LES (USA & CANADA) 2013 ANNUAL REPORT

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

VISION

LES (USA & Canada) is an independent, professional organization that facilitates global intellectual property commerce through education, networking, standards development and certification.

MISSION STATEMENT

LES (USA & Canada) is the global leader in standards development, education, and certification in promoting intellectual property commerce.
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 2012-2013 year, under the leadership of President Tanya Moore, and presents the plans of President-Elect Russell Levine for the 2013-2014 year. Tanya completes her term of office at the 2013 Annual Meeting in Philadelphia in September, and Russell 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, 2012. Robert itemizes the activities and results in various areas of operations for 2012, makes a general statement of the financial outlook for 2013 based on currently available data, and closes with a table showing the financial summaries for the years 2008-2012. The full report for 2013 will be made after the end of the calendar year.

Also presented are the Vice President Reports for Communications, 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 2013 Annual Meeting. The Society and the Annual Report Committee encourage the wide dissemination and use of this Annual Report, both as an informative publication of the many activities and programs of the Society in which LES volunteers have expended many thousands of hours throughout the year, and as a promotional tool for the Society. We welcome the broad use of the Annual Report as well as comments and suggestions for future issues.

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

Tom Small
Annual Report Editor
Past-President, LES (USA & Canada)
Q: Tell us your story:

Tanya: In the autumn of 1997, soon after beginning a new assignment with IBM’s IP & Licensing corporate group, I joined LES after learning about it from my colleagues. I immediately saw the benefits provided in sharing perspectives and experiences with people in similar roles in other companies. The meetings and conferences were great opportunities for learning, developing confidence in my knowledge and abilities, and simply getting to know others in my field. It also provided a strong sense of belonging to a select group with specialized skills and know-how. I enjoyed my participation a great deal.

Q: In your tenure as LES President for 2013, how has the organization changed?

Tanya: As President-Elect, I made a business assessment of the organization in order to evaluate several key factors: the primary sources of revenue, the competitive landscape and the member (customer) value assessment. One of the interesting facts to emerge from this study was that the organization’s primary sources of revenue are member subscriptions, meeting fees and sponsorships, with everything else contributing a negligible amount. Our competition consists of professional legal organizations and for-profit professional conference companies. The surveys revealed that what our members value most are the many opportunities to connect and share best practices. Therefore, all changes we enacted this year were made with a single primary focus in mind: reinforcing our organization’s unique value proposition as a member-supported, volunteer-based, professional organization, focused on intellectual property topics of relevance to business professionals in all manner of industries. It is this unbiased broad business focus which sets our organization apart from all others.

As part of the strategic initiatives to reinforce our society’s unique value proposition, we reversed the trend of a la carte fee-based services. With one such example, removing fees charged for webinars caused the attendance to rise by an order of magnitude.

In a continuing effort to recruit individuals from product companies into our society, a Corporate Communications committee was created to embark on a multi-year effort to market our society to companies from a variety of industry segments, showing LES’ relevance to each particular segment and its varying constituencies. This is an essential, ongoing effort to build awareness among the business professional community of the importance of intellectual property know-how and expertise in advancing every company’s strategic and business goals.

Maintaining the fiscal integrity of the society is of paramount importance to our ability to continue providing content and opportunities to our membership. We started this year with a conservative, balanced budget and kept to it with vigilance and creativity. This cost awareness really took a lot of effort on everyone’s part and has set us up well for financial planning into the future. As an example, we sought sponsorship for the Spring Meeting reception at the Chihuly Garden & Glass Exhibit in order to be able to offer a unique and very special venue for the reception.

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

Tanya: As President-Elect, I conducted a survey of our members and prospective members in order to assess what features of membership were most valued. We found that opportunities to meet with other peers and professionals from other companies and industries, staying in touch and exchanging best practices (both physically and virtually) are of most importance to our members. As a result, we redesigned the networking events during meetings to quickly connect newcomers to their groups of interest.

In addition, we’ve made some crucial investments: in the redesign of our Membership Directory to aid in creating connections among members and in the creation of the LES mobile app for on-the-go access to the society’s membership and information sources.

Once again, we opened our meetings to spouses without charge. Because many of us spend a lot of time working and traveling, being able to share the time during an LES conference with our spouses and families makes it that much more likely that a member will want to attend. In the end, we all benefit.

We featured a renewed focus on providing diverse content in our meetings. The Spring Meeting was an example of that. We delivered high-profile speakers from major institutions who have not spoken at an LES meeting before, and we focused on

Tanya Moore, continued on page 5
Q: Tell us your story:

Russell: I’m a partner at Kirkland & Ellis LLP where I’ve spent my entire 27+ year career. I focus my trial, appellate and alternative dispute resolution practice on patent infringement matters and disputes involving and related to technology transfer and patent license agreements. My trial practice includes both jury trials and Section 337 proceedings before the U.S. International Trade Commission. My appellate practice concentrates on appeals in the Court of Appeals for the Federal Circuit. My technology transfer and licensing practice includes structuring and negotiating both licensing-in and licensing-out transactions.

I’m an engineer by background, although I always knew that I wanted to go to law school after undergrad. I did my undergraduate work at the University of Michigan where I received a B.S. in Interdisciplinary Engineering from the College of Engineering. I also was interested in Economics and pursued a dual degree so I also have a B.S. in Economics from the University of Michigan’s College of Literature, Science and the Arts.

I’ve been an LES Member since 1992. My mentor in LES has been LES Past President Woody Friedlander. Woody is not only the one responsible for my joining LES, but also the one who helped me become active within LES. With his help, encouragement, and guidance, I’ve been active throughout my years in LES as a volunteer on various committees, in leadership roles, and as a content provider at annual meetings, seasonal meetings, and local chapter meetings. I am honored that he will introduce me when I accept the President’s gavel at our 2013 Annual Meeting.

