LES (USA & CANADA)
2016 ANNUAL REPORT

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.

GLOBAL DEALS:
NEW STRATEGIC FRONTIERS

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 2015-2016 year, under the leadership of President Jeffrey Whittle, and presents the plans of President-Elect Brian O’Shaughnessy for the 2016-2017 year. Jeffrey completes his term of office at the 2016 Annual Meeting in Vancouver in October, and Brian 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 Kevin Arst is for the calendar year ending December 31, 2015. Kevin summarizes the highlights for 2015, identifies the biggest financial challenge for LES in the future, and outlines the actions that LES is taking for improved financial performance. The full report for 2016 will be made after the end of the calendar year.

Also presented are the biographical sketches of the Officer and Trustee candidates for election at the 2016 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 Anita Zakrajsek of 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)
by Jeffrey S. Whittle

Q: In your tenure as LES President for 2016, how has the organization changed?

Jeff: During my tenure as LES Chairman and President, we took the initiative to staff various roles for LES management: Deputy Executive Director, Comptroller, Director of Chapters, Director of Sectors/Committees, Director of Marketing/Communications/ Sponsorship, Director of Meetings, and Director of Memberships. The LES management schema has been stabilized, and the Board has become more strategically focused on issues impacting our society and various professions. We have also become a much more globally minded and diverse organization, even over the past year.

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

Jeff: As noted above, we have become more strategic minded in terms of planning for the next several years in a forward-looking manner and consistent with LES Vision 2020. These efforts were taken to grow membership, enhance meetings, enhance chapter involvement and programming, provide high membership value, and enhance quality of membership services. The size of the Board of Directors has been reduced from 25 members down to 17 members, and this will eventually become reduced further to 9 members and a Board of Advisors. We also took applications and are conducting interviews for a Chief Executive Officer (CEO) to help run the management of LES and report to and interface with the Board of Directors. We anticipate the formation of an Executive Management Council overseen by the Board of Directors and formed of experienced volunteers to help lead the various sectors, committees, chapters, communications, and various other organizational functions of LES. The Nominations Committee has been renamed to the Nominations and Leadership Development Committee so as to identify rising potential leaders within LES to help place them into different leadership roles to enhance their leadership experience. Our hope is that these rising leaders will eventually become officers and board members of LES in a more transparent, skilled, and experienced manner. We believe the reorganization of the Board of Directors and the structure being implemented sets LES on a more strategic and dynamic path. We strengthened the financial position of LES (spearheaded by Kevin Arst and Gauri Prakash-Canjels) and put in place procedures to enhance its financial stability for years to come. Further, LES has become much more active in public policy issues (spearheaded by Brian O’Shaughnessy and Rachel Kreppel) in having its voice heard in Washington, D.C. by government officials at all levels, and LES has become a member of American National Standards Institute (ANSI) to further lay the groundwork for the LES Standards (spearheaded by Bill Elkington) becoming a national movement. Based on this strengthening of these foundational issues, we hope many more positive changes for members will be coming in the future.

Q: What’s next?

Jeff: We are excited about the Strategic Vision of LES 2020 in terms of meeting goals related to membership growth, chapter engagement, quality of services, membership value, and public interfacing. By becoming more strategically focused, with hard work and a bit of patience, we can strengthen our role as the voice for technology and intellectual property commercialization nationally and internationally. We see the business models, legal environment, global economies, and technology itself changing rapidly around us. We should strategically navigate these waters as professionals and be the leading voice in guiding our various professions through these waters. This will be a wonderful journey together during these exciting and dynamic times—onward and upward!

Pamela Cox of LES (USA & Canada) received the Licensing Executives Society International Outstanding Service Award for her leadership and contributions to the Life Sciences International Committee of LESI. From left, LES President-Elect Brian O’Shaughnessy, LES Past-President, Pamela Demain, Pamela Cox and LES President, Jeff Whittle.
Dear Friends and Colleagues:

As members and supporters of LES, you are at the forefront of innovation, commercialization, and business development. Without you, the Innovation Economy would not be the robust economic engine that it is today. You create opportunity for inventors, new products to improve lives, and markets that fuel economies. Were it not for the licensing community, intellectual property as an asset would be a dry and sterile commodity rather than the seed of inspiration and industry that it is today. Here is where innovation meets application, and creativity takes flight.

