ES (USA & Canada) is the global leader in standards development, education, and certification in promoting intellectual property commerce.

**vision**

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 2011-2012 year, under the leadership of President Thomas J. Filarski, and presents the plans of President-Elect Tanya Moore for the 2012-2013 year. Tom completes his term of office at the 2012 Annual Meeting in Toronto in October, and Tanya 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, 2011. Robert itemizes the activities and results in various areas of operations for 2011, makes a general statement of the financial outlook for 2012 based on currently available data, and closes with a table showing the financial summaries for the years 2007-2011. The full report for 2012 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 2012 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.

Tom Small
Annual Report Editor
Past-President, LES (USA & Canada)
PRESIDENT’S Report
by Thomas J. Filarski

Q: In your tenure as LES President for 2012, how has the organization changed?
Tom: I hope we have become more accessible to our members and more visible to our governments. We have seen exciting developments impact our organization. Patent portfolios were bought and sold, deals were forged, and new IP laws were enacted. LES presented programs to address these developments and delivered them to our members in person at our meetings and virtually through the Internet. IP and technology transfer topics continue to attract the attention of governments. In the U.S. and Canada, for example, legislatures and committees have held hearings and discussions on issues such as trade, TRIPS, and compulsory licensing that impact IP and technology transfer. We have offered our perspective on these issues through individual discussions, letters, and invitations to attend programs.

Q: Recap a few of your initiatives. What results have you seen from these?
Tom: We brought value to the desktop of our members. For meetings, we launched new meeting applications and broadcasted speaker presentations and virtual town hall meetings over the Internet. We also introduced the first virtual review course for the CLP test, revamped our website, and continued a steady stream of webinar offerings. Internally, we continued our efforts to integrate leadership within the sectors and committees and to promote new leaders from within the society.

Q: What were your biggest challenges as President?
Tom: It is important to meet the members and hear their concerns. I have tried to attend as many LES events as possible and respond to the needs of the society.

Q: Who do you work with at LES (USA & Canada)?
Tom: Everyone: the members, sector and committee chairs, the LES office, the trustees.

Q: Did you have a favorite speaker or workshop session from the past 3 meetings?
Tom: I enjoyed all of the sessions that I was able to attend.
Q: You have held many positions in LES. How has that experience shaped your thoughts?

Tanya: When I joined IBM’s corporate IP Licensing organization after many years of technical, management and business development experiences, I spent a bit of time looking for an organization that offered on-going education for IP Professionals. What I found is that for non-attorneys, and in particular, any kind of business professionals dealing with IP topics and issues, there is only one choice, LES. That is as true today as it was in 1997. And over time, I discovered that LES provided all sorts of other professional development and networking opportunities. And if/when sought out, LES can provide visibility and leadership opportunities as well. It is truly a well-rounded package requiring just one thing: for folks to decide how they want to take advantage of all that is there, and for some, how they would like to contribute to LES. So, all I have to do is to remember what it’s like to be a member at any point in time.

I’ve also attended, participated in and presented at a variety of other IP venues such as WSBA IP Forum, WRG IP events, ACI IP conferences, IPO, CASRIP, etc. And as a result, I have experienced the differences and know first-hand why I continue to return to LES and to volunteer. There are also experiences that these other groups have imparted that I feel we can replicate successfully in LES to continue to improve it. All of these LES and non-LES experiences have shaped my thoughts with regard to how I can contribute to the organization in my new role.

Q: What plans do you have for the future of LES (USA & Canada)?

Tanya: Strengthen the organization’s value proposition for people like me, business professionals in need of professional connections, on-going education from programs and peers, and occasional opportunities for visibility among other like-minded colleagues. We need to attract business people from corporate, educational and government lab environments, where IP is created and licensed in various forms and in a multitude of transaction types. One way to do this is to zero in on the core value attributes of the organization and invest in those for the future. Here are some examples:

- Create more visibility opportunities for members to speak, to be published and to build or enhance their professional reputation among peers.
- Institutionalize the IP100 Executive Forum both in the U.S. and internationally to meet our senior corporate members’ needs.
- Build on and exploit new technologies such as virtual participation in meetings and chapter events, content capture, delivery and provisioning.
- Create a fluid environment for like-minded individuals to connect, stay in touch and share experiences.
- Develop tomorrow’s leaders in chapters, sectors, committees and on the board.

These plans are informed, in large measure, by the member and nonmember survey results, including my personal conversations with trustees and members during the 2012 meetings. One of my major projects this past year was to create a strategic plan for the organization, and the survey was the means and a part of the methodology we used.

Q: What’s next for LES?

Tanya: We have an exciting year planned for our members. We will have our traditional meetings:

- IP100 Executive Forum in February in Phoenix
- Spring Meeting in May in Seattle for the first time ever since 1965
- Annual Meeting in September in Philadelphia

We will also continue to deploy virtual meeting participation. We will ship a mobile app that will help bring
This Annual Report highlights the programs and activities for LES (USA & Canada) throughout the past year. As a result of the overall economic pressures faced by LES members, reducing their ability to participate in LES programs and events, 2011 was a financially challenging year for LES (USA & Canada).

Total LES (USA & Canada) revenue for the year ending December 31, 2011, ($4,813,615) was slightly higher than the 2010 total, despite significantly lower investment revenue. Total annual expenses exceeded total revenue by $84,733.