I’ve got a fantastic and supportive family. The love of my life is my wife of 21 years, Anne Marie. We’ve got two boys, David (20) and Daniel (17). David is a junior at Furman University in Greenville, S.C. and he also is a professional race car driver (www.davidlevineracing.com). Daniel is an accomplished, world-ranked junior tennis player and aspiring professional player who trains full time at the Chris Evert Tennis Academy in Boca Raton, Florida while attending Boca Prep International High School where he is a member of the National Honor Society.

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

Russell: The future of LES is very bright. During my year as President, I want to focus on membership growth. I believe that we can grow our membership in many different ways, but we have to empower and devote adequate resources to our local chapters, our sectors, and our volunteer leadership. By doing so, we increase the likelihood that our membership initiatives will successful, and that we retain the new members we attract for years to come.

To help grow our membership and to shape the future of LES, I will ask our VP for Strategic & Long Range Planning to oversee and coordinate five strategic projects. First, to best reach and engage today’s licensing executives, and to attract new members from a younger demographic, LES needs to make strategic use of social media. We need to understand how to best use social media to drive membership and we need to develop and implement a short-term and long-term social media plan. I will ask one of our Trustees at Large to spearhead a project entitled “The Strategic Use of Social Media.” Second, moving into the future, and again to attract new members, LES needs to evaluate our branding and how we market ourselves to members and potential members. Here, we need to assess whether there are licensing executives that we should be reaching out to and getting them involved in LES. Such executives may be in areas such as software licensing, trademark licensing, copyright licensing, and other areas beyond what some may consider to be our core of patent and know-how licensing. Thus, I will ask another Trustee at Large to undertake a project entitled “Branding & Marketing Strategies to Enhance Membership Growth.” Third, a key for the future of LES is to increase membership from employees of corporations, universities and government agencies. Again, we need to develop short-term and long-term plans in this regard, and to understand and utilize the momentum and traction that has been built with the IP100 platform. In this regard, I will ask a Trustee at Large to lead a project entitled “The Strategic Use of the IP100 and Other Targeted Forums to Grow Corporate Membership.” Fourth, the future may bring growth though a strategic acquisition or merger. We should evaluate whether there are other IP, licensing, or business societies or groups that share our mission and objectives and that we could acquire or merge into LES. This could result in a significant membership increase for us and thus, I will ask a Trustee networking with meeting attendees.

Russell Levine, continued on page 12
During the past year, LES (USA & Canada) successfully adjusted its financial commitments in response to the evolving economic marketplace for all membership associations. In light of limited travel and training budgets and continued corporate restructuring, LES revenue from operating activities declined by approximately 5% from 2011. Overall revenue remained stable in 2012 compared to 2011, due to the strong performance of LES investments. Total expenses were reduced from the previous year by over $400,000, resulting in an operating surplus of slightly more than $100,000.

LES continues to see a transition from face-to-face to virtual education participation, as demonstrated by the changing attendance at LES Education programs offered in person and online. In 2012, LES webinars were accessed by more than 2,500 participants, nearly 1,000 more than the total attendance at the 2012 Winter, Spring and Annual Meetings. Similarly, participation at LES local chapter events continued to provide a valuable and accessible opportunity for local networking and education.

The LES Finance & Audit Committee, comprised of a subset of the LES Executive Committee, meets monthly to review the Society’s financial performance and consider any adjustments needed throughout the year. As a result of the Committee’s oversight, and through the diligent work of the LES staff, LES was able to economize in several areas, to reduce our expense commitments for meetings, education programs, and ongoing administrative operations. These adjustments helped to contribute to the year end results reflected in this report.

Demonstrating the value of LES membership is key to growing the LES community and strengthening our financial position. LES is fortunate to welcome nearly 1,000 new members each year, but due to the dynamic nature of the world of technology commercialization, many of these new members move on to other professional areas of responsibility within three years. The future of LES’ financial stability rests on developing and delivering valuable new resources to retain these new members, in an environment filled with other networking and education options. The LES Board of Trustees welcomes your suggestions and support to help LES continue to offer a unique professional opportunity for all members.

### Financial Summary

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| Revenue over/ (under) Expenses | $367,981 | (84,733) | $171,973 | ($436,550) | ($806,332) | (100%)

Note: Education/Others Expense includes Membership expenses (LESI dues) beginning in 2012. These membership expenses were included in Administration in prior years.
Tanya Moore, continued from page 2

IP in all of its forms and in all sorts of business dealings: branding, franchising, gaming, payments, etc. I’m gratified that the feedback from the meeting was extremely positive and, notably for the first time ever, the Spring Meeting was sold out two to three weeks in advance, the best advertising we could have hoped for.

Q: What were your biggest challenges as President?

Tanya: Membership growth continues to be our biggest challenge, with corporate membership in particular. We’ve launched a number of initiatives, and there is much more that we can and must do in future years to help grow our society.

The strength of our permanent staff is of paramount importance to the smooth running of LES. Under Ken Schopmann’s stewardship, that continues to be the backbone of our organization. As a result, we have continued to keep on track with all our society’s schedules and commitments despite experienced staff turnover.

Q: Who do you work with at LES?

Tanya: Primarily, most of my time is spent with our Board leadership for LES (USA & Canada), the LES Foundation and LESI, our Executive Director, Ken Schopmann, and staff members. This is where the nuts and bolts of what makes LES Meetings, publications, and initiatives happen: Deciding the focus of presentations, making sure it all is within budget, and discussing the many concerns and issues brought up routinely by the membership.

