



LICENSING EXECUTIVES SOCIETY CHINA HONG KONG SUB-CHAPTER

General Meeting on 15th December 2006 CHAIRMAN'S REPORT

It is with pleasure that I deliver to my first Chairman's report and this is for the fiscal period 2005-2006.

1. Membership

1.1. Since our General Meeting on 16th December 2004, we have 11 new members.

1.2. As of the date hereof, we have a total of 48 members including the following:-

- 24 practising lawyers
- 2 patent agents
- 15 members from companies/organizations having an interest in intellectual property and licensing
- 7 members from universities in Hong Kong

2. Membership fees

There has been no change in membership fees in the last fiscal period and the fees remain at HK\$950 for a two-year membership, and HK\$650 for those who join in the second year of the fiscal period.

3. LESCHK Council and Committee

3.1. The Council members are:-

Chairman – Yvonne Chua

Vice Chairman – Rebecca Lo

Treasurer – Alice Ngan

Secretary – Billy Lam

Council Member – Helen Jiang*

*Our previous Council member Shi Xiaomei tendered her resignation from the Council on 29th April 2006 due to her departure from Hong Kong as of 21st May 2006. The Council approved Helen Jiang as Council member in substitution with effect from 21st May 2006.

3.2. The Knowledge Advancement Committee was formed in January 2005 and co-chaired by Alice Ngan and Justin Davidson.

3.3. Meetings of the Council had been held regularly to consider and organize the activities of our Society.

4. Activities

4.1. A number of activities were organized in the last fiscal period for members, including seminars jointly organized with the Hong Kong Trade Development Council (HKTDC). Details are set out below:-

- 16th February 2005 - "David and Goliath – Tales of Partnering with Large Multi National Corporations" by Dr Murali Krishna Prahalad, Vice President, Business Development, Sequenom Inc.
- 14th March 2005 - "Best practices in Intellectual Assets Management – Recent Trends" by Willy Manfroy, President of LES International ("LESI").
- 24th August 2005 - "Current legal issues in China of concern including internet infringement and protection of database" by Professor Guo He, Professor at law, L.L.D., Renmin University of China.
- 28th October 2005 - "R&D and IP Protection" by Professor Steve Au-Yeung, Professor of Chemistry, The Chinese University of Hong Kong.
- 9th December 2005 - Licensing Experience Sharing Seminar with Award Winners jointly organized with HKTDC when winners of the Premier Asian Licensing Awards 2005 shared their success stories from brand building to cross industry partnerships and licensing strategies. I also spoke on "Legal Issues Relating to Trademark and Brand Licensing".
- 10th March 2006 – "Licensing Infringed Patents: Problems in Peacefully Negotiating Agreements" by Mr Charles Neuenschwander, President, Patent Solutions.
- 22nd May 2006 - "The Essence of Patents – What Claims Words Mean" by Professor Michael Pendleton, Associate Director Research, School of Law, The Chinese University of Hong Kong.
- 4th – 6th July 2006 – Supporting organization to Hong Kong International Licensing Show 2006 and 3rd Premier Asian Licensing Awards.

I also gave a presentation on "IPR Protection & License Agreement" at the Hong Kong International Licensing Conference 2006.

- 14th September 2006 - "Experience Sharing Workshop on Licensing" co-organized with TDC

Topic: Intellectual Property Rights and Legal Issues Concerning Licensing Business

Our member Charmaine Koo spoke on how to protect IP rights in view of piracy problems.

4.2. Upon the invitation of the Stanford Club of Hong Kong, some of our members attended their luncheon talk on 20th March 2006 by Mr Niels Reimers, founder of the Office of Technology Licensing, Stanford University and past president of LESI.

4.3. On the occasion of the Business of Design Week organised by Hong Kong Design Centre with HKTDC as co-organiser from 29th November to 1st December 2006, 2 day passes to the International conference were given to our members free of charge by HKTDC.

4.4. Council members have also taken part in the following events on behalf of our Society:-

- On 20th January 2005, our Vice-Chairman Rebecca Lo joined a professional services delegation to Guangzhou organized by HKTDC to discuss licensing

and other professional services opportunities in connection with the 2010 Asian Games.

