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## Highlights of the program and experience

### Program

- **State of the industry briefings** in Automotive, healthcare, telecom, green energy
  - Transformations in technology and business and the impact on issues & opportunities in licensing
- **Keynote speeches**
  - How innovation and technology are affecting the entertainment, fashion, & design industries as well as universities and research centers
- **Concurrent interactive workshops**
  - Pooling, Enforcement, Antitrust, Compliance, Trademarks, University tech transfer, successful case studies, impact licensing, and more
- **Meet the speakers and planning sessions**
  - Focus group meetings led by committee chairs

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## Highlights of the program and experience

### Gatherings

- **Opening reception** and 50<sup>th</sup> anniversary celebration
  - Palazzo del Cinema of the Venice International Film Festival
- **Gala dinner** at the Arsenal
  - The venue for the International Architecture Exhibition at La Biennale
- **Closing reception** at the Palazzo Pisani Moretta
  - An historic 15<sup>th</sup> century Venetian palace
- **Accompanying persons tours** and activities
  - Historic Venice
  - Murano
  - Burano

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## Highlights of the program and experience

### Speakers

- Automotive, Healthcare, Telecom, Energy and Green Tech
  - ABB, Audi, Helsinn Healthcare, Huawei, Interdigital, LifeSci Consulting, LG Energy, Marconi, NLS Pharmaceuticals, Pharmaceutical Licensing Group, Philips, Qualcomm, Rio Tinto, Sasol, SCG, Telecom Italia, Siemens, Airbus, Deutsche Bahn and more
- Entertainment, Innovation, Fashion, and Design – including Performance, TV, Film, Gaming, Streaming, and Sports
  - President International of [SESAC](#) and [Harry Fox Agency](#)
  - Executive Vice President and Head IP Global of [SONY](#)
  - Chief Legal Counsel of [DAZN](#)
  - President and CEO [World Federation Sporting Goods Industry](#)
  - President Fondazione Compagnia San Paolo and [European Innovation Council](#) Board Member
  - CEO of [Bottega Veneta](#)
  - Industrial designer and International Architect, Professor at Politecnico di Milano

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## Arrival and Lodging

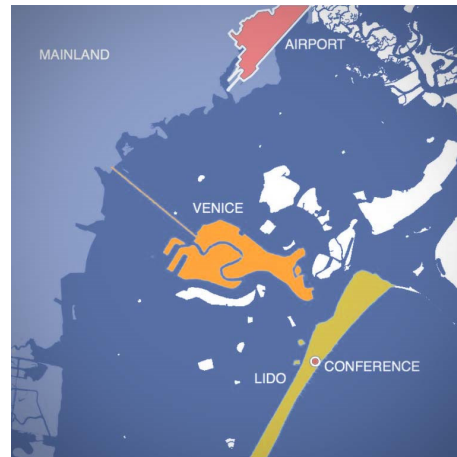
### How to reach Venice?

**BY PLANE** - Marco Polo international airport in Venice is the third largest Italian international hub (after Rome and Milan). It is served by all major airlines with a network of over 100 destinations in the world (North America, Europe, Far and Middle East).

From the airport, take the Alilaguna waterbus to either Lido or Venice.

**BY TRAIN** - The Venice railway station (Venezia Santa Lucia), facing the Grand Canal, is one of the main train stations in Italy. The train provides excellent service within Italy and throughout Europe.

ATTENDEES CAN ALSO FLY TO TREVISO, BOLOGNA, MILANO, ROMA AND THEN TAKE THE FAST TRAIN TO VENICE (FROM 1 TO 2,5 HOURS BY TRAIN DEPENDING FROM THE STARTING CITY)

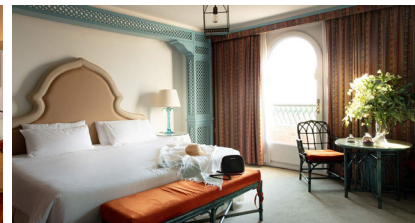


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## Arrival and Lodging

- The Main Conference Hotel is the **Hotel Excelsior – Venice Lido Resort** – situated in front of the Conference venue



- Special rates are still available to LESI 2022 attendees.

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## The conference at a glance

**Eight state of the industry briefings and keynote addresses | Sixteen workshops  
Meet the speakers and planning sessions | Networking opportunities | and more**

Sunday, 8 May	Monday, 9 May	Tuesday, 10 May
2:30 pm Registration	8:45 Welcome Remarks	8:45 Welcome Back & About LESI
	9:15 <b>Entertainment Industry</b>	9:15 <b>Fashion Industry</b>
7:00 pm <b>Opening Reception and Toast to LESI's 50th Year Anniversary</b>	10:15 Coffee Break + exhibitor visits	9:45 Coffee Break + exhibitor visits
	10:45 <b>Health Care Industry</b>	10:15 <b>Telecom Industry</b>
	12:00 Concurrent Workshops	11:30 Concurrent Workshops
	1:00 Lunch	12:30 Lunch
	2:30 <b>Innovation Industry</b>	2:00 Meet the Speakers and Planning Sessions for LESI Industry and Professional Communities
	3:00 Coffee Break + exhibitor visits	3:00 <b>Design Industry</b>
	3:30 <b>Automotive Industry</b>	3:30 Coffee Break + exhibitor visits
	4:45 Concurrent Workshops	4:00 <b>Energy &amp; Green-Tech Industry</b>
	7:00 <b>Gala Dinner</b>	5:00 Concurrent Workshops
		6:00 Closing Remarks
		7:30 <b>Farewell Dinner</b>

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## Opening reception & 50th Anniversary Toast

The **Opening Reception** of the 2022 LES International Annual Conference will be held at **Palazzo del Cinema**, the Conference Venue, on Sunday, May 8.