It is a great honor to serve LES as its next president, and I look forward to working with you in furthering its mission. From its founding, the LES mission has been a noble one, focused on community, collegiality, and cooperation, not merely for personal enrichment, but for the betterment of the profession, and the improvement of the human condition.

This is reflected in the honors the Society bestows on its most distinguished members.

Among the Society’s highest honors is the Frank Barnes Mentor Award—given to an LES Member who has shown outstanding dedication to the licensing profession by devoting time and talent to mentoring the next generation. Frank Barnes Mentors give selflessly to their colleagues and to their profession, not merely to ensure that the next generation has the necessary tactical skills, but that they hold fast to the finer traditions and high moral standards that are the hallmarks of excellence and achievement in our profession.

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Likewise, the Society annually acknowledges its Deals of Distinction awardees. These are individuals, chosen by their peers, for having crafted creative, durable, and worthy deals. It is especially notable that these awards always go to all parties in the transaction, acknowledging that the greatest deals require give and take, and often great patience, but ultimately all for the greater good—bringing new and innovative products and services to the public, creating new businesses and markets, and thereby fueling a virtuous cycle of ongoing innovation.

You are all to be commended for your contributions to the profession and to the Society. Your generosity in devoting your own time and talent to the good works of this Society is what has made LES the leading licensing organization in the world. This is your Society, and its success is a testament to your continued involvement, engagement, and support. Those of us who attend LES meetings know that every meeting is much more than what we hear from those at the lectern. It is the chance encounter, the random introduction, and the collective pursuit of common goals that create and sustain this community, and enhance our own professional network.

For all its bells and whistles, the so-called “online community” is no match for what you can achieve, and the relationships you can form, at an LES meeting.

The importance and relevance of LES continues to grow. The innovation economy, and the very concept of intellectual property, is under attack. There are those who urge that intellectual property is a mere abstraction, something governments can dispense or withhold at will. We know that, in order to thrive, the innovation economy demands much more. As a Society, we will continue educating legislators, judges, and the executive branch, both in the US and Canada, as to the workings of the innovation economy, and how best to support it for the public good. Our efforts include white papers, amicus briefs, and external educational programs. Our goal is to advance IP law and policy that: promotes innovation; respects IP as a legitimate property right; and supports an open, equitable, and dynamic market economy.

Likewise, the Society will continue to work throughout the innovation economy to develop standards in licensing to advance the profession, make the practice of licensing and business development more economical and less risky, and contribute to the evolution and application of ethical and prudent business practices. We know that the most carefully devised standards will find no acceptance unless they simultaneously preserve the liberty of individual enterprises to pursue practices beneficial to their own business models. By balancing common principles and preserving such liberty, we will not merely improve the practice of licensing, we will enhance public trust and the development of informed and practical policies. Regardless of your view of licensing as an enterprise, the licensing community needs your involvement in this worthy initiative.

I thank you all for your participation and support of these, and many more, important initiatives in which the Society is engaged.

Finally, last year, you exemplified the adventurous and enlightened spirit of LES in approving a substantial revi-
**TREASURER’S Report**

by Kevin Arst

Q: What are the financial highlights for 2015?

**Kevin:** 2015 was a successful year for LES from a financial standpoint. Although our revenue in 2015 was lower than it was in 2014, we were able to reduce our expenses in 2015 by more than $1 million versus 2014. As a result, we ended 2015 with a $71,000 surplus. By way of comparison, we ended 2014 with a $900,000 deficit.

Q: What is the biggest financial challenge for LES?