The table accompanying this report shows the overall financial results for LES (USA & Canada) for 2007-2011. While yearly results have been variable, the LES Finance & Audit Committee continues to evaluate ways to provide the services and programs that LES members count on within the available annual budget resources.

Meetings
Despite restrictions on travel and professional development activities, total meetings revenue for 2011 ($2,307,040) remained the single largest source of revenue for our society, followed by dues revenue of slightly more than $1,300,000. Expenses for LES Meetings totalled $1,566,037. Sponsorship revenue for LES Meetings continues to be an important source of support, with total sponsorship revenue exceeding $515,000 in 2011.

LES Education
Revenue from LES Education programs increased slightly in 2011 to $334,407 as a result of the increased use of web-based education services. LES continues to offer both in-person and distance learning opportunities, including a monthly webinar series on timely topics in licensing.

Membership
The competitive landscape for LES membership and participation is more crowded than ever. Working closely with LES Sector, Committee and Chapter leaders, the LES Membership Committee launched several initiatives in 2011 to define the unique value proposition of LES membership. At the end of 2011, LES membership (4,661) was nearly equal to the 2010 level (4,684). 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 the worldwide membership directory through the LES International website.

Local Chapters
Local chapter events provide members with accessible opportunities to network and learn from others in their community. With nearly 30 active local chapters, LES members have the opportunity to connect with their peers in most of the major technology centers throughout the U.S. and Canada.

Local chapter events generated over $200,000 in revenue in 2011, and attracted more than 3,000 professionals for networking and education opportunities organized by LES volunteers.

Communications
To improve coordination and quality control, LES (USA & Canada) consolidated its Marketing & Communications activities within one area of our annual budget in 2011. Total expenses for these activities over the past year were $464,175.

All Other Core Services
Total expenses in 2011 for such core member services not otherwise allocated in above segments were $2,003,107. This was a minor ($40,151) decrease from 2010 due to reduced administrative costs.

Investments
LES (USA & Canada) has a significant portfolio of funds invested for future activities and contingencies. The value of the LES portfolio grew by $33,000 in 2011, following an increase of more than $216,000 in 2010.

As of 12/31/11 our combined investment, savings, and checking accounts were $2,389,694. This is slightly less than total obligated expenses for one year. Based on recommendations for societies such as ours, we will continue to build reserves to at least one year’s expenses accumulated for society operations.

Related Organizations
In accordance with a funding agreement developed in 2008, LES (USA & Canada) has 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 provided annual support ($50,000) to the LES Foundation to fund the Graduate Student Business Plan Competition, which introduces graduates 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 Graduate Student Business Plan Competition from other sources.
Audit of our Returns

Our finances are audited by an outside firm managed 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.

2012 Outlook

As this report is prepared, 2012 has begun with positive results for LES, including solid membership retention, positive financial success from the 2012 Winter Meeting, and strong support from LES sponsors. The LES Executive Committee, along with the Finance & Audit Committee, monitors financial conditions consistently to identify any variances from the annual budget and adjust activities as required.

Summary

The Board of Trustees will continue its active oversight and management of the LES financial performance and outlook and take the necessary steps to ensure that LES resources are allocated to meet members’ needs and ensure the long term financial health of the Society.

Financial Summary

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*All percentages are rounded.*

LES (USA & Canada) Officers and Trustees for 2011-2012
VP Communications Report
by Pamela R. Demain—VP, Communications

Q: What was new for Communications in 2012?
Pamela: The most exciting new project came at the very beginning of 2012 with the launch of the redesigned LES (USA & Canada) website. The website was totally revamped and expanded with many new capabilities, allowing LES to communicate with its members in a clear and timely fashion as well as giving our members an important new tool to share in discussions and have fingertip access to the excellent content that LES creates each year. In addition, the new Licensing Resource Guide became available on the website which should be a great tool in linking LES service providers with those seeking assistance. Finally, the Speakers Corner is a new area on the website providing podcasts with our superb LES plenary speakers and is a great learning tool.

Q: LES communicates with its members in many ways, can you tell us about those?
Pamela: There are so many tools that we use to communicate with our members. We are going more and more electronic each year. For example, LES Insights, which is sent to members via email every week is a wonderful resource for licensing news for all sectors and, perhaps even more importantly, for original articles written by LES members on hot licensing topics and how they affect business decisions. Let’s not forget about the other communications vehicles such as Viewpoints, which comes out quarterly and all of the communications about our meetings throughout the year.

Q: Why are these communication efforts so vital to LES?
Pamela: We are here for our members and communicating all of the many things LES can offer our members is a key element of a robust organization. For example, if we can help spread the content of our meetings through providing it virtually, as we piloted at the Spring Meeting this year and then will offer again for the Annual Meeting, it means that those LES members that cannot attend in person can still have access to the high quality and timely content that is presented and discussed. Another example is the education webinars which allow members to learn virtually, even if they cannot attend the LES University. We’ve come such a long way in communicating with our members in such a short timeframe thanks to the many advances in virtual communications. I am sure we will see many more applications in the future.