- Palazzo del Cinema is a very famous location being the main headquarters for the Venice International Film Festival.

**We will also kick off the celebration of LESI's 50th Anniversary.**

- For 50 years, LES has served as a campfire that brings businesses and licensing professionals together. We hope to continue this service to our community for at least another 50!*



**John Paul**  
President  
LES International



**Mattia Dalla Costa**  
President  
LES Italy



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## Keynote Presentations

*Our Keynote presentations will address the impact of innovation, technology changes, and proprietary rights in Entertainment, Innovation, Fashion, and Design:*

### ENTERTAINMENT Panel (Monday AM)

*Performance, TV, Film, Gaming, Streaming, Sports*

- **Alexander Wolf**, President International of SESAC and Harry Fox Agency
- **Toshimoto Mitomo**, EVP and Head IP Global of SONY
- **Ilaria Musco**, Chief Legal Counsel of DAZN
- **Robbert de Kock**, President & CEO World Federation Sporting Goods Industry

### INNOVATION (Monday PM)

- **Prof. Francesco Profumo**  
President Fondazione Compagnia di San Paolo  
and European Innovation Council Board Member

### FASHION (Tuesday AM)

- **Bartolomeo Rongone**  
CEO of Bottega Veneta

### DESIGN (Tuesday PM)

- **Prof. Arch. Michele De Lucchi**  
Industrial designer, International Architect and Professor at Politecnico di Milano

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## State of the Industry Briefings

**Briefings in four industry areas** - one-hour panel discussions in areas where transformations in technology and business are changing issues and opportunities in licensing.

**Speakers will include top business and legal officers** from ABB, Audi, Helsinn Healthcare, Huawei, Interdigital, LifeSci Consulting, LG Energy, Marconi, NLS Pharmaceuticals, Pharmaceutical Licensing Group, Philips, Qualcomm, Rio Tinto, Sasol, SCG, Telecom Italia, Siemens, Airbus, Deutsche Bahn and more.

**An related workshop** will follow each plenary briefing for a deeper dive and interactive discussions with the speakers.



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## Concurrent Interactive workshops

*Additional interactive concurrent workshops will address what is happening in other parts of the licensing ecosystem.*

### Business strategy

- **IP compliance** and protection
- **Pooling:** aggregating and licensing patent rights
- **Open source** software licensing
- **Creating and protecting IP value:** for entrepreneurs and small businesses

### Legal strategy

- **Global patent enforcement:** an update on key jurisdictions
- **Antitrust** and patent law: perspectives from the judges
- **European competition law:** a new framework for vertical restraints, on-line sales and selective distribution
- **Trademarks** and branding strategy

### Technology transfer

- **Entrepreneur** case studies: successful strategies
- **University** technology transfer

### Public policy

- **Impact licensing:** IP and climate change

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## Meet the speakers and future planning

- **Conference speakers** will be available for questions and discussion.
- **LES leaders** will solicit input on presentations, speakers, and other programs for the coming year.
- **Focus group meetings led by committee chairs:** On Thursday afternoon, you will meet with others who are involved or interested in various communities and focus groups that come together at LES. LES committee chairs will moderate interactive discussions of top issues of the day and seek your input on planning for the rest of this year and next year. You can join any of the following meetings for discussion and refreshments:
  - **Industry focus group meetings** - automotive, telecommunications, software, life sciences, health care, consumer products, chemicals, energy, environment, materials, and more
  - **Professional focus group meetings** - patent and technology licensing, trademarks and branding, copyright, dispute resolution, and more
  - **Regional focus group meetings** - North and South America, Asia and Pacific, and Europe
  - **Public interest focus group meetings** - Impact licensing, innovation trends, young members, women in licensing, and more

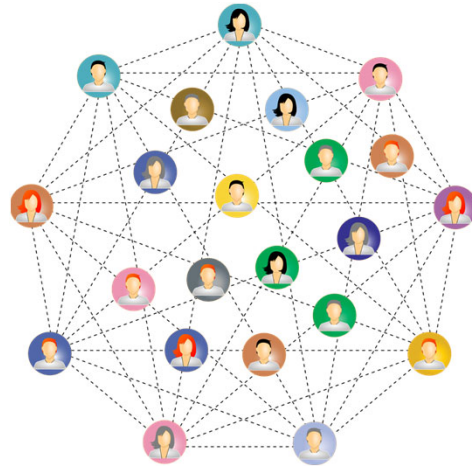
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## Networking opportunities

### Meet with old friends and make new friends!

Lunches and coffee breaks on Sunday, Monday and Tuesday as well as the evening social events will provide several hours of time each day to build personal and professional relationships.

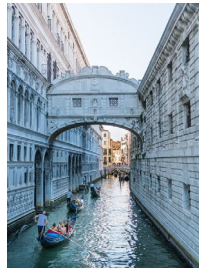


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We very much looking forward to seeing you there and say...

## BENVENUTO A VENEZIA



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## *Further Information*

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## Evening social events



### May 9<sup>th</sup> – **GALA DINNER**

The Gala dinner will be held at **Arsenale** in Venice. The building was the largest naval production center in Venice during the pre-industrial era and now it is also used as exhibition site during La Biennale, the International Architecture Exhibition, one of the most famous in the world.



### May 10<sup>th</sup> – **FAREWELL DINNER**

The Farewell dinner will be held at **Palazzo Pisani Moretta**. The 15th Century building is a beautiful example of late Gothic architecture with suggestive atmospheres, especially when at night the light of the candles that adorn eleven precious Murano chandeliers filters through the splendid openwork windows of the “ballroom”.

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