Deals, Deals & More Deals

ANNUAL REPORT

Licensing Executives Society
(U.S.A. and Canada), Inc.

www.lesusacanada.org
**VISION**

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

**MISSION STATEMENT**

LES (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 2009-2010 year, under the leadership of President Ada Nielsen, and presents the plans of President-Elect Michael Lasinski for the 2010-2011 year. Ada completes her term of office at the 2010 Annual Meeting in Chicago in September, and Mike 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 Thomas Filarski is for the calendar year ending December 31, 2009. Tom summarizes the trends and results in various areas of operations for 2009, makes a general statement of the financial outlook for the first half of 2010 based on currently available data, and closes with a table showing the financial summaries for the years 2005-2009. The full report for 2010 will be made after the end of the calendar year.

Also presented are the Vice President Reports for Communications, Local Chapters, Education, Membership, Member Interests, and International. The format of these reports and that of the 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 2010 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)
For those of you who heard me speak at the Annual Meeting in San Francisco in October 2009, you may remember my outlining the following elements—and I wanted to let you know how we (WE) did. We hit all the targets. We…

- Launched the theme for the year, “Deals, Deals and More Deals,” to be used for national events and to encourage programming at chapters.
- Restructured content development and delivery at our national meetings as well as content for chapter meetings; continuity of Hot Topics is an innovation for all three meetings as is the regular use of facilitated roundtables.
- Enlisted chapters for our big touch with members and potential members; a way to rejuvenate membership.
- Blasted off with “Around the World with LES” on April 26, 2010.
- Supported the LES Foundation and the Graduate Student Business Plan Competition. Our winning team Silicon Solar Solutions, LLC rang the closing bell at the NASDAQ and was featured on the Forbes and CNBC Web sites.

Meeting Content/Thought Leadership

We began by creating the IP100…

- With thought leaders from the corporate and university space invited to participate in an intense meeting at the Arizona Biltmore in February 2010.
- To discuss 3 Hot Topics, chosen with the help of an Industry Advisory Board recruited by Tanya Moore of Microsoft.
- Implementing big change by using moderated panels followed by facilitated roundtables to discuss topics.
- Special thanks to Glenn Wheeler, Meeting Chair, and Rich Baker, Outreach Chair and to our Platinum Sponsors, Charles River Associates and Marshall Gerstein Borun LLP.

Around the World with LES—our Happening

- Held on Monday, April 26, 2010, in conjunction with WIPO’s World IP Day; the first-ever mega-celebration was super successful.
- Phil Barnett was our event chair.
- 28 USA-Canada Chapters staged a networking event – with a chance for Sectors to have special focus as well.
- Pat O’Reilly and John Paul led associated LES International events.
- Everyone (EVERYONE) was invited.
- We targeted the offer of PDS 100 in 10 locations that day—and we had 11.
- Were you there? Pencil in April 26, 2111, for another worldwide celebration under Mike Lasinski’s leadership.

Spring Meeting 2010: Boston

- Caroline Rockafellow was Chair with Walter Copan as Program Chair.
- The Graduate Business Plan Competition continued its success with a team from the University of Arkansas winning the grand prize and a team from Swinburne University in Australia winning the award for best global licensing component.
- Many thanks to Linda Chao of Stanford and her committee for their work and success.
- Once again we offered PDS 100. (We expect to offer more than 20 sessions of PDS 100 this year.)
- Thanks to Jim Vlazny for being our super-coach for the year for PDS 100 and to Wally Oliver who provided content quality control.
- The 3 Hot Topics rolled forward with a focus on start-ups, spin-outs, and early stage companies.
- True Stories of Entrepreneurs.
- VC panel.
- Emphasizing High Tech and Life Sciences.

And we continued the model of our standard workshops, but expanded this with options to engage in facilitated discussions. The meeting was a success from every standpoint: we had more than 400 attendees; the continued focus on Hot Topics provided continuity and alignment with the theme of the year; and we earned a meeting surplus, so important to operating our organization.

Our Annual Meeting 2010: Chicago, September 26-29

- Ted Cross is Chair, Tim Lowman is Program Chair, Mike Martin is Workshop Chair.
- Focus is on bigger deals across all Sectors.
- Hot Topics, facilitated roundtables and some traditional workshops.
- Tech Fair and Power Networking.
- We are replacing the traditional black-tie dinner dance on Wednesday evening with a casino night to benefit the LES Foundation.

IP100 reconvenes in Chicago on Sunday, September 26, 2010 with a 4th Hot Topic.

We design the event for only 100-125 attendees in order to maintain the highly interactive format.

And Now for Some Non-Meeting News

- Our chapters are energized, but we can always use strong volunteers – and your support.
- Mike Lasinski, President-Elect, launched our new weekly e-news—LES Insights—with the capable support of our Communications Committee (Pam Demain, VP).
- John Paul has created a focus for the International Delegates and is part of an ad hoc committee (Phil Barnett leading it with Caroline Rockafellow and John) designed to examine such things as the offer of an electronic membership.
- We have gained insight into the perspective of how our membership understands the relationship with LES International and will be working with the LESI Board to improve the benefits for both.
- Ken McKay is taking the lead to organize International Delegates events at our Annual Meeting in Chicago, when we will host over 100 of our LES leadership colleagues from more than 30 national and regional societies.
- Sectors and Committees (Glenn Wheeler) continue to provide input and content for our meetings; one of the sub-sectors has monthly telecons
Q: What plans do you have for the future of LES (USA & Canada)?

Mike: First, I have to thank Ada Nielsen for guiding LES (USA & Canada) through a difficult year from a financial perspective. The economy took its toll on our reserves and she worked hard to begin to replenish them. She has also been creative in developing the IP100 concept and Around the World with LES. We will continue those concepts.

We really need to focus on providing value to all of our members in an economy where budgets are tight on travel. In the past we have focused on making sure that our members have a great experience at our meetings and we have promoted them heavily. We have further provided them with meaningful articles on a periodic basis. We need to focus on pushing important information to our members more often than we have in the past. Our members are more connected and expect relevant news, information and insights in real time.

Our meetings will be more focused than in the past and really draw on the knowledge of our most experienced members. This year our Winter Meeting will be high-tech focused and happen in San Jose. Our Spring Meeting will be in New York and focus on life sciences and medical products. Finally, our Annual Meeting will be in San Diego and will include strategic sessions from our most experienced members.

Q: You have held the position of Treasurer for a few years. How has that experience shaped your thoughts?

