

GLOBAL TECHNOLOGY IMPACT FORUM

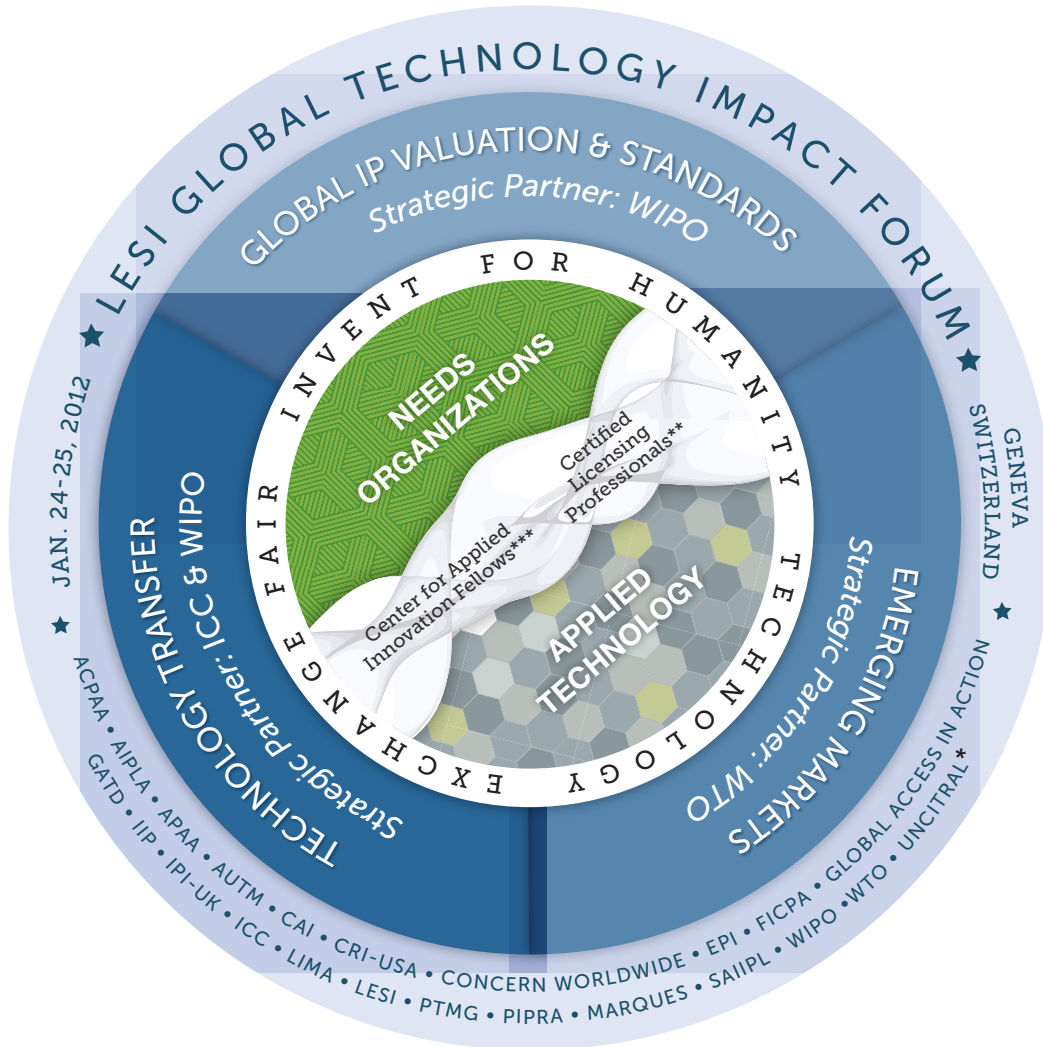
January 24–25, 2012 · Geneva, Switzerland

The 2012 Global Technology Impact Forum (GTIF) is hosted by the Board of the Licensing Executives Society International, Inc. (LESI) and designed to coordinate and publicize the efforts of premier global non-profit and non-governmental organizations (NGOs) dedicated to the promotion of intellectual property licensing and technology transfer for the betterment of mankind.

Concurrent with the Center for Applied Innovation Invent for Humanity Technology Transfer Exchange Fair, this is a first ever event bringing together a renowned collection of technology leaders sure to capture the attention of IP and general news media.

The LESI GTIF provides a unique networking and problem-solving medium for participating organizations to act collaboratively over the course of the following year in tandem with each organization's distinct, yet interconnected, mission.

Participating organizations and attendees share a common goal of advancing mankind through the use of IP licensing and technology transfer. Each invited organization is representative of three interest groups: IP Protection & Harmonization, Trade & Economic Development, and Technology Transfer & Standards.