I also highly value the time I’m able to spend working with my many LES and LESI colleagues, both as President and a long-standing member who benefits tremendously from her society membership.

Q: How has LES helped your career or business?

Tanya: I firmly believe in the value of continuing education as a necessity for business professionals. IP Best Practices, important deal case studies, the ability to compare notes with peers from all over the country and the world has proven invaluable to my development as an IP professional. LES has provided me with that since the late 1990s.

There are many IP organizations that cater to the legal profession. Our society is unique in its presentations of IP education and sharing of best practices centered on the relevant business topics-of-the-day, designed for the needs of business professionals.

As President of the Society for the current year, I am grateful to be able to give back to an organization that has meant so much to me, and to be instrumental in its continued success. I am blessed to have worked with so many talented and committed people, who bring such diverse viewpoints and experiences. It has been an invaluable time in my career and my life. I want to thank you all for your enthusiasm and support. Together we make LES all that it is.
**VP Communications Report**

by Pamela R. Demain–VP, Communications

**Q: What was new for Communications in 2013?**

**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 as 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!
**Education Report**

by Jeffrey S. Whittle—VP, Education

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

**Jeffrey:** The Education Committee has had an active year including keeping a busy slate of educational program offerings at Meetings, University, Chapters, Custom Corporate, and Webinars. Trustees Linda Chao and Rich Baker have done terrific jobs and have provided great leadership in continuing to raise the bar for high quality and value-added programs that effectively integrate combinations of business, technical and legal content for licensing education at world-class levels. The various instructors used for the educational program include those that have the experience, leadership and rankings nationally and internationally, and have been outstanding. In addition to teaching from experience, each of the instructors uses a hands-on and coaching approach to educational experiences, which further distinguishes the high-quality educational approach of LES educational offerings. As volunteer instructors, we owe them a debt of gratitude for their willingness to give back to the profession and our society in this matter—a big thanks to each of them!

Each of the national LES Meetings includes 1-2 days of educational workshops and programs that enrich the meeting experience and allow executives with various experience levels to continue to grow and develop. Linda Chao has worked hard to make these workshops and programs successful. LES University, once again, was well-attended and the experience level of the various students contributed greatly to the learning environment. One of the biggest changes to the program offerings is that Wednesday Webinars are now provided to LES members at no additional cost—what a great value to members! Marie Escobar, our LES Education Director, recently has moved to other opportunities, but she performed admirably as in past years in detail planning and execution of our educational programs. We all should thank her for her years of fine service to LES (USA & Canada). The 2012-2013 year also saw a continued increase in Chapters, Corporations, and Webinars offering educational programs at many different levels.

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

**Jeffrey:** As noted, Wednesday Webinars now are offered at no additional cost to LES members and attendance this year has gone through the roof! Trustee Rich Baker, the voice and leader for LES Wednesday Webinars, prepared a fine slate of offerings this year that we believe are unparalleled in webinar licensing education. The instructors/speakers for the webinars are leaders in their field and speak on various cutting-edge topics for which LES members should be kept abreast. Rich Baker continues to challenge himself and the education committee by continuously reviewing the slate of offerings and striving to provide top notch and relevant programs to LES members.

**Q: What new initiatives for Education are there for 2013?**

**Jeffrey:** New initiatives for the 2012-2013 year include a continued emphasis on Chapter offerings and support, including the Certified Licensing Profession (“CLP”) Review Course being offered in Canada (hosted by the Montreal Chapter) for the first time as well as IP & Licensing Basics (hosted by Chicago, Houston, and other chapters), Negotiation Workshop (being hosted by San Diego and Houston chapters), and Best Practices (being hosted by Houston and New York/New Jersey chapters), and a continued emphasis on Custom Corporate offerings, including customized Best Practices and CLP Review courses at Merck and Lilly. We hope other Chapters and Corporations will continue this educational push for 2013-2014 as well. By Chapters and Corporations hosting educational programs, the LES Education Committee hopes to offer more opportunities for executives to enhance their licensing educational
experiences without the need for extensive travel. We also fully rolled-out the online CLP Review course that is included with live CLP Review offerings, but it also can be ordered as a separate stand-alone online offering. Some Corporations have taken advantage of this online offering on a larger scale. In addition, we rolled out an online/webinar version of IP & Licensing Basics for the first time this year—thanks to Tom Filarski, our past LES president and existing Trustee, for his contacts and leadership in this area. We provided this course as a Custom Corporate webinar module series to Clean Energy Trust business plan competition students and received positive feedback on the program. We hope to provide more of these in the future and now we have a recorded version of this program available as needed.

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

Jeffrey: Phil Barnett did such a terrific job as my predecessor that filling his shoes is nearly impossible to accomplish. He was a terrific leader and team builder, and I had the privilege of watching him in action for several years. Continuing to model his leadership and team building skills is always a challenge. In addition, LES has been trying to enhance content and online delivery of its educational programs, and in this massive task Trustee Bob Held has lead a terrific team in advancing website content storage and availability and in bringing effective content management to a reality for LES. The Education Committee hopes to enhance its content of existing materials and expand its online offerings to enrich the member educational experience. The challenge of bringing more and more of these programs online is a big undertaking and clearly will be one of the biggest challenges for the Education Committee this year and for several years to come.

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

Jeffrey: Hmmm ... I think some of the lessons learned from LES Education are how much students (as well as instructors like me) learn from other students and their licensing experiences. I am continuously amazed at the variety and depth of real life licensing experiences that students have and share with colleagues during educational programs, workshops, meetings, and networking opportunities. I personally learn a great deal from these interactions with these students as well as other LES colleagues. It provides so many insights on how to manage ongoing and future situations when working on deals. Their professionalism, selfless sharing, and giving back to the profession are so encouraging and admirable. I think this type of experiential interaction motivates me to strive to do the same.