Mike: In my opinion the Treasurer position is one of the most rewarding positions that is available on the LES Board. The Treasurer interacts with all of the Trustees & Vice Presidents in one way or another. You also get an appreciation of what works and what doesn’t. Members vote with their checkbooks and their attendance at our meetings. I have learned what programs, venues and services our members have come to expect.

I also understand that we need to deliver more value to our members than when I started with this organization many years ago. There are so many available alternatives that we need to be clear on our value proposition and then deliver against it. I am very mindful that we are among the biggest organizations that focus on the business of licensing.

Q: What’s next for LES (USA & Canada)?

Mike: I believe that LES (USA & Canada) is going to grow dramatically in the next 5 years. This is going to be driven by the programs we have put in place, the information that we push to our members and our willingness to start to make a difference on intellectual property policy in the USA & Canada as well as the world. We have re-organized ourselves to have Board positions on our Finance & Audit Committee met monthly to manage our expenses tightly. The result is that our operations are “in the black.”

And we had a birthday. The organization turned 45 in 2010.

Special thanks to Ken Schoppmann for continuing his work with us and restructuring our office to adjust to changing times and changing needs. It has been a demanding, yet rewarding year.

Thank you for the opportunity to serve as your president.

Note: There's still time to show support of the LES Foundation (a 501(c)3 entity) with a tax deductible gift of money or stock.
This LES (USA & Canada) Annual Report describes how the Society has navigated through turbulent times. The 2009 financial results for LES (USA & Canada) reflect the programs we have implemented and the actions we have taken to respond to the economic changes and challenges of the day.

For the year ending December 31, 2009, LES (USA & Canada) overall revenue ($4,582,400) declined by 12% from 2008, due primarily to a decrease in meeting and education program revenue. Limitations on corporate professional development and travel budgets contributed to this result.

LES (USA & Canada) remains committed to providing high quality education and valuable networking opportunities for our members. In light of today’s economic and technological trends, the value of LES Local Chapters and Web-based Education programs is more significant than ever.

The table accompanying this report shows the overall financial results for LES (USA & Canada) for 2005-2009. Over these years, we have experienced both significant positive and negative results on a yearly basis. The LES Finance and Audit Committee has begun to examine these trends and identify means to reduce disruptive variability and improve consistency in the Society’s financial performance.

Meetings
Total meetings revenue for 2009 ($2,075,220) remained the single largest source of revenue for our society, followed by dues revenue of slightly less than $1,300,000. Expenses for LES Meetings totaled $1,769,766. Sponsorship revenue to support LES Meetings exceeded $440,000 in 2009. These events continue to provide the unique education and networking opportunities that are the core of the value of participation in LES (USA & Canada).

LES Education
Revenue from LES Education programs declined in 2009 to $321,542, as organizations continued to use resources selectively for professional development opportunities. LES responded with webinar programs, which have proven to be a popular and effective option to provide information and content to our members.

Membership
Consolidations, downsizing and lower overall economic activity resulted in a decline in the number of active members in LES (USA & Canada) to 4,540 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.

Throughout 2009, the LES Strategic Planning Committee conducted a series of roundtable discussions and interviews with members to identify programs to improve membership satisfaction and commitment. This work led to the launch of new member benefits, including access to local chapter events, and a new electronic newsletter, LES Insights, that was launched earlier this year.

Local Chapters
The growing importance and activities at the local level are exciting developments for LES (USA & Canada). In 2009, revenue from local chapter events exceeded $200,000, and more importantly, over 2,500 professionals attended local chapter events.

Your Board of Trustees has dedicated additional resources to support the volunteer-led local chapters that organize dozens of events each month, which are accessible and affordable. In some areas, LES has enabled chapters to present Web-based events that reach members across states and jurisdictions, along with the face-to-face networking events that are vital to the LES professional community.

Communications
LES (USA & Canada) significantly enhanced our Marketing and Communications capabilities in 2009, to enable the Society to design and deliver more timely and valuable programs for our members, and to publicize our efforts throughout the IP community. Total expenses for communications activities in 2009 were $242,894. LES will continue to invest in improving its Web site and other communications resources to inform, educate, and connect members.

All Other Core Services
Total expenses in 2009 for such core member services not otherwise allocated in above segments were $1,490,561. Personnel expenses were reduced through a transition from full time staff to highly qualified contractors for marketing and meetings leadership and by freezing staff salaries and suspending incentive compensation in 2009.

Investments
LES (USA & Canada) has a significant portfolio of funds invested for future activities and contingencies. The performance of these investments improved considerably in 2009, growing by more than $236,000, following a decline of more than $329,000 in 2008.

Through careful cash flow management and careful reductions in expenses, LES has preserved these reserves, despite the decline in operating revenue.

As of 12/31/09 our combined investment, savings, and checking accounts were $1,724,707. This is less than total anticipated 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 2009, the new Certified Licensing Professionals Corporation (CLPC) continued its independent activities to build awareness and interest in this new credential. LES (USA & Canada) completed a trademark license agreement with CLPC to enable the organization to use the registered marks, with LES to receive royalties from eventual net proceeds for CLPC, to recover the $250,000 start up investment made by LES. The Society has also agreed to extend CLPC a line of credit to support their ongoing operations.
The LES Foundation, established in 2000 and funded over the last ten years with approximately $1 million from LES (USA & Canada), has focused its work on its Student Business Plan Competition. The Competition provides an excellent way for students to learn more about licensing as a profession and business opportunity. The Foundation is also working to diversify its funding sources, including support from LES International and other organizations.

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.

2010 Outlook

Through the first half of 2010, LES (USA & Canada) has begun to restore its membership, sustain and build upon the vital network of local chapters, and expand the roster of Web-based Education programs. Sponsorship support remains strong, and the 2010 Executive Forum and Spring Meeting results are in excess of their budgeted returns.

Summary

As we enter this 45th anniversary year for LES (USA & Canada), we recognize that the traditional economic model that has created our sound financial position must be updated to reflect the changing needs and interests of the licensing profession. With the introduction of new programs, the reallocation of internal resources, and a new focus on ongoing member feedback, LES (USA & Canada) will make the economic changes necessary to continue to provide value to our members.

Financial Summary

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**VP Communications Report**

by Pamela Demain–VP Communications

Q: What was new for Communications in 2010?

**Pamela:** The year 2010 has been a very busy year for communications! This year there was a major refocusing and tailoring of our messages and branding for the various target audiences of LES (USA & Canada). And, we launched our new weekly e-newsletter, *LES Insights*, and created the first Editorial Board for LES (USA & Canada).

Q: More than ever before, LES communicates with its members in many ways. Can you tell us about those?

