition
Ada Nielsen – Past President Advisor
Jim McCarthy – Royalty Rate Survey Liaison
Tanya Moore – Web site and Outreach
Tom Filarski has served on the Board of Trustees of LES (USA & Canada) since 2001 and is a member of the Life Sciences Sector. He has served as Treasurer, Secretary, Regional Vice President, and Vice President of Communications. He has led several committees, including the 2009 and 2002 Annual Meetings in San Francisco and Chicago.

Mr. Filarski litigates for clients in the Federal District Courts and at the U.S. Court of Appeals for the Federal Circuit in the pharmaceutical, biotech, medical device, chemical, and electro-chemical industries. His practice focuses on Hatch-Waxman, patent litigation, trade secrets and International Trade Commission law. He is a partner with Steptoe & Johnson LLP.


Tom holds a J.D. from DePaul University College of Law, a BA in chemistry and an MS in chemical engineering from Michigan Technological University.

Michael Lasinski has been on the Board of Trustees for LES (USA & Canada) since 2001. He has been the President, President-Elect, Treasurer, Trustee of Technology Transfer Seminars, Trustee of On-Line Services, Co-Chair of the Michigan Chapter, Co-Chair of the Valuation & Taxation Committee, Program Chair for the 2002 Annual Meeting in Chicago, and Co-Chair for the 2007 LES (USA & Canada) Annual Meeting in Vancouver. Mr. Lasinski has spoken internationally at LES functions (and other educational organizations) on the topic of intellectual property valuation. Mr. Lasinski is a Certified Licensing Professional (CLP™).

Mr. Lasinski is a Founder of 284 Partners, LLC. He is recognized as an expert in the valuation of intellectual property. Previous positions include Managing Director at Capstone, Managing Director at Ocean Tomo, Vice President at CRA, International, as well as positions at Coopers & Lybrand (now PriceWaterhouseCoopers) and Ford Motor Company.

His education includes both an MBA and BS in electrical engineering from the University of Michigan. Mr. Lasinski is a licensed C.P.A. in the State of Illinois. He is the former Vice-Chair of the Intellectual Property Owners Organization’s Valuation and Taxation Committee and the current Chair of the American Bar Association’s Intellectual Property Economics of the Profession Committee.

Tanya Moore served on the LES (USA & Canada) Board as Trustee for Partnering in 2008-2009 and 2010 meeting content direction and themes, including the IP100 Executive Forum. She joined the Foundation Board four years ago and serves as its secretary. Tanya is a frequent speaker at LES (USA & Canada) meetings and a variety of other IP conferences.

At present, Tanya is the General Manager of Outbound IP Licensing in Microsoft’s corporate Intellectual Property & Licensing group. Prior to assuming her position with Microsoft, she was a key member of IBM’s Intellectual Property & Licensing organization. Tanya joined IBM in 1980 and spent the earlier part of her career in software development technical and management capacity, as well as business development.

In her IP career, Tanya has led and participated in a wide variety of transactions involving all forms of IP, and including licensing, collaborations, asset sales, divestitures and joint ventures. Her current responsibilities include formulating outbound technology licensing strategies, identifying and negotiating licensing arrangements in various Microsoft technology areas, including financial valuations, and leading a team of licensing executives.

Tanya Kaptsan Moore holds a Bachelor of Arts degree in mathematics from Fordham University, and a Master of Science degree in computer science from Polytechnic Institute of New York University. She is also a Certified Licensing Professional (CLP™).
Brian O'Shaughnessy
For Regional Vice President, U.S.A.

Brian is the LES (USA & Canada) Trustee for Public Policy, and an International Delegate to LESI. He has authored and upgraded several modules of the LES Professional Development Series, “Intellectual Asset Management,” for which he has served as a faculty member for over nine years. As a former Trustee for Education, Brian also edited the entire Professional Development Series, and supervised implementation of those offerings. Brian has additional professional affiliations with the Intellectual Property Owners Association, the American Intellectual Property Law Association and the American Bar Association's Section of Intellectual Property Law.

