



LICENSING EXECUTIVES SOCIETY OF CHINA HONG KONG CHAPTER

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Dear Members

Re: Luncheon Talk on 14th March 2005 at 12:30 pm
- Best Practices in Intellectual Assets Management – Recent Trends

Kung Xi Fa Cai!

Following the first seminar by our Knowledge Advancement Committee, we are honoured to have **Mr Willy Manfroy, President of LES International (LESI)**, speak to us on "Best practices in Intellectual Assets Management – Recent Trends". Mr Manfroy will be visiting Hong Kong in mid-March and we are most delighted to have him deliver the talk and also to enlighten us on the plans of LESI in serving the interest of the members.

Date : March 14, 2005 (Monday)
Time : 12:30 pm to 2:30 pm
Venue : Wilkinson & Grist, 6/F, Prince's Building, Chater Road, Central, Hong Kong.

Simple luncheon will be served before the presentation.

Mr Willy Manfroy is Principal of Bornival LLC, a global intellectual assets management consulting firm. Previously, he was Director of Corporate Development at Eastman Chemical Company where he organized the company's Merger, Acquisition, Divestiture and Licensing activities.

Prior to joining Eastman Chemical, Mr. Manfroy spent 25 years with The Dow Chemical Company in various managerial and development positions, in Europe and in the United States. He was responsible for initiating the company's licensing activities in the pharmaceutical, diagnostics and consumer product areas. He was also involved in merger, acquisition and divestiture activities.

I do welcome all of you to join us. Please complete the reply slip attached (*) and return it to Ms Jasmine Yiu of Wilkinson & Grist by fax at 2877-1295 or by email yvonnechua@wilgrist.com at your earliest convenience as regrettably we only have limited seats.

Taking this opportunity, all Council members join me in wishing you happiness and prosperity in the Year of the Rooster.

We look forward to seeing you on 14th March 2005.

Yours sincerely
YVONNE CHUA
Chairman
LES China, Hong Kong Chapter



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HONG KONG CHAPTER**

REPLY SLIP

To : Ms Jasmine Yiu
Secretary to Ms Yvonne Chua
C/o Wilkinson & Grist, 6/F, Prince's Building, Chater Road,
Central, Hong Kong.

From : _____(Name)
_____(Company name)
_____(Contact number)

Date : _____

Licensing Executives Society of China, Hong Kong Chapter

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| Topic: | "Best practices in Intellectual Assets Management – Recent Trends" |
| Speaker: | Mr Willy Manfroy President of LES International |
| Medium: | English |
| Date: | 14 th March 2005 (Monday) |
| Time: | 12:30 pm to 2:30 pm |
| Venue: | Wilkinson & Grist, Conference Room 6/F, Prince's Building, Chater Road, Central, Hong Kong. |
| Admission: | LES member: Free Non-member: HK\$50 |

Yes, I shall attend the above meeting. I am a current LES member.

Yes, I shall attend the above meeting. I am not a current LES member and shall pay the required admission fee of HK\$50 before the meeting.

I regret that I shall not attend the above meeting.