**Pamela:** Since we offer many unique programs and opportunities for the different sectors and interest groups of LES, we use a variety of ways to communicate with our membership. LES is unique in that we are the only association focusing on the crossroads of intellectual property and business. Whether you are a new member or have been a part of LES for many years, whether you are in life sciences or high tech, whether you are a businessperson doing deals or an IP attorney protecting patents, we offer something for you!

Q: Why are these communication efforts so vital to LES?

**Pamela:** Intellectual property and business development have never been so important as now. It is a complex subject matter, and LES offers many ways to educate and inform our audience. We need to make all members aware of the many facets of LES and all the resources that are available through a close association with our membership. Right now, we are able to offer up-to-date news and information through *LES Insights*; highly valued education programs for members at all stages of the learning curve, including review courses for the CLP™ exam; three wonderful meetings a year with state-of-the-art plenaries, interactive workshops, and opportunities to network, such as Power Networking; *Viewpoints* newsletter and *les Nouvelles* to keep us up to date on changing issues; and our Web site which is filled with user friendly resources and easy-to-access news.

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

**Pamela:** The economy has made the last two years challenging. We’ve seen a drop off in membership and participation in our programs. We quickly seized upon that as an opportunity to rethink the value proposition of LES, and we came to the conclusion that LES plays an important and unique role in the areas of IP and business development. We just needed to communicate the benefits to our membership in a consistent and constant way. By working as a team, we were able to quickly turn things around (as seen through our increase in membership and at meetings throughout 2010). Communications played a big part in the revitalized LES. I would like to recognize Wendy Chou of ChouMedia, who helped us in tailoring our messages and communicating in new ways with our membership.

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**Local Chapters Report**

by Phil Barnett–VP, Local Chapters

Q: What new initiatives were launched to engage the Local Chapters in 2010?

**Phil:** Our Local Chapter Leaders started off the year with energy, excitement and commitment with a super Society-wide year-end review and planning session held at the Annual Meeting in San Francisco. Each of the Chapters shared their selected best practices with their colleagues, and it was amazing to hear both the variety and the effectiveness tools our Local Leaders are using to engage members, recruit new members, and deliver quality professional education and issues discussions locally.

We had two goals for 2010: celebrate World IP Day on April 26th under our “Around the World with LES” banner, and re-launch our online community knowledge sharing portal. A full 31 Chapters in USA & Canada committed to Around the World with LES events, with 28 local chapters reporting social events and program delivery on the Around the World survey, with over 1,000 participants! We coordinated efforts with International Trustee John Paul, who helped mobilize 23 fellow societies into a (first ever) global event! The great marketing and communications coordination was also a key to the success of ATW.
With the Chapter structure, we are trying to expand the LES network and the franchise, to any licensing individuals, corporations, employers and generally broaden the LES brand.

Q: Why are the Local Chapters vital to the Society?

Phil: Our Local Chapters often represent the face of LES members and the Society in our key cities and regions, tapping into the local communities of interest and providing a forum for more frequent knowledge sharing, networking, and professional development. These communities host a large non-member contingent at every event, and help us build and maintain the LES family. Chapters often serve members locally in mentorship, career development, business development, and a trusted pool of professionals that both work together and become lifelong friends.

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

Phil: Society-wide leadership of our 31 Local Chapters is both a pleasure and a challenge. Chapter Trustees Caroline Rockafellow (Eastern Region US) and Peter Ross (Western Region US & Canada) host a monthly “open mike” call for all Chapter Leaders to connect and voice accomplishments and concerns, and even spend a few minutes problem solving. Finding times that fit into everyone’s very busy calendar is our biggest challenge. It’s also been a challenge trying to set up our virtual community and collaboration space online, which takes a lot of practice and motivation to make the method work. Lastly, we have a great diversity of Chapter operations, and each of our Chapters has a “personality!” For instance, Silicon Valley is a great example of Chapter maturity with very sophisticated coordination of programming, local sponsorship, and brand image in the market.

Q: Who do you work with at LES?

Phil: I work mostly with our Chapter Trustees Ross and Rockafellow, and our Chapter Relationship Coordinator, Curtis Gore. We are privileged at all levels of Chapter operations to work with Curtis, and he exhibits a dedicated ownership, accountability, and follow through that each of us enjoy and appreciate.

Q: How has LES helped your career or business?

Phil: I’ve told this story often: my great boss at Dow Chemical, Carl Handlovits, directed me to LES in the early 90’s when I first stepped out of technical service into the world of “inventions management.” Carl promoted LES as the “only source for training!” After that first Annual Meeting, where I learned about the fundamentals of licensing, LES helped me in my career to apply some very practical approaches and lessons-learned from other licensing professionals, to a wide variety of business problems and incredibly interesting projects. There were many successful outcomes and much practical knowledge created, using intellectual assets and intellectual asset management. While I continue to use all those lessons, and so many great relationships in my dual operations/consulting role at PricewaterhouseCoopers, I can see so many other examples of how LES has helped develop successful careers in licensing and IAM.

Q: What are some Chapter Highlights?

Phil: We certainly want to celebrate the admission this year of three new LES Chapters: Inland Northwest (Spokane), Dallas, and Charlotte, and some emerging local interest in Salt Lake City and Pittsburgh. We wish those new and potential new Chapters every success! Around the World with LES produced a lot of creative events that will continue to inspire Chapter leaders across the Society. A great highlight of this effort was that from the D.C./Northern Virginia Chapter, which not only delivered PDS 100, but then followed it with a reception at the National Inventors Hall of Fame Museum in collaboration with the D.C. Inventors Network of the Capital Area. It should be noted that Silicon Valley and Quebec City (Canada) recorded the highest number of attendees for the ATW initiative with tremendous enthusiasm and outreach! Certainly, another was Silicon Valley’s program featuring past USPTO Commissioner Dickenson and current USPTO Commissioner Kappos celebrating 10 years of excellence in local Chapter contributions.

Lastly, we’d like to thank our friend and tireless mentor, Jim Vlazny, for working so closely with Chapter leaders this year to make PDS 100, a 1-day licensing short course we acquired from LES South Africa, a success. Eleven of our USA & Canada Chapters actually offered PDS 100 to very diverse audiences during our Around the World with LES celebration. It’s an easily delivered snapshot of licensing that promotes the profession of licensing and opens the LES door to new members, especially students.
**Education Report**

by Michael Lee–VP, Education

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

**Michael:** More and more, LES (USA & Canada) is providing customized educational offerings tailored to the subject matter interests and industry sector of an organization, and delivered at the organization’s offices. The LES Best Practices in Licensing & Technology Transfer seminar is particularly adept at customization. In February, we were pleased to provide a 1-day, customized Best Practices seminar to Dolby Laboratories at their offices in San Francisco.