Membership & Member Engagement Report

by Bill Elkington—VP, Membership & Member Engagement

Q: What new initiatives for Member Engagement are there for 2013?

Bill: There are several exciting new initiatives that we...
are involved with in the membership and member engagement area. They include the development of an updated LES Membership Directory that will provide more robust search features and greater details for the individual. There will also be a corporate search function to aid in finding others in specific corporations and leading practitioners in service provider organizations. Other initiatives include LES On the Go, a membership app for iOS, Android, and Blackberry devices that will enable members to get the latest LES news, event information, and the membership directory on hand-held devices and iPads. We are also working to better quantify—in dollars and cents—the value proposition for membership and to convey it in a concise and meaningful way to our members and potential members.

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

Bill: One of the biggest challenges for this year has been to benchmark our existing membership directory with other organizations. There are many features that can be offered in a directory to add value to it; so filtering through that list and prioritizing for the LES audience to ensure a better product was a critical step.

Q: Who do you work with at LES?

Bill: I work with the Board of Trustees, and most closely with our dedicated membership communication and member engagement trustees Cat Oyler and Don Drinkwater, respectively. On the LES staff, I work with Sue Whitney in the membership department, and I work with Lydia Steck in the development of the roundtable articles for IAM Magazine.

International Report
by Art Rose and Ned Barlas—VP, International

Q: What new initiatives for International are there for 2013?

Art: Our most significant new initiatives this year are directed to strengthening USA/Canada’s relationships within the global LES community—both on the national society level and within the LES International organizational structure. USA/Canada has 25 international delegates, out of a total of 104 delegates, within the LES International leadership structure. This year each of our delegates has been asked to serve as a liaison with his or her counterpart from at least one other national society; each has been asked to take an active role in at least one LESI committee; and each has been asked to commit to attend at least one of the two international delegates meetings during the year. Further LES (USA & Canada) is planning to host an LESI National President’s Council meeting at the LES (USA & Canada) Annual Meeting in Philadelphia.

Q: What significant changes are in the works?

Art: LESI has traditionally held an International Management and Delegates Meeting (IMDM) immediately prior to the LES International Annual Conference in the spring of each year and another IMDM immediately following the LES (USA & Canada) Annual Meeting in the fall. Our 2013 Annual Meeting in Philadelphia (September 22-25, 2013) will be the last time the LES (USA & Canada) Annual Meeting will be coupled with an IMDM. Beginning in the spring of 2014, the IMDM will be held only once per year—just prior to the LES International Conference to be held in Moscow, May 16-21, 2014. As there will no longer be an IMDM after the 2013 LES (USA & Canada) Annual Meeting, it is expected that LES (USA & Canada) will host the LES International Annual Conference once every 3 or 4 years. The next LES (USA & Canada) hosted International Conference is currently scheduled for San Diego in the spring of 2018.

Q: Who do you work with at LES?

Art: Ned Barlas, Associate VP International, and I are working closely with the board, the staff, the LES committee chairs and our international delegates. Gary Keller worked on the international aspects of the April 26th IP Community Celebration “Around the World (ATW) With LES” this year.

Q: What are the biggest challenges for International?

Art: Reaching a consensus among the member societies within LESI. LESI has about 10,000 members among the 32 national societies. Although all of the member societies share common goals of facilitating global intellectual property commerce through education and networking, we are not always aligned in the strategies and tactics to achieve these goals. Facing these challenges ties back to our initiatives for 2013—strengthening our relationships internationally. We are focusing on building bridges with other member societies so that we can accomplish our common goals for the benefit of both LES (USA & Canada) and the LESI global community.

Raz Razgaitis, Art Rose and Ken Schoppmann at the Welcome Reception in Toronto.
LES FOUNDATION Report
by Lydia Steck

“In stark contrast to the large and impersonal nature of many other competitions, participants find the LES Foundation’s small, collegial, and education-rich approach to be a value-packed journey from start to finish. We work to strengthen their entrepreneurial spirit with guidance and mentorship on IP intelligence and strategy to assure that every participant walks away a winner.”

LES Foundation Competition Chair, Annemarie Meike

LES Foundation Celebrates 10 Years of Bringing Licensing Education to Young Professionals across the Globe through the Business Plan Competition

This year marks the 10th anniversary of the LES Foundation’s International Graduate Student Business Plan Competition, and newly-installed Foundation President Tom Britven and his Board celebrated the milestone with a renewed sense of mission and pride in the event that is bringing licensing awareness and the Licensing Executives Society (LES) brand to universities and students across the globe.

The 2013 Competition garnered nearly 60 business plan submissions from throughout the United States and Canada, as well as from Australia, Hong Kong, Italy, Korea, Nigeria, Pakistan, Singapore, South Africa, and Thailand. Six finalist teams received cash and in-kind prizes worth over $170,000, including expenses-paid trips to attend the LES (USA & Canada) Spring Meeting where they presented their plans to a world-class panel of judges.

Empire Robotics from Cornell University, USA, took home the $10,000 cash Grand Prize and, in a first-ever tie race, $5,000 LES International Global Awards were presented to both MRS of Universita del Salento, Italy and to ParadigMed of the University of Arkansas, USA. In addition, each runner-up team received $1,000, and all of the teams selected from a pool of in-kind prizes designed to assist with their business needs.

“Just as the world’s reliance on IP has increased, so has the sophistication of the business plan submissions we receive,” said LES Foundation Competition Chair Annemarie Meike. “Among other things, teams are now incorporating foreign rights strategy and ramping up their presentations, which has increased the caliber and competitiveness of the Competition each year.”