Brian is a registered patent attorney with over twenty-five years’ experience in intellectual property law, and is a Shareholder in the law firm of Buchanan Ingersoll & Rooney, PC, and resident in the firm's Alexandria, VA office. His practice focuses on identifying, protecting, and extracting value from intellectual property through licensing, portfolio management, litigation, and special administrative proceedings such as interferences.

Brian holds BS and MS degrees from the Department of Chemistry, Rochester Institute of Technology, where he serves on the Board of Trustees and is a Past President of its Alumni Association. He earned a Juris Doctor degree from Syracuse University College of Law in 1986.

Chicago meeting attendees enjoy a fun “Casino” night.

Peter M. Ross
For Regional Vice President, Canada

Peter has been a member of LES (USA & Canada) since 2002, a member of the Board of Trustees since 2006 and participates in the Toronto Chapter. Peter is currently the Trustee, Local Chapters for USA West and Canada, and has been strongly supported by the Chapter Chairs in growing and expanding this region. Peter was active in the development and launch of the Certified Licensing Professional™ initiative, and continued with CLP as Chair of the Examination Development Committee. Peter is also a Board Member of the LES Foundation, and focuses on University relationships and their participation in the International Business Plan Competition. He has participated in licensing seminars highlighting university-industry transactions, and has previously been active as a member of the Conference Board of Canada’s “Leaders’ Roundtable on Commercialization.”

Peter is a founding member of Ross Mongeon Covello & Co., a business and IP firm with offices throughout Ontario. He was previously IP Counsel to University of Western Ontario and the Roberts Research Institute in London, Canada, supporting technology transfer and licensing. The firm services both institutional and corporate clients as well as early stage initiatives. He is a former General Counsel to a publicly traded, real property company which operated throughout Canada.

Peter holds an Honours Business Administration degree from Wilfrid Laurier University; a Bachelors of Laws from The University of Western Ontario; a Masters of Laws (Intellectual Property) from Osgoode Hall Law School, York University; and a certificate in alternative dispute resolution through the University of Windsor. Peter sits on the advisory committee of a number of privately-held companies.

Robert Goldman
For Treasurer

Robert Goldman has served on the Board of Trustees of LES (USA & Canada) since 2008, is currently in his first year as Treasurer, and also sits on the Finance and Audit Committee. Prior to becoming Treasurer, Mr. Goldman completed two years as Trustee for Education, New Offerings, where he helped introduce LES Education offerings, including Hot Topics webinars and monthly education webinars.

Mr. Goldman is the mini-plenary chair for the 2011 Annual Meeting, served on the program committee for the 2007 Spring Meeting, participated in the CLP™ exam development process, has been an instructor for the LES Technology Transfer Seminar, a judge for the LES Foundation Graduate Student Business Plan Competition, and has presented numerous workshops and add-on sessions at LES (USA & Canada) meetings on various topics, including valuation, M&A due diligence, and the use of patent analytic tools for competitive intelligence.

Mr. Goldman is a Principal with Charles River Associates in Chicago where he assists clients with intellectual property and technology licensing, developing IP strategies, and performing valuations of intellectual property and large patent portfolios in a variety of contexts, including transactions, financial reporting, tax, restructuring, and damages in IP litigation matters.

Mr. Goldman earned both BS and MS degrees in engineering from the University of Illinois at Urbana-Champaign, and obtained an MBA in marketing and finance from Northwestern University’s Kellogg Graduate School of Management.
Gary Nath currently holds the position of Secretary for LES (USA & Canada) and is an International Delegate to LESI where he is serving as Co-Chair of the Auditing Committee. He has previously served as Vice President for Membership, Trustee of Sponsorship and Trustee for Marketing. While he was the National Sponsorship Chair, Gary had been instrumental in raising over $2 million for LES (USA & Canada). He was Chair of the 2006 LES (USA & Canada) Winter Meeting in Pasadena, as well as active on several Annual and Seasonal Committees. He is a popular workshop speaker and has conducted more than 50 worldwide lectures on subjects of IP licensing.