Customization allows an organization to select from a number of subject areas (intellectual property primer; anatomy of a license agreement; opportunity assessment; government/academic/industry relations; ethics in licensing; negotiation; key legal issues in licensing; structuring a licensing function and organization; etc.), as well as adapt the course to instruction and case studies aligned to the organization’s industry sector. Attorney CLE credit is also available, including ethics credits (depending on the selected subject areas).

LES also offers customized CLPTM Exam Review Courses. These customized offerings provide the advantages of greater opportunity for individual instruction, lower per attendee registration costs, reduced travel costs, and less time away from the office.

Given the limited availability of instructors, LES offers customized courses only 3-4 times a year. Any organization that would like to get on the 2011 calendar should contact Ken Schoppmann (schoppk@les.org).

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

**Michael:** In 2010, LES provided monthly webinars that provided the licensing community with both core knowledge and timely, cutting edge developments. An example of LES’s core knowledge webinars was John Ramsay’s “Dreadful Drafting” series. This four-part series provided both novice and skilled practitioners with a wealth of information in non-disclosure agreements; intellectual property warranties; improvements in collaborations; and indemnities. Other core knowledge webinars covered employment agreements; internal negotiations; and invention triaging.

LES also offered a valuation webinar that covered the history and process behind a recent valuation of a drug license executed by Rush University Medical Center (Chicago, IL). Rush interviewed six valuation firms and engaged two to complete the valuation. The topics discussed during the webinar included: reason for the valuation; creation of the RFP; evaluation of the proposals; selection of the two independent valuation firms; information management; review of the valuation reports; and intended use of the final reports.

LES webinars also helped members keep up with the always changing and evolving world of licensing. For example, in April, LES offered a gene patents webinar that covered Association for Molecular Pathology v. United States Patent and Trademark Office (No. 09 Civ. 4515), the district court case that invalidated patent claims directed to isolated DNA sequences for the human genes for Breast Cancer Susceptibility. In July, we held a Bilski webinar that covered the Supreme Court’s decision relating to the patent eligibility of software and business method patents. These webinars are available for download at http://lesusacanada.org/webinars. This link can also be used to view the upcoming webinar schedule.

Q: What were the other education courses offered by LES in 2010?

**Michael:** PDS 100 (Commercializing Technology through the Power of IP Licensing) and PDS 200 (Essential Principles and Tools of Licensing) were each held multiple times in 2010 throughout the United States and Canada. These courses, as well as PDS 300 (Advanced Licensing Strategies & Skills) and PDS 402 (Cyber Competitive Intelligence), were also concurrently held in July at the LES University in Chicago. These courses make up the LES Professional Development Series (PDS), a specialty program for intellectual property and other business professionals, including those responsible for licensing and business development. The courses are offered every year. A schedule of the LES Education calendar can be found at http://lesusacanada.org/MainNav/Professional-Development/Education.aspx.

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

**Michael:** Like every other year, 2010 was a challenge because we had more great ideas than we could implement! If you’re interested in getting involved with LES Education, please contact me or Ken Schoppmann.
Membership Report
by Paul Roberts–VP, Membership

Q: Why are the membership efforts vital?

Paul: Membership is the lifeblood of LES (USA & Canada). The Society is built upon an active and engaged membership base, from the leadership at the Board of Trustees through the Chapter and Sector Leaders to the members at large. The membership drives the educational content and provides the value for the networking opportunities. It is vital that we continue to grow and expand our membership base so that LES maintains its leadership role within the IP and Licensing communities.

Q: What new initiatives for Membership are there for 2010?

Paul: To celebrate the 45th Anniversary of LES (USA & Canada), we offered a special discount to members who joined before March 31, 2010. We also took a leading role in the very successful Around the World with LES event in honor of World IP day. We also repeated our successful Chapter Membership drive and Member-Get-A-Member Campaigns.

Q: What were your biggest challenges as Vice President of Membership?

Paul: The biggest challenge was likely the state of the economy. I have no doubt that LES (USA & Canada) is a very valuable organization both professionally and personally for its members. I also believe that our members share that view. However, when resources are tight for an individual or a business, membership in an organization, even one as valuable as LES, can be harder to justify.

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

Paul: I am very fortunate to work closely with Christine Mercado, our Membership Director, and Wendy Chou, who has been leading our marketing efforts, as well as Mitch Charness, our Trustee for Membership. All have been instrumental in making our recent progress on membership in this challenged economy: they are true professionals.

Additionally, since Sponsorship is within my responsibility, I have been working with Ross Epstein, Trustee for Sponsorship and Ken Schoppmann, Executive Director. I’m very proud of the results that Ross and the sponsorship committee have achieved in these challenging economic times.

Lastly, as a member of the LES Executive Committee, I’ve had the privilege of working with President Ada Nielsen, President-Elect Mike Lasinski, the rest of the Executive Committee of the Board, as well as the other Vice-Presidents and Trustees on our membership and sponsorship goals.

Member Interests Report
by Glenn Wheeler–VP, Member Interests

Q: What issues have you faced this year?

Glenn: As VP for Member Interests, my team and I have had to address and solve a lot of interesting issues this past year. The team is responsible for making sure that the meeting themes are addressed when submitting proposals for meeting content as well as being involved in selection of workshops and speakers. Each Sector and Committee provides updates to the respective Trustees on an occasional basis to provide organizational needs that any of the groups might have. The goal is to provide the best forum for education, discussion and networking for all Sectors and Committees concerning the transfer and licensing of technology and products.
Q: What new initiatives are there?

Glenn: There’s nothing like face-to-face meetings to promote communication. Cathy continued her Sector Chair breakfast meetings at the Annual Meeting in San Francisco and Brian followed suit with the Committees. At these meetings each of the Chairs share ideas about organizational structure and how they attract and keep members. While the Professional Interest Committees are less formal, each of the Sectors has a good clear presence on the Web site.

Each of the Committees and Sectors was to examine and submit new plans for 2010. Plans were submitted by CEEM, HTS, Life Sciences, Women in Licensing, Valuation and Taxation, and the Licensing Office Structure and Management Committee. Consumer Products and IUGI have since updated information to the Web site for 2010. Walter Copan kicked-off a Clean Energy Committee in San Francisco. This committee is still taking shape, setting up Chairs, etc.

Sector and Committee budgets were a topic of discussion this year. The Executive Committee’s thinking is that the costs for bringing in speakers should fall back to the Sectors and Committees. Given this, I’ve reviewed the current allocation with Mike Lee and made recommendations to increase the current budgets with the understanding that an all out effort needs to be made to make the groups understand how much they can use and that the budget is not part of the office.