Q: I’m sure you’ve faced some challenges at VP Communications. Can you tell us about a few?
Pamela: The biggest challenge is implementing all of the wonderful ideas that we have. We can always use more volunteers and we have actually devoted a good part of this year reimagining all of the ways people can volunteer and move to positions of greater responsibility at LES. There will be more to come on this subject as we move forward rolling out this new program next year. The more volunteers we have, the more we can accomplish!

Q: Did you have a favorite speaker or workshop session from the past 3 meetings?
Pamela: I was so impressed by the Mock Oral Arguments Plenary Session that was presented at the Joint LES Winter and AUTM Annual Meeting by Tom Filarski with Michael Gollin and adjudicated by Judge Randall Rader. For me, this was enlightening because I am not an attorney (I work in the corporate world in business development) and I have never seen how patent cases are presented and ruled upon by judges. I hope we have more sessions like this at our meetings. We have such a wealth of talent in LES!
Local Chapters Report
by Caroline Rockafellow–VP, Local Chapters

Q: Why are the Local Chapters’ efforts vital?

Caroline: Local Chapters are one of the key foundations for LES. For many of our members, this is their primary contact with the LES community. Chapters provide educational and networking resources that are specific to the needs of each geography where those Chapters are located, yet still tap into the resources of the larger LES (USA & Canada) community.

Q: What new initiatives for Local Chapters are there for 2012?

Caroline: As our Chapters continue to grow and expand, we are constantly looking for new ways to help enhance the Chapter experience for our members and our Chapter Leaders. This year we launched a monthly webinar for our Chapter Leaders as a tool to provide information and resources to these leaders. We are also working with our Sector Leaders to establish programming resources for our Chapters. As we move into the 2012-2013 year, we will be rolling out new programs aimed at connecting our Chapters with the USA-Canada resources, the LESI organization and other Chapters throughout USA-Canada.

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

Caroline: Our annual Around the World event continues to be one of our key Chapter events for the year. On April 26 of each year, Chapters throughout not only USA-Canada, but also throughout the world, celebrate and recognize IP, licensing, and business development professionals across the globe. For our USA-Canada Chapters, it is a unique opportunity to celebrate the work that we all do and to connect with our colleagues throughout the world.

Q: What were your biggest challenges as VP of Local Chapters?

Caroline: I really enjoy the role of VP Local Chapters. My first connection to LES was through my Local Chapter in Research Triangle Park, and I continue to be an active participant in that Chapter. As a former Chapter Leader, I understand the challenges of running a local chapter, and I also understand how important our Chapters are to our entire organization. Right now the biggest challenge in Chapters is finding new ways to improve the connections between different Chapters and between each Chapter and the LES (USA & Canada) organization. We have developed tools to foster communications between and among Chapters and will be working this year to improve and enhance those tools.

Q: How has LES helped your career or business?

Caroline: Over the years, LES has provided me with incredibly valuable educational and networking resources. Through LES meetings, I have been able to establish a national and international network of licensing colleagues. Having access to that network allows me to tap into a knowledge base of incredible expertise. I also find great value in attending LES Local Chapter meetings for both the educational content and the local networking. The fact that these meetings are local allows me to attend with my colleagues from the office. More than once the subject matter presented during the meeting has served as the foundation for team discussions and debate for weeks after a meeting. These meetings provide not only an opportunity for great networking and education, but also a foundation for connecting with my colleagues on relevant subject matter discussions.

Education Report
by Phillip W. Barnett–VP, Education

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

Phil: Working through a very active and dedicated Education Committee, our Trustees Rich Baker and Linda Chao, and our talented Education Coordinator Marie Escobar, this year’s Education program maintained our successful fixed-content offerings in licensing while growing the program in a direction that’s dynamic and well-aligned with the changes in the profession. The teamwork this year was outstanding in its focus on the Certified Licensing Profession-
VICE PRESIDENT Reports

Phil Barnett (left) greeting members at a LES Education meeting.

al knowledge domain framework, and we were successful in developing a new series of classes directed to the 8 CLP mastery domains. Our annual and seasonal meetings provided a robust setting for validating these new offerings. I’m also proud to say that our close alliance with LES Chapters continues to provide a new channel for delivery of LES Education content, and we especially want to recognize the Houston and San Diego Chapters for their success in delivering our fixed-content Masters series locally, and with great results in local program and membership growth. This is a great example of how we are changing licensing education delivery so that LES can bring its specialty knowledge to more licensing professionals in a cost-restrictive economy. Lots of great changes this year, but those changes are always building on a strong foundation of member volunteers and professional learning success for LES members and the profession of licensing!

Q: How are the webinars helping LES members to keep current?

Phil: Our webinar program, called “Webinar Wednesdays,” is developed real-time by Trustee Rich Baker in collaboration with a number of other LES members and committees. His suggestions for topics always produce a robust pool of current topics in licensing that bring distinct points of view, active online discussion, and real-time answers to new questions. The challenge is always selection, but the topics are very close to today’s licensing issues and the sessions bring a lot of learning and collaboration to participants.

Q: What new initiatives for Education are there for 2012?