The Foundation provides a multi-faceted experience where students receive educational resources, learn IP basics, work with LES mentors to enhance their IP strategies and business plans, make valuable industry connections, and receive comprehensive and insightful feedback from judges and experts in the field. And, unlike other competitions, students have opportunities to learn from one another with finalists spending time together, sharing information and watching each others’ presentations. The added bonus of having international teams encourages students to think broadly about how to adapt their businesses for success in the global marketplace.

“Through the Competition we’ve really expanded our scope to think about design patents, trademarks, trade secrets and a lot of different ways of protecting what we’re doing, and it’s really broadened our horizons for how to set up our business and how to commercialize our technology,” said 2013 Grand Prize Winner, Bill Culley of Empire Robotics. “It’s not just through the core patent and selling a product, but there are ways to license and partner. It has really helped expand the scope of what we’re trying to do.”

The Competition is also helping the Foundation to meet the needs of LES members who are looking for ways to ‘give back’ to the profession and to help pave the way for the next generation. This year alone, over 70 judges and mentors volunteered to review business plans and to provide feedback to the teams. Year after year students rave about their experiences, saying that the judging, mentoring and input they receive from members are what set the LES Competition apart from the rest.

“By participating we met people from diverse backgrounds who are really
experienced and who know what they’re talking about. I know it’s going to pay off for us. We have new knowledge, new experiences and new contacts who are very willing to share their experience and ideas, and each contact that is formed can potentially last a lifetime," said LESI Global Award Recipient Stephen Kayode, University of Arkansas, ParadigMed.

In the coming year, the Foundation will continue to work aggressively to broaden support and sponsorship of the Competition in order to enhance both university recruitment outreach and the overall experience for students.

“This important work would simply not be doable without the critical volunteer and financial support we receive from LES members, as well as LES (USA & Canada) and LES International,” said LES Foundation President Tom Britven. “We are deeply grateful to our 2013 sponsors and in-kind prize donors: Bracewell & Giuliani, Duff & Phelps, Fisher Adams Kelly, Finnegan, Knobbe Martens Olson & Bear, ktMine, PeregrineMaven Partners, Ross, Mongeon, Covello & Co., and Watermark.”

LES members are invited to attend the Final Round of the 2014 Competition, March 24th in conjunction with the LES (USA & Canada) Mid-Year Meeting in New York. To volunteer to mentor a team by phone, alert a business school professor to the event and encourage the school’s participation, judge a few plans in the first round, mentor a team at the Mid-Year Meeting/Finals, make a cash donation or sponsor an in-kind prize, please contact Annemarie Meike at bplan@lesfoundation.org.

Learn more about the Competition at www.lesfoundation.org.

Pamela Demain Honored with 2012 Frank Barnes Mentor Award

Pamela Demain, Executive Director for Corporate Licensing at Merck and member of the LES (USA & Canada) Board of Trustees, received the 2012 Frank Barnes Mentor Award during the Society’s Annual Meeting in Toronto.

The Award annually recognizes individuals who have made significant contributions to the field of licensing through their professional mentorship. Over the years, Ms. Demain has mentored countless LES and other colleagues both formally and informally. “I believe that mentoring is an important way to give back to LES for all that it has given me,” she said.

“Pam was nominated by four LES veterans—two former Barnes Mentor Award winners and two former LES presidents—who have watched her in action, mentoring LES members and assuming important leadership roles in the Society, all while working as a key executive at Merck. Quite a balancing act,” said Bill Mattson, Chair of the Frank Barnes Award Nominating Committee. “Pam joins a long and distinguished line of winners who, like Frank Barnes himself, have generously shared their time and talents to support their colleagues and to help advance the mission of LES.”

Click here, www.lesfoundation.org/awards, to learn more about the Award, past winners and the nomination process.
Russell Levine, continued from page 2

at Large to investigate, evaluate and make recommendations regarding a project entitled “Merger and Acquisition Strategies.” Fifth, as our membership changes and to ensure the future, long-term health of our society, it is incumbent upon us, and in my view a fiduciary duty of the Board, to assess if our current administrative model is aligned with our current and future needs. I therefore will ask our 5th Trustee at Large to initiate a project entitled “Strategic Optimization of the LES Administrative Office.”

Q: You have held many positions in LES. How has that experience shaped your thoughts?

Russell: I have held many positions in LES and LESI over the years. Over my 20+ years of involvement in LES, I’ve served as an International Delegate, Chair of the LESI Patent and Technology Licensing Committee, the LESI Dispute Resolution Committee, and the LESI Long Range Planning Committee. I also have been Program Co-Chair for the LESI 2008 Annual Meeting. I am a past chair of the LES (USA & Canada) Litigation Committee and past chair of the LESI (USA & Canada) Laws and Government Action Committee, and I served as Counsel to the Board for 2 years.

I also have participated in numerous LES workshops and educational programs. For example, I participated in the “Experimental Use Rights” workshop at the LESI Annual Meeting in Zurich; “Top 10 Changes in Patent Litigation Affecting Licensing” workshop at the LESI Spring Meeting in Atlanta; the “Top 10 Things You Need to Know About U.S. Patent Litigation” plenary at the LESI long range meeting in Australia; and since 2002, I’ve presented the “Top 10 Court Decisions” workshop at the LESI (USA & Canada) Annual Meeting.

The positions that I’ve held and the programming that I’ve participated in have all helped me understand and appreciate the numerous value propositions enjoyed by LES members, from education to networking to mentoring and many others. LES has an enormous amount of value to offer to its members, and I firmly believe that we can grow our membership and energize our existing members in the years to come if we communicate the value of LES membership to existing and prospective members.