Gary is a patent attorney, scientist and entrepreneur. He is the Founder and Managing Partner of The Nath Law Group. The Nath Law Group is an intellectual property law firm with over 50 professionals and offices in the Washington, D.C. and San Diego, CA areas. Prior to entering private practice, he was Assistant General Counsel, and Patent Counsel for Warner-Lambert, and held senior patent positions at NL Industries and FMC Corporation. He has been an Angel Investor, Officer and Director in over 15 startup companies.

He is a member of the Science and Business Advisory Boards of Rider University as well as a member of the Board of Directors of the American Technion Society. Gary is also a member of AIPLA, AIPPI, AUTM, INTA, FICPI, and other professional organizations.

Mr. Nath received a JD degree from American University, Washington College of Law and attended Temple University undertaking PhD studies in biochemistry. He was awarded a BS degree in biology and chemistry from Rider University, has been certified in molecular biology and immunology in 2005, and is a Certified Licensing Professional (CLP™).

John Paul currently holds the position of Vice President-International for LES (USA & Canada), Chairs the LESI Engineering, Transportation, and Physical Sciences Committee, is a member of the Editorial Board of LES Insights, and is the Program Chair for the LES (USA & Canada) 2011 Annual Meeting. He led the Washington, D.C. Local Chapter for a number of years, chaired the LESI Americas Committee, chaired the Professional Development Committee during the launch of the IAM program, and organized speakers and arrangements for various LES (USA & Canada) Annual and Seasonal Meetings.

For many years he has co-authored a quarterly review of recent developments in licensing law for the Licensing Executives Society International Journal, les Nouvelles; and has been a frequent speaker at LES meetings. He has also held leadership roles in the ABA, the AIPLA and the ASME, and taught patent law as an adjunct faculty member of Catholic University. John recently received the CLP™ designation.

John is a lawyer and partner in the Washington, D.C. office of Finnegan Henderson Farabow Garrett & Dunner and leads the firm’s IP Management Section. He has over twenty-five years of experience in IP licensing, litigation and prosecution, and currently focuses on licensing, strategic IP management and due diligence investigations.

John holds a Bachelor's degree in engineering from Brown University and a law degree from Case Western Reserve University.

Paul Roberts has been consistently active in LES (USA & Canada) since 1996 and a Trustee since 2004. Paul is currently the Vice President for Membership, which includes responsibility for maintaining membership levels and increasing the number of new members, as well as overseeing LES’ sponsorship activities. Previously, Paul was VP for Local Chapters and had been so for three years where he led a successful member drive at the chapter level to increase new member percentage and convert non-member attendees to active members.

In another previous role as the Industrial Sector Trustee, Paul regularized sector interaction with the LES (USA & Canada) Board. He was also formerly the Trustee for Web site matters and introduced new Web site functionality. Paul has also been Chair for the High Technology Sector, Workshop and Add-On speaker, and piloted an Advanced Legal Course as part of the Professional Development Series. He served as Meeting Chair for the Spring 2009 Meeting in Montreal, and as Meeting Co-Chair for the 2008 Annual Meeting in Vancouver.

Currently, Paul is the Lead Patent Attorney at Accenture and a member of the Association of Corporate Patent Counsels, as well as other IP professional associations. He is responsible for Accenture’s Global Patent Operations, where he manages a growing staff of 12, as well as all outside patent counsel relationships. Other previous experience includes management of intellectual property assets through the merger of MCI with WorldCom and their Chapter 11 bankruptcy. Paul was also a United States Patent Examiner in the computer graphics area.