**Kevin:** In my opinion, the biggest financial challenge facing LES is that historically, our membership dues receipts have failed to cover our fixed expenses. Before 2015, our administrative expenses routinely exceeded our dues receipts by $500,000 each year. Although we successfully narrowed this gap in 2015, our administrative expenses still exceed our dues receipts by several hundred thousand dollars. We have historically relied on meeting surpluses to fund our operations. Consequently, when we suffer lower than anticipated meeting attendance, we put significant financial stress on the Society.

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

**Kevin:** I always look forward to Russell Levine’s yearly “Top 10 Court Decisions Affecting Licensing at the Annual Meeting.” I would recommend it to anyone that works in the field of IP and licensing.

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### Financial Summary

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<td>Revenue over/under Expenses</td>
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<td>$(906,683)</td>
<td>$(393,166)</td>
<td>$241,262</td>
<td>$(84,733)</td>
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President-Elect, continued from Page 2

Q: How is LES addressing this challenge?

Kevin: LES is addressing this challenge by seeking to reduce the delta between our membership dues receipts and our fixed expenses. On the membership dues side of the ledger, LES increased its membership dues to bring it in line with the value that LES offers its members. LES is also evaluating alternative corporate and sustaining membership models to generate incremental dues revenue. At the same time, LES has transitioned the management of the Society to an association management company that offers both cost savings and predictability.

Treasurer, continued from Page 3

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There is no better time to engage further in the work of this Society. New opportunities and responsibilities abound. We look forward to working with you as we create and explore those opportunities, and as we collectively make the world a better place through licensing.

Thank you for your help and participation.

Brian P. O’Shaughnessy

Lunch with the LES leaders.

LES (USA & Canada) Officers and Trustees for 2015-2016
**LES FOUNDATION Report**

by Gary Fedorochko

Q: In your tenure as LES Foundation President, how has the Foundation changed?

**Gary:** Our mission to promote mentorship and educate young professionals about the world of IP licensing remains the same, but we have modified our Business Plan Competition in two key ways. First, beginning with the 2014-2015 Competition, we moved from holding the finals in person to holding the finals virtually. Beginning with the 2015-2016 Competition, we expanded and rebranded the competition from the “International Graduate Student Business Plan Competition” to the “International Business Plan Competition.” In addition to graduate students, the Competition now includes startups with less than $200,000 in funding.

These changes have allowed the Foundation, consistent with its mission, to expand its outreach by increasing the pool of prospective competitors. We have conducted the Competition virtually for two years and have received entries from teams in countries, which have not previously participated, including, among others, Columbia and Uganda. In addition, we have had finals judges literally from around the globe including India, Australia, Columbia and Dubai.

Regarding the Foundation, as funding support from LES (USA & Canada) and LESI diminishes, the Foundation is increasing its efforts to find other sources of support. This year four of the board members have duties of performing outreach and in-kind support. For those interested in giving back to the licensing profession by sharing their time, knowledge and experience with tomorrow’s business leaders and licensing professionals. As Annemarie Meike, LES Foundation Vice President, Director of 2015-2016 Competition said, “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.” Special thanks to Annemarie and Mark Smith, LES Foundation Vice President for Competition Mentoring for spearheading these activities.

Q: Recap a few of the Foundation’s initiatives.

**Gary:** First, our Competition final round is conducted virtually. The first round has always been conducted virtually, allowing over 80 judges to participate and provide feedback. Producing the final round virtually has allowed the participation of an international host of judges to underscore the international nature of the Competition. Second, we recently created the IP ToolBox, which allows service providers to show small samples of their analytical tools allowing teams to learn, with the guidance of their mentors, about what the tools can do for them in the context of their business plan. Also, we recently created the LES Members’ Choice Award, where LES (USA & Canada) and LESI Members can review a one-minute elevator pitch video for each finalist and vote for their favorite team. This allows more LES members to engage and participate in a facet of the Competition.

Q: What’s next?