Phil: Well, we need to extend special thanks to Dr. Susan Stoddard (Mayo Clinic) and her team for their hard work in education development for CLP Examination Preparation offering and its online delivery capability. This coming year we will also see a new collaboration with the Association of University Technology Managers (AUTM) in delivering the CLP Preparatory class. The Committee will be focusing on expanding our outreach to companies who can use our content and professionals to deliver customized licensing, intellectual asset management, and intellectual property valuation content and experts in their internal professional development programs. This is a super-efficient delivery channel for LES Education and has the added benefit of elevating a company’s internal recognition for its IP business potential. We’ll also be working collaboratively with other LES teams to begin formalizing our content management strategy. LES produces a rich body of relevant and valuable knowledge whose value can be significantly enhanced through new knowledge management processes and online capabilities. LES has created a number of new online capabilities for member services in its portal, and the Committee will be working this year to enhance content capture, packaging, and re-use through those new features.

Q: What were your biggest challenges as VP of Education?

Phil: I’ve had the great pleasure and opportunity of serving LES and its members as Education VP for a number of years, and as I look back, I see the challenges of this role were quite similar to those leaders face in their day jobs: providing positive energy and motivation to people, so that visions are made practical and real, outcomes positive and strategically aligned, and everyone has fun in the collaboration. The biggest challenges I’ve had were made manageable by the contributions of great volunteers and staff in LES who truly enjoyed the field of IP licensing, were incredibly dedicated to solving problems, keeping commitments, and taking immense pride-of-program for the benefit of LES Education. Those are the same key strengths you’ll find in our Committee and Faculty teams today that will manage well, any future challenge.

Membership Report

by Paul A. Roberts—VP, Membership

Q: Why are membership efforts vital?

Paul: Members are truly the lifeblood of the organization. Without their steadfast support and involvement, LES would simply cease to exist. Without question, for LES to remain a leader in the IP and Licensing communities, we wholeheartedly rely on our members to assist in planning, partici-
pate in the education process whether as an active participant or teacher, and continue to spread the word about the organization peers, colleagues, and friends in the field.

We’re fully aware that we would not be where we are today without the time and talent our members have been gracious enough to share with us. We hope to continue to foster and develop meaningful relationships with our members because it is they who drive the success of the society. At the most fundamental level, engaging our members, both new and established, is one of the most important things LES can do to increase the value of the membership experience, and as such, this facet is the driving force behind our 2012 membership plans.

Q: What new initiatives for Membership are there for 2012?

Paul: The 2012 year has really centered on spotlighting the volunteer opportunities available within LES. We’re working hard to ensure there are multiple pathways for members to demonstrate their skill development and leadership by offering a variety of roles and positions. Available to all of our members no matter where they fall in their profession, each role can serve as a stepping stone in this pathway to leadership career development. I believe one of the best aspects of this new initiative is the ability for members to customize the particular volunteer experience they desire by selecting where, when, and how they participate. Volunteer roles can range from the national to the local level, take place virtually or in person, and occur on adhoc or annual basis. At the core of this initiative is the idea that there’s really no shortage of ways to get involved and make your mark in LES.

In conjunction with the volunteer initiative, we’re also excited to introduce the Volunteer Code of Conduct. As a volunteer organization, we’re fully aware of the time and effort our volunteers put forth in order to further the mission of the society. Yet, given the number of volunteers working independently on various projects, the Volunteer Code of Conduct helps establish basic expectations for all those working on behalf of the Society. Simply put, the code serves to engage volunteers in a mutually rewarding relationship with both the volunteers that donate their time, skills and enthusiasm as well as the staff who will support them in their efforts.

We recognize that at the very heart of LES are member volunteers and their contributions make the character of the society a very special one. Whether it’s designing and delivering programs, writing articles for LES publications or speaking at LES events—there is a way for members at every level and from all professional backgrounds to make meaningful contributions.

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

Paul: One major challenge this year was the implementation of our new renewal process. Membership terms were formerly based on and structured around the calendar year. With this transition to an anniversary date, members are now able to join LES at any point in the year and still receive a full year of membership. To ensure that members were aware of this change in membership procedures, we drafted a thorough communication plan that not only informs members of their upcoming expiration date three months in advance, but continues to touch base with those who have yet to renew up to three months after their membership has officially lapsed. We’ve really used the implementation of this new process to our advantage and see it as yet another opportunity to thank members for their ongoing support of the society and reiterate the value of LES. Now, having almost completed our first full year under these new procedures, we’ve received great feedback from members, who not only enjoy the feasibility of the renewal process but appreciate the various forms of outreach encouraging them to be proactive in their continual investment in LES.

Q: Who do you work with at LES?

Paul: I have the opportunity to work with our Board of Trustees, a dedicated group of men and women who really strive to make LES the place for IP and Licensing professionals. Included in this group is our fantastic and innovative membership
team of Cat Oyler, Trustee for Membership and Mike Lee, VP of Member Engagement. On the staff side I worked closely with Catherine Wemette and Erin Murphy. The staff in the membership department are focused on putting the needs of members to the forefront, and all of us, myself included, are always interested to know what we can do to improve your experience as an LES member. Feel free to reach out to anyone of us on an individual basis or via e-mail at membership@les.org with your questions, thoughts, or suggestions. We look forward to hearing from you!

Q: How has LES helped your career or business?  
Paul: I recently sought to change directions in my career: from focusing on managing a team of patent attorneys securing protection for inventions of a Fortune 500 company to focusing more directly on full-time licensing at a new company. I leveraged my LES network to quickly secure a VP-level position at a company in Silicon Valley that has a progressive mix of product sales and IP licensing. My LES network greatly and DIRECTLY enhanced my ability to secure that job.