With the help of Sector and Committee Chairs and volunteers, Walter Copan and Caroline Rockafellow kicked-off and held the Spring Meeting in Boston. With the help of Ada Nielsen, a twelve-step process was developed, “Steps to assemble panels for LES (USA & Canada) Spring and Annual Meetings.” This was a similar process used to plan the very first IP100 Executive Forum in February. An exciting element of the Spring Meeting and continued into the Annual Meeting is the cross-sector panels that were assembled. As systems, technology transfer, and life sciences find their interested members associating themselves with several Sectors, it only makes sense to examine the overlaps and provide cross-sector quality meetings and panels.

Following the same guidelines as above, John Paul started working with the Sector and Committee Chairs and volunteers to put plans in place for the 2011 Annual Meeting. In addition to the twelve steps, the Sectors and Committees requested some additional information. They requested (1) a copy of the overall schedule (timeline checklists) for what is going to happen for the meetings this year and next year, (2) a short schedule to know specifically what they need to do and when, and (3) a better communication process with the meeting committees.

This helped get to critical information and cleared away the clutter in the many email exchanges.

For 2009 and 2010, the Life Sciences Sector and the CEEM Sector launched a Royalty Rate and Deals Survey. Both Sectors will include international content this time. This is the first time the CEEM Sector launched the survey. They initially focused on USA & Canada, but then introduced an international portion as well. This may be an issue in developing the final results, if international is to be split off. The reason being that the international participation may not be sufficient to present the data without compromising the particular deal. This information is currently being examined. In addition, the High Tech Sector is forming a committee to determine if there is a segment within that Sector that can be addressed by a survey as well.

I’ll be working with David Leathers, Jim McCarthy and Bob Payne to form a steering committee to help Sectors with Royalty Rate and Deals surveys in the future.

Q: How are the Sectors and Professional Interest Committees doing this year?

Glenn: Our Sectors and Professional Interest Committees are made up of the following.

Industry Sectors:
- 42% Life Sciences—doing very well, increasing membership.
- 32% High Tech—doing very well, increasing membership. Some challenges exist here as interest in nanotechnology begins to grow. IUGI is also interested in this area.
- 10% Chemicals, Energy, Environment and Materials—doing very well, growing membership.
- 11% IUGI—Some challenges exist here as interest in nanotechnology begins to grow. High Tech is also interested in this area. Challenges may present themselves this year to get people to meetings as the economy continues to struggle.
- 5% CP—The Consumer Products Sector continues to struggle for membership, but is sponsoring workshops and proposals.

Professional Interest Committees:

These include the International, Licensing Office Structure and Management, Strategic Alliance, Trademark Licensing, Valuation and Taxation, and Women in Licensing Committees. A Legal Committee is being considered, but has not been formalized.

Past-President François Painchaud (right) passes the gavel to President Ada Nielsen.
International Report

by John Paul–VP, International

Q: What new initiatives for International are there for 2010?

John: We initiated “Around the World with LES” — a worldwide celebration of WIPO’s World Intellectual Property Day. It coordinated educational programs and receptions in LES national societies throughout the world. This event had a great following, with most countries participating and many people attending the programs and receptions.

Q: How was the International outreach accomplished for 2010?

John: We communicated with the leaders of LES International (LESI) and asked them to communicate with their constituencies about various priorities such as developing programming for meetings, and coordinating other activities. The LESI Regional VPs and committee chairs for the Americas, Europe and Asia were particularly good at coordinating this information. We also worked with Ken Schoppmann and the new LESI administrator Joenn Khoo to coordinate with LESI committees and national societies on various programs.

We are also planning the second North American speaker tour of Latin America. North American speakers will tour Brazil, Argentina, and Chile over the course of a week, making presentations at local LES meetings in those countries along with local speakers.

Q: What were your biggest challenges as VP International?

John: The VP International position is a relatively new position, so we are breaking new ground in many areas at the same time. There are so many opportunities to increase international communications among LES leaders, to align and coordinate national and international committees, to plan programs and bring people together internationally; also to identify and make relevant international content readily available to all LES members. The biggest challenges are being selective about which objectives to pursue, working with all of the leaders of LES (USA & Canada) and LES International to identify and address the most pressing international priorities. We are building teams of people to accomplish these objectives, and making advances in the short term that are significant and fuel the interest in the next stage of work.

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

John: I work with the LES (USA & Canada) Board of Trustees, committee and sector chairs in the US and abroad, the LES administrative staff, and other leaders within LESI and the other national societies.

Q: Are there any lessons learned from LES meetings that have helped you?

John: In addition to insights from the programs and interesting discussions with friends and colleagues, the meetings sometimes supply a bit of more general inspiration and perspective at the right time. For example, the LESI Annual Meeting in South Africa had local speakers who asked us to open up to the local experience and learn something, even if they were to realize the importance of taking time to learn new ways of looking at how we do our daily work.
This year, the LES Foundation continued to raise awareness about the critical role intellectual property (IP) licensing plays in bringing creativity and innovation to the commercial marketplace through its International Graduate Student Business Plan Competition.

“Our Competition is often the first exposure students have to licensing,” says LES Foundation President Arthur Rose. “Through the mentorship, education and feedback they receive during our program they learn the tremendous value IP and licensing can have when working to build a business with a sustainable competitive advantage. In addition, each year our finalist teams receive all expenses paid trips to attend the Spring Meeting where they attend an IP basics course, educational workshops and network with industry professionals.”

Critical to the ongoing success of the Competition has been the support of both LES (USA & Canada) and LES International. In addition, the Competition continues to see increasing support from LES and LESI members who volunteer their time to help with the Competition.

“The Competition would not be possible without the incredible support we receive from member volunteers and donors,” says Linda Chao, LES Foundation Board Member and Chair of the Competition.

2010 LES Foundation Competition Winners

On May 18, 2010 The LES Foundation hosted the final round of its 2010 Competition at the LES (USA & Canada) Spring Meeting in Boston. This year, Silicon Solar Solutions (SSS) from the University of Arkansas captured the $10,000 Grand Prize for their plan to commercialize a patented materials process for creating large grain polysilicon.

As part of the Competition, LESI presents its annual $5,000 LESI Global Award to the team whose plan best deals with IP rights and their use in the global business environment. This year, Encase™ bushfire shelters from Swinburne University of Technology in Australia was presented with the award for its plan to offer a series of uniquely designed shelters that are free-standing, above-ground and offer maximum accessibility. The technology was developed in response to the deadly bushfires that swept through Victoria, Australia on February 7, 2009, killing 200 people.