**Gary:** We’re ramping up for the 2016-2017 Competition right now. The Competition will start November 16, 2016. The deadline for Business Plan Submissions is February 17, 2017 and the final round of the Competition will be in the spring. For the Competition to be successful, the Foundation needs volunteers to serve as mentors and judges, and we need financial and in-kind support. For those interested in giving back to the profession by serving as mentors, judges or in key roles in the Director’s team moving forward please e-mail bplan@lesfoundation.org. To make a financial contribution to the Foundation, please visit www.lesfoundation.org and select Donate.
Licensing Pioneer Lawrence J. Udell Named 2015 Frank Barnes Mentor Award Winner

Lawrence J. Udell, renowned technology inventor, lecturer and creator of more than 40 new ventures, was named the 2015 Frank Barnes Mentor Award recipient by the LES Foundation. The award was presented during the 2015 Annual Meeting in New York, NY.

The Frank Barnes Mentor Award was established in 2000 to memorialize Frank Barnes’ extraordinary contributions to the field of licensing through mentorship. In his honor, the award is given annually to an LES member who has contributed significantly to the field of licensing and to the development of fellow licensing professionals through outstanding mentorship activities.

“Larry Udell was nominated by six licensing executives, whom he mentored, which is another record for nominations. These execs represent hundreds, whom Larry has mentored during his more than 50-year, stellar licensing career,” says Bill Mattson, Chair of the Frank Barnes Award Nominating Committee. “Further, Larry has established and expanded the LES Western geographic footprint through his organizational and mentoring efforts; he is a real pioneer in licensing and mentoring.”

He has been an active member of the Licensing Executives Society since 1982 and is the founder and chairman emeritus of the Silicon Valley Chapter of LES. He also resurrected the San Francisco Chapter five years ago. He is the founder and chairman of the California Invention Center (1995) and Intellectual Property International LLC (1998) and serves as Senior Consultant to General Patent Corporation and Vice President of American Innovators for Patent Reform.

Mr. Udell provides consulting to both start-ups and Fortune 500 companies and lectures frequently at inventor, corporate and government functions throughout the U.S. and for the USPTO. He has also served as a United Nations (WIPO) representative on creating programs for economic development and diversity in several countries.

Recently, Mr. Udell was appointed as adjunct faculty at New Mexico Tech at the Center for Leadership and Technology Commercialization. He has also served as a lecturing professor at the University of California-Berkeley and at UC Davis campus teaching a course on Technology Transfer and Commercialization, plus other universities in the U.S. and Canada. He has created and taught New Ventures and Entrepreneurship courses for over 40 years, with lectures that focus on Entrepreneurship in America. More than 50 of his articles have appeared in publications nationally and internationally.
CANDIDATES 2016-2017

BRIAN O’SHAUGHNESSY
For Chairman and President

Bryan is the LES (USA & Canada) Chairman-elect and President-elect. He has served on the Board of Trustees since 2007 and on the Executive Committee since 2011. Bryan previously served as LES Regional Vice President, U.S.A., where he was responsible for overseeing the Society’s public policy work. Additional roles include Trustee for Education, Trustee for Committees, LES 2013 Annual Meeting Committee Chair; and has served on the LES IP100 Planning Committee since 2012. He is a long-standing and active contributor to LES Education and has been an author and instructor for the LES Professional Development Series since 2002. Bryan was a co-creator and current instructor for LES’ CLP Exam Review Course in 2009. He represented LES as a lecturer at the U.S. Patent and Trademark Office (USPTO) Global Intellectual Property Academy, and at the U.S. Dept. of Commerce, International Trade Administration, Special American Business Internship Training Program (SABIT). For LES International, he has been an International Delegate since 2005; Co-chair of the LESI Education Committee (2014), and Vice-chair of the LESI Life Sciences Committee (2015-2016).

Bryan is a registered U.S. patent attorney with over twenty-five years’ experience in intellectual property law. He is the Managing Shareholder of the Washington, DC office of the intellectual property law firm RatnerPrestia. He counsels innovation oriented businesses and universities in deriving maximum value from intellectual property, especially through portfolio management, licensing, enforcement, risk avoidance, and special administrative proceedings before the USPTO. In addition to his efforts on behalf of LES, Bryan writes and speaks, domestically and internationally, on developments in intellectual property law and licensing.