Q: How has LES helped your career or business?

Russell: LES has been instrumental in my career. Through my involvement with LES and LESI, I’ve developed a network of friends, colleagues and contacts in Australia, New Zealand, Sweden, the U.K., Denmark, France, Germany, Switzerland, South Africa, China, Mexico, Brazil, and many other countries. This network has referred numerous clients to me and I’ve referred numerous of my clients to this network when my clients have legal matters outside of the U.S. I currently am handling several matters for clients referred to me by LES and/or LESI members.

In addition to building a network, LES has provided top-notch educational programs that have expanded my knowledge of licensing and related topics. These programs, ranging from webinars to workshops, are always informative and taught by experts on the selected topics. The insights that I’ve gained from these programs has helped me advise my clients and develop strategies for both licensing and litigation matters.

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

Russell: Sure. We’ve talked a lot about LES, but I’m also active in other organizations. For example, I am currently on the American Heart Association’s Chicago Board of Directors and the Co-Chair of the 2013 Metro Chicago Heart Walk. I also currently serve as Chair of the By-Laws Committee of the Midwest Section of the United States Tennis Association, and I’m the immediate Past-Chair of the President’s Council at Chicago’s Museum of Science and Industry.

My experiences in these other organizations have given me insights into other things that we might consider doing within LES. Indeed, we can always learn from others and we should never believe that we have all the answers. I know that I’m not alone in this regard and that many, if not all of our Board members, are active in other organizations. I will encourage our Board to share their experiences outside of LES, as such experiences may help us strengthen and grow LES.

Personal Message: Early detection saves lives. Many of my LES friends know that I’m a cancer survivor. In 1999, at the age of 39, I was diagnosed with prostate cancer. A lump was discovered during a routine annual physical and a biopsy confirmed that it was cancer. I had surgery shortly thereafter to remove the cancerous gland and because the cancer was detected so early, it had not spread to surrounding tissue which meant that I didn’t need chemo or radiation. There’s no doubt in my mind that I’m here today because my cancer was detected early. I encourage all LES members, male and female, young and old, to get annual check-ups and to do recommended screenings.

Chihuly Garden and Glass in Seattle Washington, venue for the Spring Meeting Networking Reception.
CANDIDATES 2013-2014

RUSSELL LEVINE
For President

Mr. Levine has been an 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 President-Elect, as an International Delegate, and as Chair of the LESI Long Range Planning Committee. He previously served as a Trustee on the Board of LES (USA & Canada), as Co-Chair of the Litigation Committee from 1994-1998, as Co-Chair of the Laws & Government Action Committee for several years, as a member of the 2005 Annual Meeting Committee (he prepared, organized and moderated the “Titans of the Judiciary” mini-plenary at that meeting), as Program Co-Chair for the 2009 Spring Meeting, and as Meeting Chair for the 2011 Spring Meeting. His “Top 10” workshop at the LES Annual Meeting consistently is standing room only; he has spoken at numerous LES local chapter meetings and LESI National Society meetings; and he has been an instructor in several LES educational courses. He is also a Certified Licensing Professional (CLP).

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 B.S. in interdisciplinary engineering and a B.S. in economics from the University of Michigan and his 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. He is co-editor of “International Licensing and Technology Transfer: Practice and the Law.”

TANYA MOORE
For Past-President

Tanya Kaptsan Moore has served on the Board of Trustees since 2008. As President-Elect in 2011-2012, Tanya focused on strategic planning for LES (USA & Canada). She also held the position of 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 leads a team of business development professionals for Microsoft’s Business Solutions division as General Manager, Business Development & Strategy. Previously she held the position of General Manager of IP Licensing in Microsoft’s corporate Intellectual Property group. Her responsibilities included 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.

Tanya Kaptzan 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 (CLP).

PAMELA R. DEMAIN
For President-Elect

Nominated for President-Elect, Pamela served as the Vice-President for Communications in 2011-2012 where she oversaw all of the communications materials produced by LES. 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 branding initiative, the launch of LES Insights and the creation of the first Editorial Board for LES (USA & Canada). As Trustee for Partnering in 2006-2007, 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. 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 over 30 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).
Brian is the LES (USA & Canada) Regional Vice President for U.S.A., and has responsibility for the Society’s public policy positions and outreach, particularly interacting with Congress on legislative developments and with the Administration on IP policy initiatives. 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, and the American Intellectual Property Law Association.

Brian is a registered U.S. patent attorney with over twenty-five years’ experience in intellectual property law, and is a Shareholder in the law firm of Ratner Presta, and resident in the firm’s Washington D.C. office. He counsels innovation oriented enterprises in deriving maximum value from intellectual property, especially through patent portfolio creation and management, licensing, enforcement, risk avoidance, and special administrative proceedings before the USPTO. In addition to his efforts on behalf of LES, Brian frequently speaks and writes on developments in the law and practice of the protection of intellectual property and licensing.

Brian holds BS and MS degrees from the Department of Chemistry, Rochester Institute of Technology, Rochester, NY, where he serves on the Executive Committee of the Board of Trustees, and Chair of its Student Life Committee. 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 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. In 2011 Peter was first elected Regional Vice President, Canada with a focus on raising awareness within LES for domestic and U.S. intellectual property issues impacting the Canadian business environment. From 2006 to 2011, Peter was alternatively Trustee, Local Chapters for USA West/USA East and Canada. Peter was also active in the development and launch of the Certified Licensing Professional initiative, and continued with CLP as Chair of the Examination Development Committee.

Peter has also been a Member of the LES Foundation Board 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, Canada. The firm services institutional and corporate clients as well as early stage initiatives in patents and licensing.

