



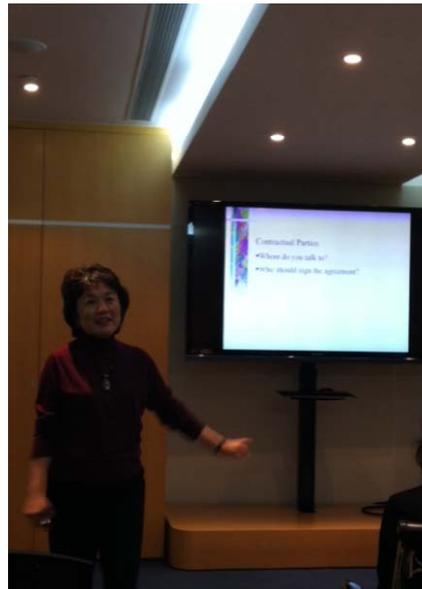
NEWSLETTER

November 2013

Members-only Luncheon Series

"Working with Universities - Various issues regarding Technology Transfer and R&D Collaboration" – 10 April 2013

Our first lunch speaker was Ms Alice Ngan, ex-Chair of LESC-HK and Director of the Special Projects Office of the Chinese University of Hong Kong. Alice discussed the various issues that a person engaging in the negotiation of technology transfer and R&D collaboration agreements would come across. During the presentation, the audience raised a number of questions and shared their experience and ideas.



"China's Explosive IP Growth" – 30 July 2013

China has grown very fast in terms of filing of applications for intellectual property rights. In recent years, China has surpassed, by a huge margin, international top filers such as USA and Japan in the number of domestic patent, utility model, design and trade mark applications. However the number of foreign IP filings by Chinese entities are disproportionately small.

Michael Lin, a partner at Marks & Clerk (Hong Kong office) discussed the factors behind this phenomenon, how well the Patent Office and the Trademark Office of China are coping, and the legal regime of China in protecting and enforcing IP rights. The presentation was very informative and well-received.



Our Chair, Ms Anita Leung (second from right), together with Council members Ms Rosita Li (far right), Ms. Rebecca Lo (left to speaker), Ms Chloe Lee (second from left) and Ms. Helen Jiang (far left) also welcomed our visiting President of LESI, Ms Yvonne Chua (right to speaker) to the luncheon.



**" Licensing and Franchising to the Emerging Market of Vietnam"
- 13 September 2013**

Mr Huy Do, partner of LNT & Partners, came from Vietnam to speak on the key issues on licensing technology to Vietnamese companies and setting up of franchises in Vietnam. Mr Do provided members and guests with insights and useful tips on the key requirements and limitations in IP licensing and franchising in Vietnam. The luncheon was well received by all the attendees.



Mr Do with Ms Anita Leung, Chair (on the right) and Ms Charmaine Koo, Vice Chair (on the left)



“IP Valuation”
– 24 October 2013

Mr Kelvin King, Managing Director of Valuation Consulting Co Ltd., explained the developments, issues and challenges of intellectual property valuation in the modern world and provided audience with a better understanding of the commercialization of corporate IP portfolios and in particular the valuation of intangible assets. It was intellectually intriguing and sparked huge interests among the audience. The floor raised a number of interesting questions and resulted in some fascinating exchange of ideas.



LESC-HK was particularly privileged to have distinguished guests from Hong Kong and Mainland China joining the luncheon. Apart from our Chair, Vice Chair, Council members and President of LESI, we welcomed Mr Peter Cheung (Director of Intellectual Property Department, and Registrar of Patents, Designs and Trademarks), Mr Raymond Yip (Assistant Executive Director, Hong Kong Trade Development Council), Mr Andrew Liao, GBS, SC, JP (Vice-Chair of the Working Group on Intellectual Property Trading), Ms Liu Jin (Deputy Director-General, Shenzhen Science, Technology and Innovation Commission), Ms Wang Bo Lan (Office Director, Technology Transfer Promotion Center, Shenzhen Science, Technology and Innovation Commission) and Mr Lu Shan (Technology Transfer & Investment Banking Department, Shenzhen United Property and Share Rights Exchange).



Student Business Plan Competition

2nd Asia-Pacific Student Business Plan Competition (Hangzhou, China) - 16 October 2013

Since 2004, LESI has organised a Business Plan Competition and starting last year, the Asian societies started to launch an Asian Student Business Plan Competition to encourage submission from Asia.

LESC-HK is proud to announce that despite very strong competition from China, Japan, Singapore and Korea, our Hong Kong team of 3 students studying Business Administration and Law at the University of Hong Kong came first and won the 2nd Asia-Pacific Student Business Plan Competition.



Two representatives from the Hong Kong team (Brian Chu and Larissa Tse) presented at the final competition and received the award.

Picture was taken at the gala dinner with
Chair of LESC-HK on the left and President of LESI on the right

Advocacy

In February 2013, the Hong Kong Government announced that they had accepted the report submitted by the Advisory Committee on Review of the Patent System in Hong Kong. As a result, they invited views from various organizations, including LESCHK, on how best they should take forward the recommendations regarding the regulation of patent agency services.

A paper was prepared and submitted to the Hong Kong Government on 20 August 2013. A copy of the submission is posted on LESC-HK website.

Supporting Events

Throughout the year, LESC-HK is also a supporting organization of other significant events:



Licensing Executives Society
China - Hong Kong Sub-Chapter

- ❖ Trademark and Brand Protection Strategy: Changes and Opportunities in the Cyberspace – hosted by Internet Society, Deloitte and Hong Kong International Arbitration Centre (11 October 2013)
- ❖ A New and Effective Way to Cope with Online Infringements: Introduction to ICANN Uniform Rapid Suspension System (URS) for New gTLDs – hosted by Hong Kong International Arbitration Centre and Asian Domain Name Dispute Resolution Centre (12 November 2013)

Upcoming Event in 2013

- ❖ Negotiating An International Intellectual Property Deal – co-hosted by LESC-HK and HKTDC – Hong Kong Convention & Exhibition Centre (3 December 2013)

We thank all members and guests for their participation in the various events throughout the year and look forward to their continued support to make 2014 a successful and fruitful year for all members of LESC-HK.

About LESC-HK

In 2001, Licensing Executives Society China, Hong Kong Sub-Chapter (LESC-HK), was established to promote licensing and to serve the interests of members resident in Hong Kong, by organizing local meetings and seminars that cater for the needs of the Hong Kong licensing community.

LESC-HK is a sub-chapter of the Licensing Executives Society China which in turn is a member society of Licensing Executives Society International Inc. (LESI). LESI is the umbrella organization for 27 national and regional Societies, each composed of members who are engaged in licensing of intellectual property rights and the transfer of technology, from technical know-how and patented inventions to software, copyright, design and trademarks.

The Societies, including LESC-HK, are business-oriented associations with a collective worldwide membership of over 10,000 individuals who include business executives, lawyers, patent and trade mark attorneys, government organizations and officials, consultancy firms, engineers, scientists, academics, universities and research and development organizations.