More specifically, someone who I met over 15 years ago at an LES meeting and worked with on LES projects here and there, happens to now consult for the company—they put in a good word for me without my knowledge when the company asked if they knew me through LES. Another person, who I obtained as a speaker at an LES Add-On I organized almost 10 years prior as Chair of the High-Tech Sector, now serves on the Board of Directors for the company—that LES connection and network helped yet again. And a speaker who I had obtained at an LES Annual meeting around 5 years ago served as a primary reference for me since we had worked closely together over the years on many IP projects inside and outside LES.

It just shows that it is important to keep investing in your professional network through all manner of LES education and leadership development projects with your colleagues in IP licensing. You never know when you might need it, but LES is a large, powerful asset for career progression when you do!

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 2012?

Mike: With other LES functional groups, such as Membership and Chapters, we followed-up on the action plan developed at the LES Leadership Summit that was held in July 2011. During this meeting, 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.

International Report
by John Paul–VP, International

Q: What new initiatives for International are there for 2012?

John: One of our most significant initiatives is to integrate the various high technology committees with their counterpart in other national societies.
For example we have had a joint conference of our aerospace and transportation committee, the German automotive committee, and the LESI engineering and transportation committee. We have also continued coordinating the Around the World with LES programs. And we have coordinated international programming for our Annual Meeting.

**Q:** How was the international outreach accomplished for 2012?

**John:** Outreach has occurred by attending the LESI Annual Conference, and establishing liaisons between similar international committees and planning programs.

**Q:** What were your biggest challenges as VP International?

**John:** Time and time zones.

**Q:** Who do you work with at LES?

**John:** The board, the staff, the committee chairs.

**Q:** Did you have a favorite speaker or workshop session from the past 3 meetings?

**John:** I liked the Nortel patent sale program at the last annual meeting. It was important, recent, candid, and key people in the transaction spoke.

**Q:** Is there anything you would like to add to our conversation here?

**Tanya:** People ask me why I’m so involved with LES, and over time, I’ve given it a lot of thought. First and foremost, I really do believe in the LES mission of on-going education and a safe place to network with peers, all of which provided me with confidence to grow professionally and created opportunities to share my experiences with peers. But the main reason I am so involved is Ada Nielsen, one of our recent Past Presidents. Ada and I met in the IP Valuation & Taxation Committee for the IPO. In that first meeting, we noticed that we were wearing the same shoes, the classic Ferragamo’s. Between that initial, instant bond and Ada’s uncanny ability to lasso and mentor people, I got pulled into the LES volunteer vortex, which had eventually led me here.
LES FOUNDATION Report

by Lydia Steck

LES Foundation Looks To Build Financial Infrastructure To Continue Its Student Business Plan Competition In 2013 And Beyond

This year the LES Foundation expanded its Board and began work on the development of a fundraising campaign to help support its highly successful international graduate student business plan competition.

For nearly a decade, the LES Foundation has been introducing students from around the world to intellectual property (IP) licensing and commercialization, as well as to the vibrant LES community through its uniquely IP-centric business plan competition.

Each year, the LES Foundation invites student entrepreneurs to submit business plans that feature new technologies and services. Each plan must provide an overview of the IP assets and strategies for how these assets will be managed and commercialized to achieve business objectives. The Competition provides students with highly constructive feedback from LES volunteer judges and mentors, courses teaching practical basic IP skills and opportunities to make valuable industry connections in an effort to help students take their plans to the next level and increase their potential for success in today’s competitive marketplace.

A total of 36 teams competed in 2012 and ultimately students from Purdue University captured the $10,000 Grand Prize for their start-up, Medtric Biotech, LLC. The company is poised to introduce a new class of wound dressings containing a revolutionary infection-fighting nanotechnology that protects against bacteria, including antibiotic-resistant superbugs, while accelerating the healing process by 25 percent.

The 2012 LES International (LESI) $5,000 Global Award was presented to Relivit, a student start-up from Swinburne University of Technology, Australia. The Global Award recognizes the team whose plan best deals with IP rights and their use in the global business environment. Relivit is working to combat escalating environmental and economic costs associated with waste disposal (dumping) by licensing and commercializing the only commercial-scale technology specifically for recycling absorbent hygiene product waste.

“Thanks to ongoing financial support from the Licensing Executives Society (USA & Canada) and LESI, the Competition has truly become a world class event,” said Foundation President Arthur Rose. “We are expanding the Foundation Board’s fundraising activities to establish a much-needed financial infrastructure that will hopefully support this great event in 2013 and beyond.”

Through fundraising activities, the Foundation is looking to attract company sponsorships and in-kind prizes, as well as individual and matching company donations.

“Plans are already underway for another great competition year in 2013,” said LES Foundation Co-Chair Annemarie Meike. “I became involved first as a judge and now as Competition Chair and I, like all who have volunteered for the event, find the experience to be incredibly energizing. The students’ bright ideas and enthusiasm are infectious and their sincere appreciation for the judges’ feedback and mentors’ input fills volunteers with a real sense of pride and joy for having been able to share their insights and expertise.”