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.
PAUL A. ROBERTS
For Secretary

Paul Roberts is currently the LES Board Secretary and has been consistently active in LES (USA & Canada) since 1996 and a Trustee since 2004, as well as an LES International Delegate for several years. Previously, Paul was VP for Membership for three years which includes responsibility for maintaining membership levels and increasing the number of new members, as well as overseeing LES’ sponsorship activities. Paul has also been 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. Other positions and responsibilities include: Trustee for website matters, Chair for the High Technology Sector, Workshop and Add-On speaker, Meeting Chair for the Spring 2009 Meeting in Montreal, and Meeting Co-Chair for the 2008 Annual Meeting in Vancouver.

Currently, Paul is Vice President of Licensing at Inventergy, a cutting-edge IP investment and licensing company designed to help technology leaders attain greater value from their IP assets. Previously, Paul was Vice President of Patent Law & Commercialization at Rovi Corp, which successfully licenses its patented innovations in the areas of media guide and content delivery. Prior to that Paul was the Lead Patent Legal Counsel at Accenture, as well as manager of patent acquisition through the merger of MCI with WorldCom and their Chapter 11 bankruptcy. He was also a United States Patent Examiner in the computer graphics area. He has been a member of the Association of Corporate Patent Counsels, as well as other IP professional associations.

Paul holds a BS in electrical engineering from Univ. 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
For Vice President, International

Arthur S. Rose is currently serving as Vice President International on the Board of Trustees for LES (USA & Canada). Art headed up the LES Foundation Graduate Student Business Plan Competition from 2003 through 2007 and was President of the LES Foundation from 2007 through 2012. Art has been an International Delegate for LES (USA & Canada) since 1998 and is currently Co-Chair of the LES International Endowment Committee. He served on the Board of Trustees for 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.

Prior to joining the firm, Mr. Rose 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. He obtained a Bachelor of Science degree in engineering from UCLA.

Art is a Certified Licensing Professional (CLP) and has repeatedly been recognized in The Best Lawyers in America® and The World’s Leading Patent and Technology Licensing Lawyers, by Intellectual Asset Management (IAM) magazine. Art was also recognized as a Top Rated Lawyer in Intellectual Property for 2013 by American Lawyer Media (ALM).

BILL ELKINGTON
For Vice President, Communication & Member Engagement

Nominated for VP Membership Communication & Member Engagement, Bill has been 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 2012 and the IP100 Executive Forum Meeting in Phoenix in January 2013. Bill has been a member of the Aerospace and Transportation Committee of the High Tech Sector for several years. He has also been an active participant at LES meetings as both a speaker and attendee for a number of years.

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

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

Bill is a Phi Beta Kappa graduate of the University of Michigan, and his advanced degrees are from Syracuse University.
Jeffrey Whittle is currently responsible for Education on the Board of Trustees of LES (USA & Canada), an instructor for the Education Committee, and an International Delegate to and Co-Chair of the Education Committee for LES International. Jeff also served as Sponsorship Trustee for LES (USA & Canada) (2011-2012), Houston Chapter Board Member (2009-1010), and Houston Chapter President (2007-2008). He is a Certified Licensing Professional (CLP) and a frequent speaker and author, nationally and internationally, on various licensing/technology topics.

Jeff is an Intellectual Property and Technology attorney with the international law firm of Bracewell & Giuliani LLP, where he is a partner, shareholder, and the International Head of the Technology Law Section. He is listed in Chambers USA America’s Leading Lawyers for Business, Intellectual Property; Legal 500 Patent Prosecution: Litigation and Design Patents/Technology: Transactions; IAM Licensing 250: The World’s Leading Patent & Technology Licensing Lawyers; and IAM Patent 1000: The World’s Leading Patent Practitioners.

Jeff also is a graduate of Vanderbilt University (BEEE) and Wake Forest University (MBA, JD), is on the Law Board of Visitors for Wake Forest University School of Law, and 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 Lead Counsel for R&D and Licensing 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 local chapter activities. She also has professional affiliations with numerous local and national organizations, including the North Carolina Bar Association and the Association of University Technology Managers.

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

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 Oyen Wiggs Green & Mutala LLP, an intellectual property law firm based in Vancouver, Canada. Hilton has practiced exclusively in the field of intellectual property law since 1993, focusing on patent and trademark prosecution and intellectual property commercialization and licensing, especially in the high tech field. Hilton is also a registered patent agent and registered trademark agent. He is 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 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, 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 IPIC’s Patent Joint Liaison Committee with the Canadian Intellectual Property Office.
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, she was a Vice-Chair for the 2011 LES Spring Meeting.

Stasia Ogden is the Associate General Counsel and Chief Intellectual Property Counsel 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.

Don Drinkwater was the High Tech Sector Chair during the period 2009-2010 and has been active in leadership positions in that sector for many years, including 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 of Eta 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.

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) as well as a number of other professional organizations. Betty is Editor-in-Chief of the firm’s quarterly newsletter. 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.
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 over 30 years. As an executive in Lilly business development for 15 years, he 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 an 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 Indiana Enterprise Fund, and is also a Director for the Indianapolis Yacht Club.

Nominated for Trustee at Large, Cheryl Cejka was Chair of the Industry University Government Interface (IUGI) Sector in 2011, and most recently, held a two-year position as Trustee for Marketing. 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 Deployment and Outreach for Battelle at Pacific Northwest National Laboratory (PNNL) with responsibility for intellectual property management, licensing, economic development and regional technology policy and outreach. 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.