In addition, all of the finalist teams had the opportunity to select from a pool of in-kind prizes worth up to $85,000 from donors including Akin Gump, Fasken Martineau, Finnegan, Knobbe Martens, MBHB and Sim & McBurney.

Dr. Catherine Angell Sohn, CLP™, honored with the 2009 Frank Barnes Mentor Award

In October, the LES Foundation and the LES (USA & Canada) honored Dr. Catherine Angell Sohn, CLP, Senior Vice President Worldwide Business Development & Strategic Alliances at GlaxoSmithKline (GSK) Consumer Healthcare, with the Frank Barnes Mentor Award.

Now in its 9th year, the Frank Barnes Mentor Award recognizes individuals who have made significant contributions to the field of licensing through their professional mentorship.

“Dr. Sohn is a dedicated and attentive leader with a track record for developing people by providing the mentorship support needed to help them reach their career goals,” says LES member, Suzanne Lebold, PhD, Divisional VP of Licensing and New Business Development for Abbott.

As Senior Vice President at GSK, Dr. Sohn is responsible for the Consumer Healthcare Division’s global business development strategy, which includes overseeing its in-licensing, strategic alliances and merger and acquisition activities. Dr. Sohn received her Doctor of Pharmacy degree from the Univ. of California, San Francisco, School of Pharmacy, and a Certificate of Professional Development from the Univ. of Pennsylvania.

Within LES, she has been an active member of the LES Philadelphia Chapter. She currently serves on the LES Board of Trustees and remains an active member of the LES Life Sciences Sector’s Leadership Committee.

John Woodley, LES (USA & Canada) Past-President Honored

In addition to honoring Dr. Sohn, a special Barnes Award was presented posthumously to LES (USA & Canada) Past President, John Woodley for his exceptional commitment to mentoring over the course of his career.

As a partner at Sims & McBurney, Mr. Woodley’s leadership spanned nearly 25 years. Within LES (USA & Canada), he served as a Chapter Chair, Meetings Chair, International Delegate, Trustee and ultimately President from 2000-2001.

“With this award, the LES Foundation and the LES Mentorship Committee seek to honor the strong tradition of LES members reaching out to help each other and those new to the profession grow professionally,” says LES Foundation President Arthur S. Rose, “The impact of people like Cathy Sohn, Frank Barnes and John Woodley is timeless because it lives on through the scores of people they have helped, taught, led and inspired during their careers.”
Michael Lasinski has been on the Board of Trustees for LES (USA & Canada) since 2001. He has been the President-Elect, Treasurer, Trustee of Technology Transfer Seminars, Trustee of On-Line Service, 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 LESI functions (and other educational organizations) on the topic of intellectual property valuation. Mr. Lasinski is a Certified Licensing Professional (CLPTM).

Mr. Lasinski is a Founder of 284 Partners, LLC. 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 Committee.

Ada Nielsen, CLPTM, is currently serving as President. She was VP, Communications; Arrangements Chair for the 2007 Annual Meeting in Vancouver; and Co-Program Chair of the LESI Annual Conference in Chicago. She had been responsible for oversight of the PDS 200 and 300 level courses, developing the Intellectual Asset Management modules for both courses. Ada frequently teaches for PDS, helping to pilot add-on workshops for PDS 300 at local chapter meetings; CyberCompetitive Intelligence, or PDS 402, was developed with Phil Barnett, launched in 2010, and taught in Mexico City, London and Chicago. As Chair of Education for LES International, she was responsible for launching PDS 100 for entrepreneurs and people new to licensing at the national and chapter level. (PDS 100 was developed by LES South Africa and licensed to LESI.)

Previously she has been very active in LES International as Chair for Chemicals, Energy, Environment & Materials (2005-2006) and worked in Education as Vice Chair (2001-2002), Chair (2007-2008) and Co-Chair in 2009 as she was preparing for the USA/Canada presidency. Ada was a Trustee of the Licensing Foundation, and had been in charge of fund raising for the Foundation.

Ada is responsible for developing intellectual asset strategies in Exploration and Production Technology for BP America, Inc., and has a strong track record in identifying and extracting value from non-commercial inventions as well as commercializing technology and launching new products and new businesses.

She earned an AB in chemistry from Wellesley College, an MBA in finance and marketing from the University of Chicago Graduate School of Business, and studied theoretical physical chemistry in graduate programs at Tulane University and Dartmouth College.

Tom Filarski has served on the Board of Trustees of LES (USA & Canada) since 2001 and is a member of the Life Science 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 chair of the Chemical Practice group at Brinks Hofer Gilson & Lione.


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.
Kenneth McKay is an active member of LES (USA & Canada) and LES International. He was Meeting Chair for the Winter Meeting in San Antonio, and Program Chair for the 2006 Annual Meeting in New York City. He is presently a Co-Chair of the Future Planning Committee and Vice-Chair of the External Relations Committee for LESI. Ken was a contributing author to the first volume of the Licensing Best Practices book. He was also LES Canada Vice-President in 1995-96 and is once again the Regional Vice-President for Canada.

Ken has received the CLPTM designation. Ken is an attorney and partner with Sim & McBurney and Sim, Lowman, Ashton & McKay LLP in Toronto, Canada. He is an active litigator in the Intellectual Property Bar in Canada and has appeared as lead counsel and co-counsel on several leading intellectual property cases at the trial and appeal level as well as the Supreme Court of Canada. He is the co-author of the Canadian Marketing Law Handbook and Trade-marks—Canadian Forms and Precedents.

Pamela R. Demain
For Regional Vice President, U.S.A.

Pamela R. Demain was nominated for Regional Vice President, U.S.A. Pamela was 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 twenty-nine years. For sixteen 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 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 a MBA in international business from The American University in Washington, D.C. and is a Certified Licensing Professional (CLPTM).

Ken McKay
For Regional Vice President, Canada

Robert Goldman
For Treasurer

Robert is currently serving his second year as Trustee for Education, New Offerings, where he has helped introduce LES Education offerings, including Hot Topics webinars and monthly education webinars. Over the last several years in LES (USA & Canada), he has been an instructor for the LES Technology Transfer Seminar, served on the program committee for the 2007 Spring Meeting, participated in the CLPTM exam development process, 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 valuations of intellectual property 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, DC 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.

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 (CLPTM).