Paul has more than 17 years of experience in the intellectual property field, and holds a BS in electrical engineering from University of Maryland at College Park, and a law degree from Whittier Law School, in addition to an intellectual property certificate from Franklin Pierce Law School.
Phil is former Vice President for Local Chapters and Education for LES (USA & Canada), and is past-Chair of the Energy/Chemicals/Materials Committee. He chaired the launch team that brought “Around the World with LES” to World IP Day, has served on a number of focus teams for the Executive Committee, and also served as project leader for the development and launch of the Certified Licensing Professional Program. He is a frequent instructor for LES in a number of currently offered professional development events. Currently, Phil is Managing Director in PricewaterhouseCoopers’ People & Change Practice specializing in Collaboration and Knowledge Management consulting. He was former Operations and Strategic Projects leader in PwC’s U.S. Knowledge Services Organization (KSO). Phil has recently worked with a PwC design team to formulate a new global delivery model for business research for professionals across PwC’s network of firms. He serves clients globally, helping them improve performance and competitiveness from better management of their talent, knowledge and organizational processes/designs.

Phil began his career in research at The Dow Chemical Company, where working with an innovative team of business, technical, and legal professionals, he helped pioneer and commercialize a number of new knowledge management methods applied to intellectual property, new product development, and licensing. Phil joined PwC as Director in the Intellectual Asset Management (IAM) Practice of Financial Advisory Services in Chicago and currently resides with wife Elaine and son Collin in Tampa, Florida. Phil and Elaine’s oldest son, Kevin resides and works in New York.

Phil earned Bachelor and Master of Science degrees from Stephen F. Austin University, Texas.

Nominated for Vice President, Communications, Pamela was Regional Vice President, U.S.A. in 2010-2011 where she was responsible for developing the LES Policy Manual and Vice President for Communications in 2008-2010, where she oversaw a major refocusing and tailoring of our messages and branding to the various target audiences of LES (USA & Canada). This included the launch of our new weekly e-newsletter, LES Insights and the creation of the first Editorial Board for LES (USA & Canada). As Trustee for Partnering in 2006 and 2007, she spearheaded the Power Networking initiative that debuted at the 2007 Annual Meeting.

Pamela has been a member of the Health Care Committee since 2003 and involved in planning for the health care sector at LES (USA & Canada) Meetings and in Viewpoints. She has also been an active participant at meetings as a speaker and attendee.

Pam is Executive Director, Corporate Licensing at Merck & Co., Inc. She has been at Merck for thirty years. For seventeen years, she has been negotiating transactions with companies, universities and institutions worldwide. She also heads up relationship development for licensing at Merck. Previously, Pam spent thirteen years in Global Marketing with positions ranging from leading the Business Information & Research Group to Product Management and Marketing Communications. Pam’s pharmaceutical career began in the laboratories of Gruppo Lepetit, an Italian pharmaceutical company, which was then a subsidiary of the Dow Chemical Company.

Ms. Demain is a graduate of the University of Massachusetts at Amherst, holds an MBA in international business from The American University in Washington, D.C. and is a Certified Licensing Professional (CLP™).

Candace is Corporate Counsel with Syngenta Biotechnology, Inc. located in Research Triangle Park, North Carolina. In this role, Carol is responsible for the management of the biotechnology legal department and the North America licensing team. Carol has been active with LES (USA & Canada) for many years and previously served as a chair of the Research Triangle Park Chapter.

In 2004, Carol was instrumental in relaunching this local chapter and in 2005 it was recognized by LES (USA & Canada) as the best reinvigorated chapter. Carol remains involved with the local chapter activities. She also has professional affiliations with numerous local and national organizations, including the North Carolina Bar Association and the Association of University Technology Managers.

She received her J.D. and Masters in intellectual property from Franklin Pierce Law Center and earned her undergraduate degree in chemistry from Drury University.

Power networking helps connect meeting attendees.
Mike Lee is Meeting Co-Chair of the 2011 Annual Meeting, which will be held October 16-20 at the Manchester Grand Hyatt in San Diego. He has held a number of positions in past LES meetings, including Meeting Chair of the 2007 Winter Meeting (San Francisco), and Program Chair of the 2009 Annual Meeting (San Francisco); 2008 Annual Meeting (Orlando); and 2005 Spring Meeting (Raleigh).