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; Vice-Chair of HTS 2012-2013; incoming Chair of HTS 2013-2014; Workshop Chair for the HTS Winter Meeting 2012 in Anaheim; and Program Chair for the 2012 LES Annual Meeting. 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, Maryland as the Vice President, 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; and from 1998-2003 he worked at the IP firm British Technology Group (BTG) International.

Bob received his BS in electrical engineering from Villanova University and his MBA from Drexel University’s LeBow College of Business. He also holds the LES CLP certification.
Richard A. Baker, Jr. joined LES (USA & Canada) a dozen years 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 licensing, 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 1,400 U.S. patents. At 3Com, the Licensing Department received the 2009 Licensing Achievement Award. Before joining 3Com, Mr. Baker was the Director of Intellectual Property at Schneider Automation, a division of Schneider Electric, a $10 billion French conglomerate specializing in electrical distribution and industrial automation.

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

Linda currently serves as Trustee, On-Site Education Programs. Since 2009, she has been involved with LES education courses at the Silicon Valley Chapter, LES (USA & Canada), and LES International programs. She was a Board Member of The LES (USA & Canada) Foundation from 2007 to 2013 and chaired the LES Foundation Graduate Student Business Plan Competition from 2008 to 2011. Linda also recruited speakers and assisted with arrangements for several LES (USA & Canada) Annual and Seasonal Meetings.

Linda is a senior licensing associate at Stanford University’s Office of Technology Licensing (OTL). Linda manages an intellectual property portfolio of over 300 inventions, including energy, nanotechnology, photonic, semiconductor, and bioengineering technologies. She negotiates licenses with companies ranging from start-up ventures to Fortune 500 companies. She is the OTL representative to the Stanford Entrepreneurship Network, which is a federation of entrepreneurship-related organizations across the Stanford campus.

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).

Ned Barlas is currently an International Delegate to LESI and 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 Axeda Systems, Inc., and of Ravisent Technologies, Inc., each a publicly held software company.

Ned received a B.A. in economics from Swarthmore College and a J.D. 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).
Gary currently serves as the Trustee for Sponsorship. Previously, he was the 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 and currently serves as the firm’s President. He has practiced intellectual property (IP) law for over two decades. 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. Over the past couple of years, Gary has spoken on topics related to the recently enacted America Invents Act (AIA).

Gary earned a B.S. in Computer and Systems Engineering from Rensselaer Polytechnic Institute and a J.D. from the George Washington University Law School.

Nominated for the Board of Trustees, Ida has been an active member of LES serving as the Chair of the Industry-University-Government Interface (IUGI) Sector. In that capacity, Ida planned meeting content for the IUGI Sector at LES (USA & Canada) Meetings. Prior to joining IUGI, she was a contributing member to the Chemistry, Energy, Environment and Materials (CEEM) Sector in planning the Annual Meeting workshops, mini-plenary sessions and networking events.

Ida is the Senior Manager of Business Development for Samsung in San Jose, California where her primary role is to identify intellectual property assets for the company. Ida’s career began as a patent attorney where she then moved onto licensing and commercialization. For the last ten years, she’s worked at Idaho National Laboratory (INL) and Lawrence Livermore National Laboratory (LLNL) creating technology partnerships with industry, private entities, non-profits and academia.

Ida earned her B.S. in biochemistry from UCLA (1999) and her J.D. from the University of Notre Dame (2003). While at Notre Dame Law School, she served as Editor-in-Chief of the Journal of Legislation. She is admitted to practice before the California State Bar and the United States Patent and Trademark Office.

Susan has been a member of LES for over ten years. She has been a member of the LES Education Committee since 2011 and presented the PDS 100 course in Minneapolis. For the last three years she has led the LES Review Course for the CLP Exam. Susan has been an active participant and speaker at LES and has also given many presentations at professional meetings related to licensing technologies from academic institutions.

Susan is a Senior Licensing Manager at Mayo Clinic Ventures, in Rochester, MN. Her responsibilities involve the evaluation and out-licensing of intellectual property of employees of Mayo Clinic. She specializes in the fields of biotechnology and diagnostic and pharmaceutical products. Susan recently recognized her 20th year at Mayo, during which time she was also the administrator for Mayo’s Office of Strategic Alliances. Before taking the position at Mayo, Susan was a tenured professor of neurosciences, member of the graduate faculty at Indiana University School of Medicine and twice received an award as Outstanding Professor in Basic Science.

Dr. Stoddard received her A.B. from Vassar College in Poughkeepsie, NY, her Ph.D. from Rutgers University in New Brunswick, NJ, and did a postdoctoral fellowship at the College of Medicine and Dentistry of New Jersey in Newark, NJ. She is a Certified Licensing Professional (CLP).
## OFFICERS, TRUSTEES 2012-2013

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<td>President</td>
<td>Tanya Moore</td>
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<td>Bill Elkington</td>
<td>Treasurer</td>
<td>Bob Goldman</td>
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<td>Russell Levine</td>
<td>Vice President—Education</td>
<td>Jeff Whittle</td>
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<td>Thomas J. Filarski</td>
<td>Vice President—Communications</td>
<td>Pamela Demain</td>
<td>Rich Baker</td>
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<td>Stasia Ogden</td>
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### PAST-PRESIDENTS

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<tr>
<td>1965-66</td>
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<td>François Painchaud</td>
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<td>Ada Nielsen</td>
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<td>Michael J. Lasinski</td>
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<td>2011-12</td>
<td>Thomas J. Filarski</td>
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- LES Australia/New Zealand
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- LES Benelux
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- LES China
- LES Chinese Taipei
- LES Czech Republic
- LES France
- LES Germany
- LES Hungary
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- LES Japan
- LES Korea
- LES Malaysia
- LES Mexico
- LES Philippines
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