Bryan 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 Chairs its Student Life Committee. He is a Past President of the RIT Alumni Association. In 2013 Bryan was the recipient of RIT’s Outstanding Alumnus Award in recognition of professional accomplishments, as well as service and generosity to the university. He earned a Juris Doctor degree from Syracuse University College of Law in 1986.

JEFF WHITTLE
For Past-Chairman and President

Jeffrey Whittle currently serves as Chairman and President of LES (USA & Canada). Prior to this position, he served as President-Elect and chaired the Finance and Audit Committee for LES. Jeff also has been 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) in 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 also a graduate of Vanderbilt University (BEEE) and Wake Forest University (MBA, JD), and a former member of the Board of Visitors for Wake Forest University School of Law. He is licensed to practice law in Texas, New York, Florida, and North Carolina, before the USPTO, and before numerous federal district and appellate courts, including the Federal Circuit Court of Appeals and U.S. Supreme Court.

BILL ELKINGTON
For Chairman and President-Elect

Bill Elkington, Ph.D. serves on the LES (USA & Canada) Board of Trustees as the Public Policy/Regional VP, U.S.A. He currently leads the LES Standards initiative, whose purpose is to develop standards for the field of IP management. He also is a member of the Aerospace Industries Association, Intellectual Property Committee, where he works on education and policy issues with colleagues from other aerospace companies, specifically regarding software and data rights in Department of Defense contracting.

He is Senior Director of IP Management at Rockwell Collins, where he has provided leadership in multiple dimensions of IP management for the past 12 years. These duties include the application of IP protection, valuation, business relationship, and transaction strategy to business strategy, as well as enterprise policy, procedure, training. Rockwell Collins is an aviation and high-integrity solutions company that supplies its commercial products and services to military customers worldwide.

Bill is regarded as a thought leader in the field of IP management. He has written many articles for IAM Magazine and been the subject of several round-table interview articles written by others for IAM. He is also a member of the IAM Strategy 300, an elite global group of IP strategists.

Prior to joining Rockwell Collins, Mr. Elkington was co-founder and VP of Program Management at MeshNetworks. Before joining MeshNetworks, he held positions at ITT’s Aerospace/Communications Division (A/CD) and General Electric’s R&D organizations.

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

rthur S. Rose is currently serving as Secretary 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 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 USPTO 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.

G

auri Prakash-Canjels, Ph.D. currently serves as the Assistant Treasurer for LES (USA & Canada). She is past Chair of the Valuation and Taxation Committee. She also teaches courses on intellectual asset management, including on the valuation of patents, for LES and the Certified Licensing Professionals (CLP).

Dr. Prakash-Canjels is Consulting Director, Brewer Attorneys and Counselors and has 17 years of economic and litigation consulting experience and has testified on lost profits, lost business value, reasonable royalty and Intellectual Property (IP) value in Federal court and before the Federal Trade Commission. She has conducted litigation consulting for IP infringement damage estimation, surveys, antitrust analysis, business appraisal and IP valuation, breach of contract damage estimation and bankruptcy action matters. She has considerable experience in IP matters as well as surveys and the analysis of market forces in antitrust, specifically, the economic analysis of markets, product market definitions, entry conditions, and product substitutability in numerous industries.

Gauri Prakash-Canjels has taught courses at the graduate and under graduate levels. Dr. Prakash-Canjels has economic consulting experience with the Standard Chartered Bank and the National Council for Applied Economic Research. She conducted survey based market studies and comparative advantage studies in these positions. Dr. Gauri Prakash-Canjels’ Ph.D. dissertation provided an econometric test for defining an economic market using time series properties of prices in various geographic and product markets; it has been published under the title “Pace of Market Integration.”

She is a Certified Licensing Professional (CLP) and a Certified Valuation Analyst (CVA). Dr. Prakash-Canjels was twice awarded the prestigious Central Advanced Research Scholarship by the Government of India, and received a University Fellowship by Northwestern University. She holds a Ph.D. in Economics from Northwestern University, MA degree in Economics and BA degree in Economics and Mathematics from Delhi University.