Mike Lee is a Director with Sterne, Kessler, Goldstein & Fox, an IP firm in Washington, D.C. He works with clients of all sizes to strategically patent and license their inventions to support and further their current and future business objectives. He has considerable technical experience in the areas of computer hardware and software, communications, particularly wireless, and digital and analog control systems. He is an experienced IP transactions attorney and is on the CLP Board of Governors; he is also a member of the IAM Licensing 250 and the IAM Strategy 250. He assists clients with a wide range of technology-related transactions, including joint development agreements, strategic alliances, license agreements, asset purchase agreements, contractor and services agreements, and manufacture/supply agreements.

Mike earned his law degree from George-town University, and holds Master and Bachelor degrees in electrical engineering from the Universities of Maryland and Virginia, respectively.

Panagiota (Betty) Koutsogiannis is an active member of LES (USA & Canada). She has served as Co-Chair of the Montreal Chapter for several years. Betty was also Arrangements Chair of the Spring Meeting held in Montreal in 2009. Betty has received the CLP™ designation. She is an attorney and partner with Robic, L.L.P. in Montreal, Canada.

Betty obtained a Bachelor in Civil Law (L.L.L) and a Bachelor in Common Law (LLB) from the University of Ottawa in 1995 and 1996, respectively, and was called to the Quebec Bar in 1998. She has oriented her practice towards business law, mergers and acquisitions, as well as the commercial aspects of intellectual property and corporate law. Her areas of specialization include the preparation and negotiation of M&A transactions, financings, technology transfers, complex licensing arrangements and joint ventures. She has authored and co-authored several articles pertaining to licensing, as well as mergers and acquisitions.

Professional memberships include the Canadian Bar Association (CBA) Executive Committee–Business Law Section (Quebec Division) as well as a number of other professional organizations. Betty is Editor-in-Chief of the firm’s quarterly newsletter. She is responsible for the recruitment of articling students at the firm. From 2004 to this year, Betty was vice-chairperson of the Board of Directors of Auberge Transition, a shelter for women and children victims of violence.

Mark Nawacki joined LES (USA & Canada) in 2001 and immediately became involved in the former Health Care Committee, looking after membership interests. He is the outgoing past-Chair of the Life Sciences Sector where he has been actively involved in managing and planning Life Sciences Sector activities and programming, including as LES Health Care Content Chair for the Vancouver Annual Meeting. He has also been an active participant on numerous panels, including the 2008 LES (USA & Canada) delegation to Latin America with LESI.

Mr. Nawacki joined Paladin in September 2003. He is responsible for business and corporate development activities at Paladin Labs Inc., a leading Canadian specialty pharmaceutical company. In this capacity, he has concluded in excess of 35 in-licensing, out-licensing, co-promotion, distribution and product acquisition agreements. His role also encompasses leadership of corporate M&A and the expansion of Paladin’s geographic footprint into emerging markets. Prior to joining Paladin, Mark held senior leadership positions at Pharma-cia, now part of Pfizer Inc.

Mr. Nawacki holds a BA in international relations and Russian and East European studies from the University of Toronto (Trinity), an MBA from the University of Toronto, and is a Canadian-designated Chartered Accountant. He is an active speaker on the subject of licensing and business development, and is Past President of the Canadian Healthcare Licensing Association. Mark also holds the CLP™ designation.
Bill Elkington with colleagues on an IP100 panel.

Bill Elkington
For Trustee, IP100/Corporate Communications
Two Year Term

Nominated for Trustee, IP100/Corporate Communications, Bill has been Chair of the IP100 Committee for 2010-2011 and in that capacity led the effort to organize and put on the IP100 Meeting in New York City in April of 2011. Bill has been a member of the Aerospace and Transportation Committee of the High Tech Sector for several years. He has also been an active participant at LES meetings as both a speaker and attendee for a number of years.

