



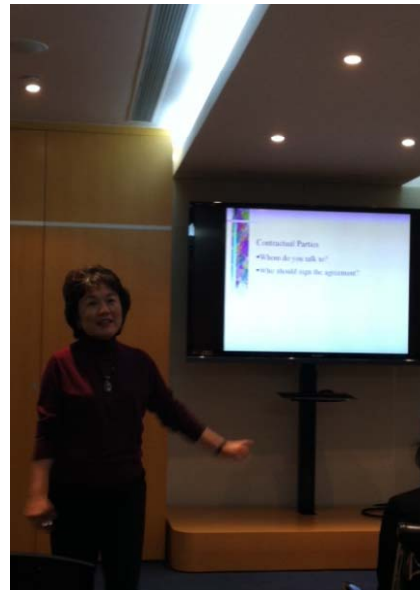
2013 ACTIVITIES REPORT

December 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.

Mr 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.





Licensing Executives Society
China - Hong Kong Sub-Chapter

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. The Hong Kong team was sponsored by the Hong Kong Trade Development Council.



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 LESG-HK on the left and President of LESI on the right

Annual Event

Negotiating An International Intellectual Property Deal – co-hosted by LESG-HK and HKTDC, Hong Kong Convention & Exhibition Centre - 3 December 2013

Technology transfer and licensing has played an important role in economic development for many countries; from universities and research centers to commercial corporations, and from developed countries to developing countries around the world. Yet negotiating a transfer of technologies across international borders to achieve a “win-win” transaction for both parties is not an easy task.

Jointly organized by the LESG-HK and the Hong Kong Trade Development Council, LESG-HK has invited speakers from China, Japan, the United States, Europe and India to share with us their knowledge and experience in technology transfer and licensing, explaining the cultural differences in



Licensing Executives Society
China - Hong Kong Sub-Chapter

different jurisdictions and providing practical guidelines on the dos and don'ts in the negotiating process. The seminar was an affiliated event of BIP Asia Forum 2013 held during the International Intellectual Property Week.



We are very pleased to have invited Mr. Johnson J. Li, Patent attorney, trademark attorney and attorney-at-law from China Patent Agent (H.K.) Ltd., Dr. Yorikatsu Hohokabe, Senior Advisor from Oblon Spivak and Vice President of LES Japan, Ms. Debra Ashley, Lead Lawyer from CPA Global and Ms. Jocelyn Cho, Vice President, Global Legal from Barclays as our speakers and Mr.M.S. Bharath, Partner from Anand and Anand as our moderator. The event was sponsored by CPA Global.





Licensing Executives Society
China - Hong Kong Sub-Chapter



Group photograph of LESC-HK Council members, speakers and moderator, together with Ms Winsome Chan representing the Hong Kong Trade Development Council



Group photograph of LESC-HK Council members and Mr Brian Chu, representative of winning team of the Student Business Plan Competition and Ms Winsome Chan of Hong Kong Trade Development Council

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:

- ❖ 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)

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



Licensing Executives Society
China - Hong Kong Sub-Chapter

LESC-HK Council Members 2013 – 2014

Chair – Anita Leung (Jones Day)

Vice Chair – Charmaine Koo (Deacons)

Secretary – Rosita Li (Mayer Brown JSM)

Treasurer – Chloe Lee (J.S. Gale & Co)

Industry Liaison Committee – Joanne Hon (CPA Global), Paul Lee (Ximplar Limited)

Legal Committee – Charmaine Koo, Michael Lin (Marks & Clerk Hong Kong)

Council Members – Alice Ngan (Special Projects Office, The Chinese University of Hong Kong), Rebecca Lo (Rebecca Lo & Co.), Helen Jiang (China Patent Agent (H.K.) Ltd.)

About LESCHK

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 LESCHK, 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.