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 des 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 CLPTM 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 had 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. Paul was also formerly the Trustee for Web site matters and introduced new Web site functionality. Prior to that, Paul completed two terms as the Chair for the High Technology Sector. He has also been a Workshop and Add-On speaker, and has previously piloted an Advanced Legal Course as part of the Professional Development Series.

Moreover, Paul has led successful meetings for LES (USA & Canada). He was Meeting Chair for the 2009 Spring Meeting in Montreal, and as Meeting Co-Chair for the 2008 Annual Meeting in Vancouver.

Currently, Paul is the Lead of Global Patent Operations at Accenture, 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 Chapter 11 bankruptcy of a former Fortune 500 company and work as a United States Patent Examiner.

Paul holds a BS in electrical engineering from University of Maryland at College Park, MD and a law degree from Whittier Law School, in addition to an intellectual property certificate from Franklin Pierce Law School.
Phil is a former Vice President of Education for the LES (USA & Canada), and is past-Chair of the Energy/Chemicals/Materials Committee. He also served as project leader for the development and launch of the Certified Licensing Professional Program. Currently, Phil is Managing Director for Intellectual Property Management, Risk Research, and Strategic Projects in the Knowledge Services Organization (KSO) of PricewaterhouseCoopers LLP. He has worked most recently to implement new knowledge management business processes inside PwC that drive high performance in professional client services. He is especially focused on performance measures for the key areas of IP value, professional education, methodology evolution, and recognition and reward that link specifically to client satisfaction and brand recognition. Phil also serves PwC clients globally, helping them improve performance and competitiveness in the areas of intellectual asset management and knowledge management.

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 Practice of Financial Advisory Services in Chicago, and has worked in client service on a number of domestic and international projects for Tax, Assurance, and Advisory Services.

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

Tanya 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 IP conferences, including LES (USA & Canada) and LESI.

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 Kaptzan Moore holds a Bachelor of Arts degree in mathematics from Fordham University, and a Master of Science degree in computer science from Polytechnic University. She is also a Certified Licensing Professional (CLP™).

Caroline is the Corporate Counsel for Syngenta Biotechnology, Inc. located in Research Triangle Park, North Carolina. In this role, Caroline is responsible for the management of the corporate legal department. 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 active with the local chapter activities. She speaks and writes often on intellectual property and technology transfer matters. 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.
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 both a CLP™ and a member of the IAM Licensing 250; he is also on the CLP Board of Governors. 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, shrink wrap license agreements and manufacture/supply agreements.

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

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 has recently stepped down as Intellectual Property Counsel to Research Western at The University of Western Ontario in London, Canada, a role which supported technology transfer and licensing initiatives, management of intellectual property rights, ethics review and negotiations for sponsored research opportunities. Peter now continues this function independently, to support other institutional 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.

Catherine is a long-standing member of LES (USA & Canada), the Philadelphia Chapter and is a Certified Licensing Professional (CLP™). She is also a member of the LES (USA & Canada) Life Sciences Sector Executive Committee. In October 2009, the LES Foundation honored her with the Frank Barnes Mentoring Award at the Annual Meeting in San Francisco.

As Senior Vice-President of Worldwide Business Development & Strategic Alliances, Catherine is responsible for GSK Consumer Healthcare’s global business development strategy, overseeing in-licensing, Strategic Alliances and M&A. Prior to joining GSK’s Consumer Healthcare Leadership Team, Catherine held a series of management positions in GSK’s Pharmaceutical Division, including U.S. Business Development, Medical Affairs and U.S. and Global Pharmaceutical Marketing. She started her career in academics at The Philadelphia College of Pharmacy (now University of the Sciences) where she currently holds the position of Dean’s Professor.

A native of California, Cathy received her Doctor of Pharmacy degree from University of California, San Francisco, School of Pharmacy, and a Certificate of Professional Development from The Wharton School at the University of Pennsylvania.
can DiDates 2010-2011

**Mitchell Charness**  
For Trustee, Membership  
Two Year Term  

Mitchell Charness has been an active member of LES (USA & Canada) since 1996. He was the Arrangements Chair for the Winter 2007 Meeting in San Francisco, Mini-Plenary Chair for the 2008 Annual Meeting in Orlando and the Workshops Chair for the 2009 Spring Meeting in Montreal. He has been the Trustee-Membership since October 2007.

Mitch is a lawyer, patent agent and trade-mark agent and is currently a partner with Ridout & Maybee LLP in the firm’s Ottawa office. He is currently serving on the firm’s Executive Committee. His practice covers mechanical patents, trade-marks, licensing and litigation. Prior to entering private practice, Mitch clerked with the Federal Court of Canada. He has a B.A.Sc. in Mechanical Engineering from the University of Waterloo and an LL.B. from the University of Ottawa.

**Mark Nawacki**  
For Trustee, Marketing  
Two Year Term  

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 Pharmacia, 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.

**Brian O’Shaughnessy**  
For Trustee, Public Policy  
Two Year Term  

Brian is the LES (USA & Canada) Trustee for Education, and an International Delegate to LESI. He has authored and upgraded several modules of the Professional Development Series, “Intellectual Asset Management,” for which he has served as a faculty member for over eight years. 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.

He is a registered patent attorney with over twenty years’ experience in intellectual property law, and is a Shareholder and Chair of the Chemical and Pharmaceutical Practice Group of the law firm of Buchanan Ingersoll & Rooney, PC, practicing in the firm’s Alexandria, VA office. His practice emphasizes the protection of intellectual property through litigation, licensing, portfolio management, and special proceedings such as interferences.

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

The Boston Park Plaza Hotel, venue for the 2010 Spring Meeting.
Richard A. Baker, Jr. joined the LES (USA & Canada) a decade ago, and is one of the first Certified Licensing Professionals™. Mr. Baker played a key role in the success of the initial IP100 Executive Forum, serving as the Outreach Chair. From 2005-2007, Rich served as the Co-Chair of the Licensing Office Structure and Management Committee. Rich Baker’s wife and son are frequent assistants in the Registration Booth for LES meetings.

Mr. Baker joined 3Com Corporation as Director of Intellectual Property Licensing in January of 2005. Baker is responsible for the licensing program of over 1,400 U.S. patents—one of the most impressive networking technology patent holdings in the world. At 3Com, the Licensing Department received the 2009 Licensing Achievement Award under Rich’s leadership.

Prior to joining 3Com, Mr. Baker was the Director of IP at Schneider Automation. He developed the company’s intellectual property program, including the creation of IP strategies, the organization of a portfolio of patents, and the authoring of a number of patent disclosures.

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.