Bill is Senior Director, Intellectual Property Management, at Rockwell Collins. He is responsible for protection, value extraction, and rights management strategies concerning Rockwell Collins's strategic intellectual property. Bill holds the patent budget for the company. And his group works with the company's business units to value IP and to structure both upstream and downstream licenses in the normal course of its business. He has held this position since 2003.

Prior to joining Rockwell Collins, Bill was co-founder and VP of Program Management at MeshNetworks, a wireless startup company established to commercialize ITT's novel communication technology. MeshNetworks was sold to Motorola in 2004. Prior to joining MeshNetworks, Bill held positions in IP management, technology marketing, strategic and operations planning, and program management in ITT's Aerospace/Communications Division (A/CD) and GE R&D organizations.

Bill is a Phi Beta Kappa graduate of the University of Michigan, and his advanced degrees are from Syracuse University.

Cheryl Cejka
For Trustee, Marketing
Two Year Term

Nominated for Trustee, Marketing, Cheryl Cejka was Chair of the Industry University Government Interface (IUGI) Sector in 2011. A member of LES since 1995, she has also been an active participant at meetings as a speaker and attendee.

Ms. Cejka is Director of Technology Commercialization for Battelle at Pacific Northwest National Laboratory (PNNL) with responsibility for intellectual property management, portfolio development and investment, and technology commercialization activities. She joined Battelle in 1980 and has since held a broad range of business management and technology development positions within PNNL, a $1B U.S. Department of Energy (DOE) national lab, and across Battelle.

As Director, Ms. Cejka has dramatically increased the PNNL’s annual returns from intellectual assets. She has led the creation of numerous technology licensing arrangements, including the establishment of several new business ventures based on laboratory developed technologies. Many of these transactions have received national recognition from the Federal Laboratory Consortium for Excellence in Technology Transfer, elevating the Laboratory as a leader in commercialization “best practices” across the DOE and 300+ federal lab system. Ms. Cejka received a Bachelor’s degree in business and marketing, and an MBA in finance, both from the University of Washington.

Cat Oyler
For Trustee, Membership
Two Year Term

Nominated to join the Board of Trustees serving on the Membership Committee, Cat Oyler is currently Past-Chair of the Life Sciences Sector. She has been a member of LES since 2002 and has served in a variety of roles, including Chair of the Life Sciences Sector, Co-Chair of the 2010 Spring Meeting and 2008 Life Sciences Sector Annual Meeting Chair. Cat has been an active LES participant and has led workshops at the regional and annual meetings.

Cat is Sr. Director, Emerging Technologies in the Corporate Office of Science and Technology at Johnson & Johnson. Based in Boston, Massachusetts, she is responsible for identifying, funding and nurturing emerging health care related technologies in the New England area, assessing their technical and business risk, and facilitating integration of these technologies into the Johnson & Johnson Family of Companies and their product lines. Cat joined Johnson & Johnson from AstraZeneca where she was responsible for evaluating and in-licensing clinical and marketed oncology products. Additionally, she led the business development effort for out-licensing of AstraZeneca’s oncology assets and assisted with strategic planning for oncology business development.

Prior to joining AstraZeneca, she served in a progression of business development roles at Myriad Genetics, culminating in leading all diagnostic licensing for the Laboratories division of the company. In previous roles at Myriad, Cat worked on in- and out-licensing efforts for the pharmaceutical division, establishment of research collaborations and strategic assessment and divestment of a non-core business unit. With over twelve years in business development and nearly twenty years of experience in the life science industry, she has also held marketing and research scientist positions at Amgen, Alza and Alkermes. Cat received a Bachelor’s degree in biology from Williams College and an MBA from the UCLA Anderson School of Management.
Richard A. Baker, Jr. joined LES (USA & Canada) a decade ago, and is one of the first Certified Licensing Professionals. Rich currently serves as the LES Trustee for eLearning and coordinates the Webinar Wednesday educational programs. Mr. Baker played a key role in the success of the IP100 Executive Forum, serving as the Outreach Chair and co-organizer on each of the IP100 programs. Rich also spent two years in 2005–2007 as the Co-Chair of the Licensing Office Structure and Management Committee. His wife and son are frequent assistants in the Registration Booth for LES meetings.