The 2013 LES Foundation Competition will kick off in November with business plan submissions due in late February 2013. The Finals will be held in May in conjunction with the LES (USA & Canada) Spring Meeting in Seattle, WA.

If you are interested in supporting the Competition as a volunteer and/or through corporate sponsorship, cash or in-kind donations, please contact Michael Samardzija (michael.samardzija@bglp.com) or Annemarie Meike (bplan@lesfoundation.org).

Please visit www.lesfoundation.org for competition information, photos, videos, testimonials, and more.
CANDIDATES 2012-2013

TANYA MOORE
For President

As President-Elect in 2011-2012, Tanya Kaptsan Moore focused on strategic planning for LES (USA & Canada). She served on the LES (USA & Canada) Board as VP, Communications & Marketing in 2011, Trustee for Meeting Content in 2010 and Trustee for Partnering in 2009. Tanya was instrumental in leading the IP100 Executive Forum and recently chaired the Winter Meeting in 2010. She joined the Foundation Board six years ago and is a frequent speaker at LES (USA & Canada) meetings and a variety of other IP conferences.

At present, Tanya is the General Manager of IP Licensing in Microsoft’s corporate Intellectual Property group. Her 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. 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.

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.

Tanya Kaptsan Moore holds a Bachelor of Arts degree in mathematics from Fordham University, course work towards a Bachelor of Music degree from Manhattan School of Music, and a Master of Science degree in computer science from Polytechnic Institute of New York University. She is also a Certified Licensing Professional (CLPTM).

TOM FILARSKI
For Past-President

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 electrochemical 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 JD from DePaul University College of Law, an MS in chemical engineering from Michigan Technological University and a BA in Chemistry from Loyola University of Chicago.

RUSSELL LEVINE
For President Elect

Mr. Levine has been a LES Member since 1992 and active throughout as a volunteer on various committees, in leadership roles, and as a content provider at annual, seasonal and local chapter meetings. He currently serves as Counsel to the Board of Trustees, International Delegate, and Chair of the LESI Dispute Resolution Committee. He previously served as a Trustee, co-chair of the Litigation Committee (1994-1998), co-chair of the Laws & Government Action Committee for several years, member of the 2005 Annual Meeting Committee (moderating the “Titans of the Judiciary” mini-plenary), co-program Chair for the 2009 Spring Meeting, and Meeting Chair for the 2011 Spring Meeting. His “Top 10” workshop at the LES Annual Meeting consistently is standing room only. Mr. Levine has been an instructor for several LES educational courses. He is also a Certified Licensing Professional (CLPTM).

Mr. Levine is a Partner at Kirkland & Ellis LLP, where he has spent his entire 25+ year career. He focuses his trial, appellate and alternative dispute resolution practice on patent infringement matters and disputes involving technology transfer and patent license agreements. His practice includes structuring and negotiating both licensing-in and licensing-out transactions.

Mr. Levine holds a BS in Interdisciplinary Engineering and a BS in Economics from the University of Michigan and a law degree from the University of Chicago. He is the ILO Client Choice 2012 Award Winner—Litigation, USA. He also is named in the IAM Patent 1000: The World’s Leading Patent Practitioners, and the IAM Strategy 300: The World’s Leading IP Strategists.

Mr. Levine holds a JD from DePaul University College of Law, an MS in chemical engineering from Michigan Technological University and a BA in Chemistry from Loyola University of Chicago.

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BRIAN O’SHAUGHNESSY
For Regional Vice President, U.S.A.

Brian is the LES (USA & Canada) Regional Vice President for U.S.A., and has responsibility for its Public Policy. He has authored and upgraded various modules of the LES Professional Development Series, “Intellectual Asset Management,” for which he has served as a faculty member for over ten 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 and Washington DC offices. His practice focuses on identifying, protecting, and extracting value from intellectual property through licensing, portfolio management, litigation, and special administrative proceedings such as interferences. In addition to his efforts on behalf of LES, Brian frequently speaks and writes on developments in the law and practice of licensing and protecting intellectual property.

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

PETER M. ROSS
For Regional Vice President, Canada

Peter has been a member of LES (USA & Canada) since 2002, and a member of the Board of Trustees since 2006. In 2011 Peter was elected Regional Vice President, Canada with a focus on raising awareness within LES of intellectual property issues impacting the Canadian business environment. From 2006 to 2011, Peter was the Trustee, Local Chapters for USA West and Canada and subsequently for USA East and Canada, and strongly supported by the local Chapter Chairs in growing and expanding these regions. Peter was also active in the development of the Certified Licensing Professional initiative, and continued with CLP as Chair of the Examination Development Committee.

Peter has also been a Board Member of the LES Foundation since 2008, focusing on University relationships for participation in the International Business Plan Competition. He has participated in licensing seminars highlighting university-industry transactions, and served 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. The firm serves both institutional and corporate clients as well as early stage initiatives. He was previously IP Counsel to The University of Western Ontario and the Robarts Research Institute in London, Canada, supporting technology transfer and licensing. He is a former General Counsel to a publicly traded, real property company located in 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 and the boards of other not-for-profit entities.