P

aul Roberts is currently the LES Board V.P. for Strategic & Long Range Planning and has been consistently active in LES (USA & Canada) since 1996 and a Trustee since 2004, as well as a periodic LESI International Delegate. Most recently, Paul served as the Board Secretary. Previously, Paul was V.P. 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 during which 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 included: 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.

Paul is the Co-Founder and Chief IP Officer at Impact Engineered Wood, a start-up company that produces “green” building construction materials based on a revolutionary IP-protected and licensed technology. Previously, Paul was Co-Founder and Chief Patent counsel, Vice President of Licensing at Inventergy, an IP investment and licensing company designed to help technology leaders attain greater value from their IP assets. Paul was also 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 University of Maryland at College Park, and a law degree from Whittier Law School, in addition to an intellectual property certificate from Franklin Pierce Law School.
CANDIDATES 2016-2017

PANAGIOTA (BETTY) KOUTSOGIANNIS
For Regional Vice President, Canada, and Local Chapters

Panagiota (Betty) Koutsogiannis is an active member of LES (USA & Canada) and currently serves as Regional Vice President, 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. She is an attorney and partner with Robic, L.L.P. in Montreal, Canada.

Betty obtained a Bachelor in Civil Law (LLL) 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 her 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. She is also a Certified Licensing Professional (CLP).

ROBERT F. HELD
For Regional Vice President, USA, and Policy, Standards, International & Strategic Planning

Bob has been active in LES (USA & Canada) since 1998 having served in the following roles: Chair of the Aerospace and Transportation Subcommittee of the High Tech Sector (HTS) 2006-2007; Co-Chair and co-author of the HTS Royalty Rate and Deal Terms Surveys for 2011 and 2014; Secretary of the HTS 2011-2012; Vice-Chair of the HTS 2012-2013; Chair of the HTS 2013-2014; Workshop Chair for the 2012 HTS Winter Meeting; Program Chair for the 2012 LES Annual Meeting, Program Chair for the 2013 LES Annual Meeting, and LES Trustee for Content Creation, Capture and Delivery on the LES Board of Trustees 2012-2014. Currently Bob holds the position of Vice President of Education on the LES Board of Trustees. In addition, Bob has organized and presented workshops and mini-plenary sessions on a variety of IP topics, and is a frequent LES faculty member.

Bob is the President of Held Intellectual Property, LLC, and recently worked 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. All assets of TCS were acquired in February 2016. 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 has been a Certified Licensing Professional (CLP) since 2008 and was named to the “IAM Strategy 300—The World’s Leading IP Strategists” in 2015 and 2016. Bob received his Bachelor of Science in Electrical Engineering from Villanova University and his MBA from Drexel University’s LeBow College of Business.

IDA SHUM
For Vice President, Membership, Communications & Technology

Ida has been an active member of LES serving as VP of Communication and Member Engagement. Previously, she served as a Trustee at Large. She was also 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 before moving 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, nonprofits, 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 USPTO.
Gary currently serves as the Trustee for Education: Webinars and has served as the Trustee for Sponsorship. He also serves as President of the LES Foundation. 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. In recent 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.

In addition to being the Vice President, International, Ned Barlas is currently an International Delegate to LESI. Ned was a Co-Chair of the LES 2012 Winter Meeting and he is a past Chair of the LES Software Committee, a past Chair of the LESI Communications 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 Philadelphia 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 transactions across a variety of fields and industries that the firm services, from telecommunications, to oil and gas production, pharmaceuticals, 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).

Rachel has been a member of LES since 2002. She has been an active member of LES participating on the Public Policy Committee for the last several years. She currently serves as a Trustee at Large.

Rachel is Senior Assistant General Counsel for Purdue Pharma L.P. in Stamford, Connecticut. She manages patent litigation, primarily Hatch-Waxman cases, and settlements of patent litigation. She also is involved with IP licensing. After law school, Rachel went directly in house to Purdue. At the beginning of her career, her work was focused on licensing agreements to support Purdue’s discovery research and other research groups, including licensing agreements with universities.