As President of New England Intellectual Property, LLC, Rich Baker founded the organization and built NEIP into a busy consulting practice, focusing on patent brokerage, intellectual property risk assessments, and expert testimony on intellectual property licensing practice.

Prior to NEIP, Mr. Baker served 3Com Corporation as Director of Intellectual Property Licensing. Baker was responsible for the licensing program of over 1400 U.S. patents. At 3Com, the Licensing Department received the 2009 Licensing Achievement Award. Before joining 3Com, Mr. Baker was the Director of Intellectual Property at Schneider Automation, a division of Schneider Electric, a $10 billion French conglomerate specializing in electrical distribution and industrial automation.

Mr. Baker’s graduate studies include Intellectual Property at Franklin Pierce Law Center and Computer Science at Harvard University. He holds a B.S. in Computer Science and English as a dual major at the University of New Hampshire, where he also minored in Electrical Engineering. Rich is also a Distinguished Toastmaster and a member of the U.S. Patent Bar.

Linda has been a Board Member of The LES (USA & Canada) Foundation since 2007 and chaired the LES Foundation Graduate Student Business Plan Competition for the last four years. During this time, Linda played a key role in raising the visibility of the Competition, increasing both submissions by student teams and LES members participating as judges. Since 2009, she has been involved with LES education courses at the Silicon Valley Chapter, USA & Canada, and LES International programs. Linda also recruited speakers and assisted with arrangements for several LES (USA & Canada) Annual and Seasonal Meetings.

Linda is a senior licensing associate in Stanford University’s Office of Technology Licensing (OTL). Linda manages an intellectual property portfolio of over 300 inventions, including nanotechnology, photonic, semiconductor, and bioengineering technologies. She negotiates licenses with companies ranging from start-up ventures to Fortune 500 companies. Prior to joining OTL in 1997, her technical and business experience included engineering design, competitive analysis, and product marketing in the high tech industry.

Linda received a BS and an MS in electrical engineering and an MBA from the Massachusetts Institute of Technology. She is a registered USPTO patent agent and a Certified Licensing Professional (CLP™).

Hilton has served on the Board of Executives of the LES Vancouver Chapter since 2003, becoming its Treasurer in February of 2004, Chapter Chair in 2005 (through 2007), and Past Chair in 2007 (through the present); in those capacities, he has contributed to reviving and then running what has become a successful chapter. Hilton has also served on the LES (USA & Canada) 2007 Annual Meeting Committee (local promotion and local recruitment of volunteers), 2009 Winter Meeting Committee (workshop chair), and 2012 Annual Meeting Committee (workshop co-chair).

Hilton is a partner of Oyen Wiggs Green & Mutala LLP, an intellectual property law firm based in Vancouver, Canada. Hilton has practiced exclusively in the field of intellectual property law since 1993, focusing on patent and trademark prosecution and intellectual property commercialization and licensing, especially in the high tech field. Hilton is also a registered patent agent and registered trademark agent. He is also a Certified Licensing Professional. Hilton has been named to the list of the “Best Lawyers in Canada” in Intellectual Property (multiple years).