ROBERT GOLDMAN
For Treasurer

Robert Goldman has served on the Board of Trustees of LES (USA & Canada) since 2008, is currently in his second 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 was 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.
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’s sponsorship activities. Previously, Paul was VP for Local Chapters and had been so for three years where he led a successful membership 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 website matters and introduced new website 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 Vice President of Patent Law & Commercialization at Rovi Corp. Previously, Paul was the Lead Patent Legal Counsel at Accenture. He is a member of the Association of Corporate Patent Counselors, as well as other IP professional associations. 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 18 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.

Arthur S. Rose is currently serving as President of the LES (USA & Canada) Foundation and headed up the LES Foundation’s Graduate Student Business Plan Competition through 2007. Art is Chair of the LES International External Relations Committee as well as being an International Delegate since 1998. He served on the Board of Trustees for the LES (USA & Canada) as a trustee, Western Regional VP and VP for Local Chapters from 1998 to 2006.

Mr. Rose is a partner in the law firm of Knobbe, Martens, Olson & Bear in the Irvine, California office and has been with the firm since 1982. Art specializes in the preparation and negotiation of licensing agreements involving software, patents, trademarks & trade secrets and the resolution of disputes relating to intellectual property rights. Additionally Art often takes a lead role in the enforcement of patent, trademark and copyright rights as well as the procurement of patent rights for medical devices and software/internet related inventions.

Art was a Patent Examiner at the U.S. Patent and Trademark Office working in the Medical Device area. Art obtained his juris doctorate, with honors, from George Washington University Law Center and clerked on the U.S. Court of Claims in Washington, D.C. Art has a Bachelor of Science degree in engineering from UCLA.

Art is a Certified Licensing Professional (CLP™) and in 2012 was selected for inclusion in the 2012 edition of the Best Lawyers in America® and The World’s Leading Patent and Technology Licensing Lawyers.

Bill Elkington is currently serving as President of the LES (USA & Canada) Foundation and headed up the LES Foundation’s Graduate Student Business Plan Competition through 2007. Art is Chair of the LES International External Relations Committee as well as being an International Delegate since 1998. He served on the Board of Trustees for the LES (USA & Canada) as a trustee, Western Regional VP and VP for Local Chapters from 1998 to 2006.

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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 at 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.

For Secretary
PAUL A. ROBERTS

For Vice President, International
ARTHUR S. ROSE

For Vice President, Membership & Member Engagement
BILL ELKINGTON

Nominate for VP, Membership & Member Engagement. Bill was previously Chair of the IP100 Committee for 2010-2012 and in that capacity led the effort to organize and put on the IP100 Meeting in New York City in April of 2012 and the IP100 Executive Forum Meeting in Phoenix in January of 2012. 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.

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Bill is a Phi Beta Kappa graduate of the University of Michigan, and his advanced degrees are from Syracuse University.
Nominated for Vice President, Communications, Pamela served in this position in 2011-2012 where she oversaw the launch of the new LES website and headed up the Editorial Review Board for LES Insights. She served as 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 Life Sciences Committee since 2003 and involved in planning for the Life Sciences Sector at LES (USA & Canada) Conferences and for LES 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 31 years. For eighteen 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™).

Jeffrey Whittle is currently responsible for Sponsorship on the Board of Trustees of LES (USA & Canada), an instructor for and member of the Education Committee, an International Delegate to and vice-chair of the Education Committee for LES International. Jeff has also served as Houston Chapter President (2007-2008) and Chapter Board Member (2009-2010). He is also a Certified Licensing Professional (CLP™) and a frequent speaker and author, nationally and internationally, on various licensing/technology topics.


Jeff also is a graduate of Vanderbilt University (BEEE) and Wake Forest University (MBA, JD), and he is licensed to practice law in Texas, New York, Florida, and North Carolina, before the U.S. Patent and Trademark Office, and before numerous federal district and appellate courts, including the Federal Circuit Court of Appeals and U.S. Supreme Court.

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

In 2004, Caroline was instrumental in relaunching this local chapter and in 2005 it was recognized by LES (USA & Canada) as the best reinvigorated chapter. Caroline 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 JD and Masters in intellectual property from Franklin Pierce Law Center and earned her undergraduate degree in chemistry from Drury University.

Members of the High-Tech Sector enjoy their cruise at the Annual Meeting.
Panagiota (Betty) Koutsogiannis is an active member of LES (USA & Canada). She 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 (LL.L) and a Bachelor in Common Law (LL.B) 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 also responsible for the recruitment of articling students at the firm. From 2004 until 2011, Betty was vice-chairperson of the Board of Directors of Auberge Transition, a shelter for women and children victims of violence.
Nominated for Trustee, Corporate Communications, Jack has been a member of the Life Science Sector committee since 2005. From 2007 he has been the LSS Deal of Distinction nomination and selection chair. He has been involved in planning for LES (USA & Canada) Health Care Sector meetings. He has also been an active participant at meetings as a speaker.

Jack is Vice President, Corporate Business Development at Eli Lilly and Company. He has been at Lilly for 30 years. As an executive in Lilly business development for 15 years, he has lead some of Lilly’s most important transactions. His transactions have encompassed discovery collaborations, clinical stage in-licensing, co-promotion, and out-licensing projects. Previously, he served as Director of Marketing and held executive positions in new product planning, market research, and sales.