In 1999, Rachel received her B.S. in Chemistry with a minor in Management (concentrating on Entrepreneurship) from Rensselaer Polytechnic Institute. She attended Chicago-Kent College of Law in its Honors Scholars program and received a J.D. with a certificate in Intellectual Property in 2002. She is admitted to practice in the states of Connecticut and New York and the USPTO.

Louise Levien has served LES as Meeting Chair for the 2016 Spring Meeting in Houston. She was also active in Houston as Chair-Elect of the Houston Chapter from 2012-2013 and Co-Chair of the Houston Chapter from 2013-2015. She was a member of the Nominating Committee in 2015-16 and 2016-17, as well as organizing and teaching IP and Licensing Basics—A One Day Review (many times); also a Committee Member for IP100 in 2016.

Louise is currently a Senior Planning Associate at ExxonMobil in Upstream Research. She has worked in a diverse series of assignments at Exxon and ExxonMobil for over 30 years. She has performed research in Petrophysics, Geologic Modeling, and Visualization, supervised diverse research programs and held several assignments in Planning and Analysis. After working with IP from the business side of ExxonMobil for many years, Louise joined the ExxonMobil Upstream Research Center’s Commercial, Intellectual Property and Licensing group in 2007. She is responsible for IP processes, the intellectual property aspects of agreements, and licensing transactions impacting ExxonMobil’s upstream business.

She holds a ScB degree in Geological Sciences from Brown University and MS and Ph.D. degrees in Geochemistry from Stony Brook University. She is a Certified Licensing Professional (CLP).
CANDIDATES 2016-2017

Since 2011, Annie Gauthier has served as the chair of the Montréal chapter of the LES (USA & Canada). Under her leadership, the Chapter has been awarded various recognitions, including the Membership—Small Chapter Award and the Excellence in Leadership Award. She also served as Trustee on the Board of the LES Foundation in 2015.

She serves as the Director, Transactions at Pharmascience Inc., the 10th largest pharmaceutical company in Canada. Annie was called to the Québec Bar in 2002 and began her career at Ogilvy Renault LLP, now Norton Rose LLP, as an Intellectual Property attorney. In this capacity, Annie was frequently involved in the drafting and negotiation of complex transactions in the field of Life Sciences. In 2007, Annie joined Davies Ward Phillips & Vineberg, her practice focusing on private mergers and acquisitions, both domestically and internationally.

Academically, she has been involved for several years as part of a licensing course on Trademark and Patent, jointly organized by the Intellectual Property Institute of Canada (IPIC) and McGill University.

Her desire to help her peers thrive, coupled with a strong desire to contribute to her community as an independent professional woman led Annie to found Dress for Success Montréal, whose mission is to provide women from all walks of life with the tools they need to succeed.

In her spare time, Annie is an avid runner and has a particular affinity for the Granby half marathon held each year in September. She hopes one day to complete the race in under 1 hr, 50 minutes, but until then, she trains by running after her two small children, who are her first priority.

Kevin Spivak currently serves as the Chair of the High Technology Sector for LES (USA & Canada). He is a member of the intellectual property law firm of Vierra Magen Marcus LLP. His experience includes managing and securing intellectual property rights in a wide variety of technologies for domestic and global corporations.

Mr. Spivak represents major corporate clients in counseling, prosecuting and preparing both foreign and domestic patent applications, including filings via the Patent Cooperation Treaty. He also advises in support of patent litigation and licensing negotiations, including cases before district and federal courts and the International Trade Commission (ITC), and prepares infringement, validity, freedom-to-operate and patentability opinions. He also conducts due diligence studies in all aspects of intellectual property.

The technologies involved in Kevin’s daily practice include networks, telecommunications, mobile devices, VoIP, Internet telephony, power generation, semiconductors, optics, display technology, DVD technology and standards, gaming, automotive, computer hardware and software, and business methods.

Before completing law school, he was a Patent Examiner in the USPTO, where he examined patent applications in computer-related technologies. Kevin received a B.S. in Computer Engineering from The George Washington University and a J.D. from The American University, Washington College of Law.