Hilton studied electrical engineering (computer engineering option) at the University of British Columbia before also completing his law degree at UBC. Since being called to the British Columbia Bar in 1993, Hilton has been very active in the Canadian intellectual property field. Hilton is a Fellow of the Intellectual Property Institute of Canada (professional association of patent agents, trademark agents and intellectual property lawyers in Canada), and he was elected to its governing Council for two terms (2006-2008), with responsibility for IPIC’s Licensing Committee, Technology Transfer Committee and Information Technology Committee. Hilton currently serves on the IPIC’s Patent Joint Liaison Committee with the Canadian Intellectual Property Office.
Don Drinkwater was the High Tech Sector Chair during the period 2009-2010 and has been active in leadership positions in that sector for many years including the Chair of the Computer Hardware and Consumer Electronics committee. Don has published articles in les Nouvelles (the Journal of the Licensing Executive Society International) and IEEE publications.

Don is the Director for Licensing at a major consumer electronics corporation. Previous to this assignment, Don directed licensing activities for 3Com Corporation, Digital Equipment Corporation, and Compaq Computer as well as serving as a director for Price WaterhouseCoopers’ Intellectual Asset Management practice.

Don holds a Bachelor of Science Degree in electrical engineering from the University of Massachusetts at Lowell, a Master of Science Degree in electrical engineering from Worcester Polytechnic Institute, and a Master of Business Administration from Clark University. Don is a member of Eta Kappa Nu (the honor society of the Institute of Electronic and Electrical Engineers ("IEEE") and of the Institute of Electronic and Electrical Engineers (IEEE). Don holds a Bachelor of Science Degree in electrical engineering from the University of Massachusetts at Lowell, a Master of Science Degree in electrical engineering from Worcester Polytechnic Institute, and a Master of Business Administration from Clark University. Don is a member of Eta Kappa Nu (the honor society of the Institute of Electronic and Electrical Engineers ("IEEE") and of the Institute of Electronic and Electrical Engineers (IEEE).

Rimma Driscoll is the Consumer Products Co-Chair for 2010-2011. Rimma is in her first year of her Board of Trustees assignment. This past year Rimma has worked with the organization to showcase LES to companies and highlight how the organization can benefit businesses as well as individuals. Rimma has been an active member of LES in the Health Care Sector and Consumer Products Sector for 12 years and been a speaker for sessions, as well as organized sessions.

Rimma is currently in the Global Business Development group at The Procter & Gamble Company. She has been with the company for 17 years and has been a business development professional for the last 13 years. Over her tenure, Rimma has had Licensing and Acquisitions responsibilities for P&G Pharma Discovery Organization, P&G Pharma Development and Commercialization, P&G Consumer Healthcare Organization, and most recently GBD responsibilities for P&G’s FutureWorks Organization (entrepreneurial engine for the company), transactions and M&A. Rimma also has corporate responsibilities for the Center of Excellence for External Relationship Management. In addition to LES, Rimma serves as Board member for ASAP (Association of Strategic Alliance Professionals).

Jeffrey Whittle is currently responsible for Sponsorship on the Board of Trustees for LES (USA & Canada), an active member of the Education Committee, an International Delegate to LES International, and the vice-chair of the Education Committee for LES. Jeff has also served as a judge for the student business plan competition (2010), has been a member of the High Tech Industry Sector, and has served as Houston Chapter President (2007-2008) and Chapter Board Member (2009-2010). He has also been an active participant at LES Winter, Spring, and Annual Meetings as a speaker and attendee.

He is an Intellectual Property and Technology attorney with the international law firm of Bracewell & Giuliani LLP, where he is the International Head of Technology Law. Jeffrey Whittle is also a Certified Licensing Professional (CLP™), licensed to practice before the U.S. Patent and Trademark Office, and a frequent speaker and author nationally and internationally, on various licensing and technology topics. He is listed in Chambers USA America’s Leading Lawyers for Business, Intellectual Property, and Legal 500 Patent Prosecution: Litigation and Design Patents.

Jeffrey Whittle is a graduate of Vanderbilt University (BEEE), received his MBA and JD from Wake Forest University, and is licensed to practice law in Texas, New York, Florida, and North Carolina and before numerous federal district and appellate courts, including the Federal Circuit Court of Appeals and U.S. Supreme Court.
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