Wallace L. Oliver is currently serving as LES Counsel for 2009-10. He chaired a roundtable discussion on licensing in China at the Annual Meeting in September 2007 and developed and conducted an LES course on Term Sheets in 2009. He also served on the IP Legal Committee in the development of the Certified Licensing Professional (CLP™) examination.

Wallace is an independent intellectual property legal consultant and is engaged primarily in worldwide chemical technology intellectual property protection and use. He is admitted to the State Bar of Illinois and is registered to practice before the U.S. Patent and Trademark Office as well as the Court of Appeals for the Federal Circuit.

He served as Of Counsel to Welsh & Katz, Ltd., from 2003 through 2007. Previously, he worked in the Patents and Licensing Department of Standard Oil Company (Indiana) and became General Patent Attorney for Amoco Corporation (subsequently BP Amoco Corporation).

Wallace’s education includes receiving his J.D. degree cum laude from Northwestern University School of Law. He received a B.S. in chemistry from the California Institute of Technology and a Ph.D. from Northwestern University in physical organic chemistry. He was also a post-doctoral fellow at the University of Liverpool in England.

He served on the Board of Directors of Intellectual Property Owners from 1994 to 2003 and presented a paper at the Thirty-third International Congress of the Pacific Intellectual Property Association in 2002 in Fukuoka, Japan.


Ross Epstein’s most recent LES (USA & Canada) involvement includes: Incoming Trustee for Local Chapters in Western United States and Canada; Trustee in Charge of Sponsorship from 2007-2010; Arrangements Chair for 2011 Annual Meeting in San Diego; Program Committee for the Spring Meeting 2007 in Atlanta; Sponsorship Committee, 2002-2007; Workshop Chair for the Annual Meeting 2006 in New York City; Program Chair for the Spring Meeting 2006 in Pasadena; and a delegate for LES International.

Mr. Epstein is the Managing Partner of the San Diego Office and the Partner in charge of the Trademark Department. Mr. Epstein’s practice centers on general corporate transactional services to businesses with emphasis on development of intellectual property assets, corporate governance, trademark prosecution and enforcement, licensing, drafting and negotiating agreements and international transactions and structure. Prior to joining the Nath Law Group, Mr. Epstein was a founder, President and CEO of BCH Communications in Poland, Hungary and the Czech Republic, a multi-million dollar telecommunications/internet business. Before relocating to Europe, Mr. Epstein practiced business litigation with Brobeck, Phleger & Harrison, after a Clerkship with the United States District Court for the Southern District of California.

Mr. Epstein received his Juris Doctor degree with honors from Boston University School of Law. He was a Note and Case Editor for the Boston University Law Review, was a G. Joseph Tauro Distinguished Scholar, received the American Jurisprudence Award for Criminal Law, and was the President of the International Law Society. Mr. Epstein received an AB degree in history from Princeton University.
Don Drinkwater is the High Tech Sector Chair for 2009-2010 and has been active in leadership positions in that sector. He was also 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 PriceWaterhouseCoopers’ 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 ofEta Kappa Nu (the honor society of the Institute of Electronic and Electrical Engineers ("IEEE") and won the Haskell Memorial Award for distinguished teaching at the University of Massachusetts at Lowell, where he spent 15 years teaching. Don is also the inventor on multiple patents.

Rimma Driscoll is the Consumer Products Co-Chair for 2009/2010 and will continue on in the position for 2010/2011. She is also in her second year as the Awards Chair for LES (USA & Canada). This past year Rimma has worked with the organization to showcase LES to companies and highlight how the organization can benefit businesses and well as individuals. Rimma has been an active member of LES in the Health Care Sector and Consumer Products Sector for 11 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 16 year and has been a business development professional for the last 12 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). Rimma also has corporate responsibilities for the Center of Excellence for External Relationship Management. She also serves as Board member for ASAP (Association of Strategic Alliance Professionals).

Stasia Ogden has been a member of LES (USA & Canada) for over a decade. She restarted the St. Louis Chapter with Co-Chair Gary Kellmann and held that position from 1998-2000. She has been an active participant at meetings as a speaker and attendee; most recently as a Moderator and Panelist in May 2008 at the LES International Conference in Chicago on the topic of “Industries Around the World: Where is the Grass Greener.”

Stasia Ogden is the Assistant General Counsel, Intellectual Property, Biotech for Baxter Healthcare Corporation in Deerfield, Illinois. Prior to joining Baxter, Stasia served as Associate Chief Intellectual Property Counsel with Becton, Dickinson and Company, Senior IP Counsel, Life Sciences Business Unit with Motorola, Inc., Assistant General Counsel, IP with Monsanto Company, and a Patent Attorney with Johnson & Johnson. Prior to that, she worked at the law firms of Finnegan, Henderson, Farabow, Garrett & Dunner and Cushman, Darby & Cushman.

Stasia received a B.A. in biochemistry from Northwestern University; completed Ph.D. course work in immunology at the Johns Hopkins University School of Medicine, received her J.D. from Georgetown University Law Center, and her M.B.A. from the University of Missouri, St. Louis.

Jeff is currently serving as an International Delegate for LES (USA & Canada) for 2009-2010. He has been an active member of the Education Committee as a faculty member/trainer with LES University. He has taught numerous courses in the PDS 100 and 200 series nationally and internationally (2009-2010). 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.

Jeff is a partner and the national/international Head of the Intellectual Property Section of Bracewell & Giuliani, LLP. He has been practicing law since 1991 and has been negotiating technology transactions with companies, universities and institutions worldwide for about 18 years.

Jeff is a graduate of Vanderbilt University (BEEE) and received his MBA and JD from Wake Forest University, he is licensed to practice law in Texas, Florida, and North Carolina and before numerous federal district and appellate courts, he is registered to practice before the U.S. Patent and Trademark Office, and he is a Certified Licensing Professional (CLP™).
### Officers, Trustees 2009-2010

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<tr>
<th>Role</th>
<th>Name</th>
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<tr>
<td>President</td>
<td>Ada Nielsen</td>
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<tr>
<td>President-Elect</td>
<td>Michael J. Lasinski</td>
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<tr>
<td>Past-President</td>
<td>François Painchaud</td>
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<tr>
<td>Vice President—Regional, U.S.A.</td>
<td>Walter G. Copan</td>
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### Past-Presidents

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<td>1965-66</td>
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<td>Dudley B. Smith (Deceased)</td>
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<td>1967-68</td>
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<td>1968-69</td>
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<td>1972-73</td>
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<td>1975-76</td>
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<td>Thomas A. Picone</td>
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<td>2008-09</td>
<td>François Painchaud</td>
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### Member Societies of LES International

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Licensing Executives Society (U.S.A. and Canada), Inc.
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