Together, participating organizations may be expected to use this unique organizational networking and collaboration opportunity to move forward a consensus agenda addressing major IP licensing and technology transfer concerns. Such efforts may include the commitment of joint resources from all or a subset of those attending. Although similar forums have been created for more general economic questions, the LESI GTIF represents a first for the broader technology transfer community.

* Listed organizations have committed or expressed interest in attending GTIF 2012

** Certified Licensing Professionals (CLP; LicensingCertification.org) have been invited to participate in facilitating transactions. CLP, Inc., an independent non-for-profit organization, administers the Certified Licensing Professional exam and certification program. The Board of Governors of CLP includes representatives from organizations such as LES, AUTM and BIO.

*** Center for Applied Innovation Fellows (CAI; AppliedInnovation.org).

LESI GTIF Mission

The mission of the LESI Global Technology Impact Forum is to coordinate and communicate the efforts of leading organizations seeking to further IP licensing and transfer of technology to spur economic growth and societal benefit.

LESI GTIF 2012 will:

- Provide an overview of critical IP licensing and technology transfer issues of the day as seen by the participants
- Facilitate unique organizational networking among senior leadership of participating organizations
- Facilitate post-event coordination and follow-up of objectives set during the Forum

Collectively, the activities of the LESI GTIF will assure a strong foundation for the next generation of IP licensing and technology transfer service to mankind.

LESI GTIF 2012 Program Topics

The LESI GTIF 2012 working agenda is attached. A substantive portion of the program is based on three significant topics affecting the foundation for IP market development and technology transfer:

- Global IP Valuation & Accounting Standards
- Development of a Global Economic Marketplace for IP
- Transfer of IP and Technology to Developing Nations to Foster Economic Development & Sustainability

Dialogue on these topics will provide a foundation for substantial solution generation and will be the lasting result of LESI GTIF 2012.

LESI GTIF 2012 Benefits of Participation

Invited organizations attending LESI GTIF 2012 benefit from:

- Insight into specific goals and strategic initiatives of each participating organization
- Access to peer leadership building cross-organizational relationships
- Collaborative thought leadership
- Coordination of time and economic resources for initiatives of mutual interest.

Request an Invitation for Your Organization

Institutional participation in the LESI Global Technology Impact Forum is by invitation only. A list of the inaugural event's invited organizations is available. Individuals may register to observe the proceedings. Once registered, you will be sent a welcome package as well as updates by email.

Contact

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Arrival Day | JANUARY 23, 2012

18:00–20:00	Cocktail Reception for Participating Organizations & Committee Chairs
20:00	Dinner for Organization Presidents & LESI GTIF 2012 Speakers

LESI GTIF 2012 Day I: Understanding Global Technology | JANUARY 24, 2012

8:00–9:00	Opening Breakfast
9:00–9:15	Welcome Remarks from LESI
9:15–10:00	Keynote Speaker Address: <i>IP Rights for Developing Nations</i>
10:00–10:30	Strategic Partner Introduction & Remarks
10:30–11:30	Invent for Humanity Media Forum & Networking Break
11:30–12:15	Keynote Speaker: <i>Case Study on Tech Transfer & Economic Development</i>
12:15–12:30	Corporate Strategic Partner Introduction & Remarks
12:30–13:30	Lunch
13:30–15:30	Concurrent Panel Discussions Panel I: “Simplified Global IP Valuation & Accounting Standards” <ul style="list-style-type: none"> • What standards can be implemented without hindering market growth? • Should standard accounting and public reporting requirements be developed for IP-based transactions? • Can a central database of technology available for license or acquisition be created, including government owned technology? Would such a database be useful? Panel II: “Development of a Global Economic Marketplace for IP” <ul style="list-style-type: none"> • Should LESI GTIF 2012 organizations actively support emerging primary & derivative IP markets? • How do we approach creating primary & derivative IP market standards? • How does regulation play a part in market creation? Panel III: “Transfer of IP & Technology to Developing Nations” <ul style="list-style-type: none"> • Should standard form contracts for cross-border technology transfer be prepared? • Can an agreed upon summary statement of governmental policy goals be reached?
15:30–16:30	Invent for Humanity Media Forum & Networking Break
16:30–17:30	Panel Discussions Continue
18:30	Transport departure for Dinner Venue
19:00–20:00	Cocktail Reception
20:00–22:00	Dinner (Hosted by LESI Past Presidents’ Council)

LESI GTIF 2012 Day II: Coordinating Current Strategy & Goals | JANUARY 25, 2012

8:00–9:00	Opening Breakfast
9:00–9:15	Follow-Up Remarks from LESI
9:15–10:00	Keynote Speaker Address: <i>Pharma and Drug Transfer for New & Developing Markets</i>
10:00–11:00	Invent for Humanity Media Forum & Networking Break
11:00–12:30	Panel Discussion Reports
12:30–13:00	Concluding Remarks
13:00–14:00	Lunch
14:00	Board-to-Board Power Networking Sessions