- Rebecca spoke on “IP System and Protection of IP in China” in a workshop held on the occasion of the Hong Kong Licensing Show from 5th to 7th July 2005.
- At the same Licensing Show, I was a panel at Asia Licensing Market Briefing session when I spoke on “Hong Kong’s sophisticated IP system and world-class legal service”.
- At the 2005 SE Asia IP Networking meeting organized by LES Korea, which took place on 19th December 2005 in Ho Chi Min City, Rebecca was invited to speak on the latest IP developments in Hong Kong.
- I gave a presentation to all HKTDC overseas office branch directors on “Hong Kong: The Launching Pad to Licensing Success in Chinese Mainland” at their Annual Meeting in Hong Kong on 28th June 2006.
- On 19th September 2006 at the Experience Sharing Workshop organized by HKTDC in Shenzhen, Rebecca spoke on how to protect IP rights in view of piracy problems.
- I joined a delegation to Hunan led by the Chief Executive Mr Donald Tsang from 24th to 26th September 2006, the objective of which was to enhance cooperation between Hong Kong’s business and professional service sectors companies with local enterprises in the Pan-Pearl River Delta region.
- On a visit to The Intellectual Property Department HKSAR Government by a Delegation from 北京市朝陽區發改委 on 17th November 2006, Alice spoke to the Delegation on licensing in Hong Kong.
- On 21st November 2006, our member Andrea Fong was a panel at a 2 day Intellectual Asset Management seminar organised by the Intellectual Property Department, HKSARG with the support of Federation of Hong Kong Industries, HK General Chamber of Commerce and HKTDC.

5. Participation in LES Committees, Conferences and other events

Our members have taken part in the following Committees of LESI as well as the following conferences/events taking place outside of Hong Kong:-

- On 13th June 2005 at the LESI Munich Annual Conference, I gave a presentation at a Workshop by LESI Trademark and Character Licensing Committee on “Do’s and Don’ts of Trade Mark Licensing from an International Prospective – Asia Pacific Region”.
- At the same conference, Alice Ngan spoke at the Add-On session on 16th June 2005 on “From Conception to Commercialization – University Technology Transfer Practices in Asia”.
- As Co-Vice Chair of the LESI Trade Mark and Character Licensing Committee, I chaired a workshop on “Practical Tips on Trade Mark and Character Licensing in Asia” at LESI Seoul Annual Conference in April 2006. I was also the moderator for the workshop presented by the LESI Pan Asian Committee on “A Comparative Study of Well Known Trade Mark Protection in the Pan Asian Region”.
- At the same conference, Steve Au-Yeung participated as a panelist at the workshop “The Generic Industry Roundtable”. He attended this Conference upon the sponsorship of the Croucher Foundation Limited.

- I was appointed as Chairman of Asia Pacific Presidents' Meetings held at the LESI Annual Conference in April 2006 and at the LES USA/Canada Annual Conference in September 2006.
- Our member Dickson Wong attended the EAPIC 2006 held in Singapore on 19th and 20th September 2006 which was a patent information conference held annually in Asia and jointly organized by the European Patent Office and the Intellectual Property Office of Singapore (IPOS). All LES Societies in the Asia region were "supporting organization" to EAPIC 2006.
- Alice Ngan, Steve Au-Yeung as well as myself are members of LESI Life Sciences Committee.
- I have been appointed as Co-Vice Chair of Asia Pacific Committee of LESI as from September 2006.
- Alice wrote an article on "University Technology Transfer Practices in China (including Hong Kong), Japan, Korea and Singapore which was published in the les Nouvelles June 2006 issue.
- Another article named "Hong Kong's Role in Structuring a Successful International License Agreement between China and the Rest of the World" co-authored by Alice, Kenneth Allen and Daz Wong was published in the les Nouvelles September 2006 issue.
- On 26th September 2006, Alice and Steve spoke on "The Present and Future of Sino-Foreign Joint R&D Business" on the occasion of the Joint Symposium of LES China and Japan held in Beijing.
- Our member Rayan Tai attended the LES Japan International Symposium held in Tokyo on 17th November 2006.

I am honoured to serve as your Chairman and would thank all of you for your participation and support not only to the activities organized by our Society but also other events taking place outside of Hong Kong which have raised the profile of our Society both locally and internationally. Finally, my special thanks to all my Council members for their persistent efforts and dedication which have made my term of service a true pleasure.

YVONNE CHUA

Chairman

December 2006