Gillian Fenton has been a member of the Licensing Executives Society for more than 20 years and currently serves as Chair of the Editorial Board of LES Insights, the society’s weekly online newsletter. She is a seasoned senior executive with 30 years of experience in the biotechnology industry, including more than 23 years of experience as an IP strategist and biopharmaceuticals patent and transactions attorney.

Gillian joined GSK Vaccines in April 2016 and is presently Senior Counsel, Vaccines Legal Operations—Innovation, Business Development and Strategic Alliances. Her responsibilities include managing GSK Vaccines’ portfolio of R&D contracts with the U.S. Government, as well as leading in-bound and out-bound product and platform technology transactions for GSK’s new U.S. Vaccines R&D Center in Rockville, MD.

Prior to joining GSK, in September 2015, Gillian launched Fenton IP Solutions LLC, a specialty legal consulting firm delivering sophisticated, business-centric strategies for intellectual property and licensing matters to life sciences clients. In May 2015, Gillian was awarded a Corporate IP Star by Managing Intellectual Property Magazine. She also worked for Emergent BioSolutions Inc. (NYSE: EBS), a global specialty biopharmaceutical firm. As well as Biogen Inc. (NASDAQ: BIBB), where she led all IP activities in support of BiIB’s launch of its second biologic product, AMEVIVE® (alefacept). Gillian also has more than 11 years of experience in private practice at multiple leading Boston-based law firms.

In her pre-law career, from 1985-1990, Gillian conducted research and immunoassay development at The Genetics Institute Inc., one of the founding companies of the U.S. biotechnology industry.

She earned a B.Sc. in Biochemistry at Trinity College, Hartford CT (1984) and a J.D. cum laude from the Suffolk University Law School, Boston MA (1992).
Scott Williams has been a LES member since 2001. He served as the 2015 Annual Meeting Co-Chair; the Philadelphia Chapter Chair from 2007-2012; on the 2013 Annual Meeting Program Committee; on the 2012 Winter Meeting Program Committee; as High Tech Sector Membership Chair; and has been an Educational Course Instructor.

Scott is Director, Licensing at InterDigital, a leading mobile technology R&D company. Prior to joining InterDigital, Scott served as Director with Stout Risius Ross, Inc. (formerly Invotex) where he led the transaction services practice area. He was responsible for managing the sale and licensing of clients’ intellectual property assets as well as providing consulting services related to both litigation and the valuation of intellectual property and technology businesses.

He also served as Vice President in the Strategic Business Development and Technology Commercialization business units of BTG plc, a British technology development and licensing company. Earlier in his career, Scott served as Director of Sales and Marketing for a start-up manufacturer of industrial computers and plant floor workstations.

Scott received his BS in Mechanical Engineering from the University of Pittsburgh and his MBA from Temple University. He is also a Certified Licensing Professional and a Certified Valuation Analyst. Scott is an author and frequent speaker on licensing and IP valuation topics.

Matthew McNeill has served LES as an instructor of the IP Business Basics 101 (featuring an interactive demonstration of patent claims and infringement featuring “The Four Elements” musical group. He has also participated in several incarnations of LES IP Improv Theater. He is chairing the 2017 LES IP100 at the Arizona Biltmore February 27-28, 2017. Finally, he is very active in the Wisconsin Chapter and is a “Pitching Coach” along with other LES colleagues for SE Wisconsin start-ups.

Matthew is Chief Innovation Officer, VP of IP, Technology & Strategic Alliances at RiteHite. Matthew has overall responsibility for innovation and intellectual property, including the licensing function, which has historically concentrated on in-licensing. He has also concentrated on business development through seeking and acquiring technology for the company. This can range from strategic supply agreements, to joint development, to IP licensing, to joint ventures to IP or corporate acquisition. He has led business development efforts in emerging technology space in which “ultra-patentes” (beyond patent) strategies had to be employed to secure sustainable competitive advantage.

Matthew has an B.S. in Physics from Texas A&M University and a J.D. from Boston College Law School.
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