Mr. Tupman is a graduate of Indiana University where he earned a MBA and a Bachelor of Science in Business with honors and high distinction. He is a Certified Licensing Professional (CLP™).

Jack is an at-large member of the Indiana Seed Fund 1 investment committee and is also a Director for the Indianapolis Yacht Club.

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 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.

Currently serving on the Board of Trustees in the Membership Committee, Cat Oyler was formerly the 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, leading 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 Laboratory’s division of the company. In previous roles at Myriad, Cat worked on in- and out-licensing efforts for the pharmaceutical division. 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.

The Pacific Coast Highway reception in San Diego.
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 BS 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 continues as Trustee, On-Site Education Programs for 2012-2013. She has also been a Board Member of The LES (USA & Canada) Foundation since 2007 and chaired the LES Foundation Graduate Student Business Plan Competition from 2008 to 2011. 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 2012). 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 Owen 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.
Kevin Arst has been an active member of LES (USA & Canada) since 2006. He has served as a Co-chair of the San Francisco Chapter, a Co-Chair of the Valuation & Taxation Committee, and as a founding member of the LES Insights Editorial Board.

Kevin is a Managing Director of 284 Partners. Before joining 284 Partners, Kevin worked as a Managing Director of Ocean Tomo, where he managed their San Francisco office. Before Ocean Tomo, Kevin also worked at InteCap (now Charles River Associates) as a consultant and at Electronic Data Systems (now Hewlett Packard) as a financial analyst.

Kevin is a Certified Licensing Professional (CLP™) and a Certified Public Accountant (CPA) licensed in the State of California. He is also Certified in Financial Forensics (CFF) by the American Institute of Certified Public Accountants. Kevin graduated from Indiana University with a degree in finance.

GARY FEDOROCHKO
For Trustee, Sponsorship Two Year Term

Nominated for Trustee of Sponsorship, Gary is a Co-Chair of the 2012 Annual Meeting and one of the leaders responsible for the strong programming planned for the 2012 Annual Meeting. An active member of the High Tech Sector (HTS) for over ten years, Gary has served as chair of the HTS Standards Committee, a facilitator at roundtable sessions and a frequent member of Annual Meeting planning committees.

Gary is a shareholder with the law firm of Banner & Witcoff, Ltd. He has practiced intellectual property law for 22 years. He has a broad base of experience in IP including involvement in all phases of the preparation and prosecution of patent applications before the USPTO, participating in patent infringement litigation in U.S. District Courts, and advising clients on IP issues including portfolio management, due diligence, validity and right-to-use opinions and licensing matters.

Gary earned a BS in Computer and Systems Engineering from Rensselaer Polytechnic Institute and a JD from the George Washington University Law School.

KEVIN ARST
For Trustee, Associate Treasurer

ROBERT F. HELD
For Trustee, LES Content Creation, Capture & Delivery–Two Year Term

Bob has been active in LES (USA & Canada) since 1998 having served in the following roles: Subcommittee Chair of the Aerospace and Transportation Subcommittee of the High Tech Sector (HTS) 2006-2007; Co-Chair and co-author of the first HTS Royalty Rate and Deal Terms Survey 2010-2011; Secretary of the HTS 2011-2012; Workshop Chairman for the HTS Winter Meeting 2012 in Anaheim; and is currently on the 2012 LES Annual Meeting Committee. In addition Bob has organized and presented workshops and mini-plenary sessions on a variety of IP topics.

Bob works for TeleCommunication Systems, Inc. (TCS) in Annapolis MD as the Senior Director Intellectual Asset Management, responsible for the strategic management and monetization of TCS’s IP portfolio. In this role Bob has the overall business responsibility for all IP activities including capture, management, monetization, and profit & loss. Immediately prior to joining TCS, Bob worked for Northrop Grumman Corporation, Electronic Systems Sector from 2003-2011 as the Director of the Intellectual Property & Strategic Technology Agreements business unit.

Bob received his BS in electrical engineering degree from Villanova University and his MBA from Drexel University’s LeBow College of Business. Bob is a Certified Licensing Professional (CLP™).

NED BARLAS
For Trustee, Associate VP International, Two Year Term

Ned Barlas is currently an International Delegate to LESI and is chair of the LESI Communications Committee. Ned was a co-chair of the LES 2012 Winter Meeting and he is a past chair of the LES Software Committee, a past vice chair of the LESI Patent and Technology Committee, and a past educational chair of the Philadelphia local chapter.

Ned is a lawyer and senior counsel in the New York office of Akin Gump Strauss Hauer & Feld, LLP where he concentrates his practice on heading up and supporting a variety of complex transactions where Intellectual Property is a driving force. Ned’s practice is “technology agnostic,” and he regularly structures complex transactions across virtually all fields and industries that the firm services, from telecommunications, to oil and gas production, biotechnology, software, semiconductors and nanotechnology. Prior to joining Akin Gump, Ned served as Senior Vice President and General Counsel of Axa Systems, Inc. and of Ravisent Technologies, Inc., each a publicly held software company.

Ned received a BA in economics from Swarthmore College and a JD from the University of Pennsylvania Law School, where he served on the editorial board of the Law Review. Ned is a Certified Licensing Professional (CLP™).

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For Trustee, LES Content Creation, Capture & Delivery–Two Year Term

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KEVIN ARST
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