



**Welcome to
the LES Pan-European
Conference 2012**

Dear Colleagues,

LES Italy is honored to host the LES Pan European Conference 2012 and delighted to invite the LES members and other professionals who deal with Intellectual Property, as well as those from other industries who have an interest in learning more about maximizing the value of IP Rights, to come to Rome this June.

The LES Pan European Conference 2012 will be a great event that attracts IP practitioners and industry professionals from all over the world by giving them an ideal forum to meet, network, exchange points of view and experiences, and promote the understanding of IP protection.

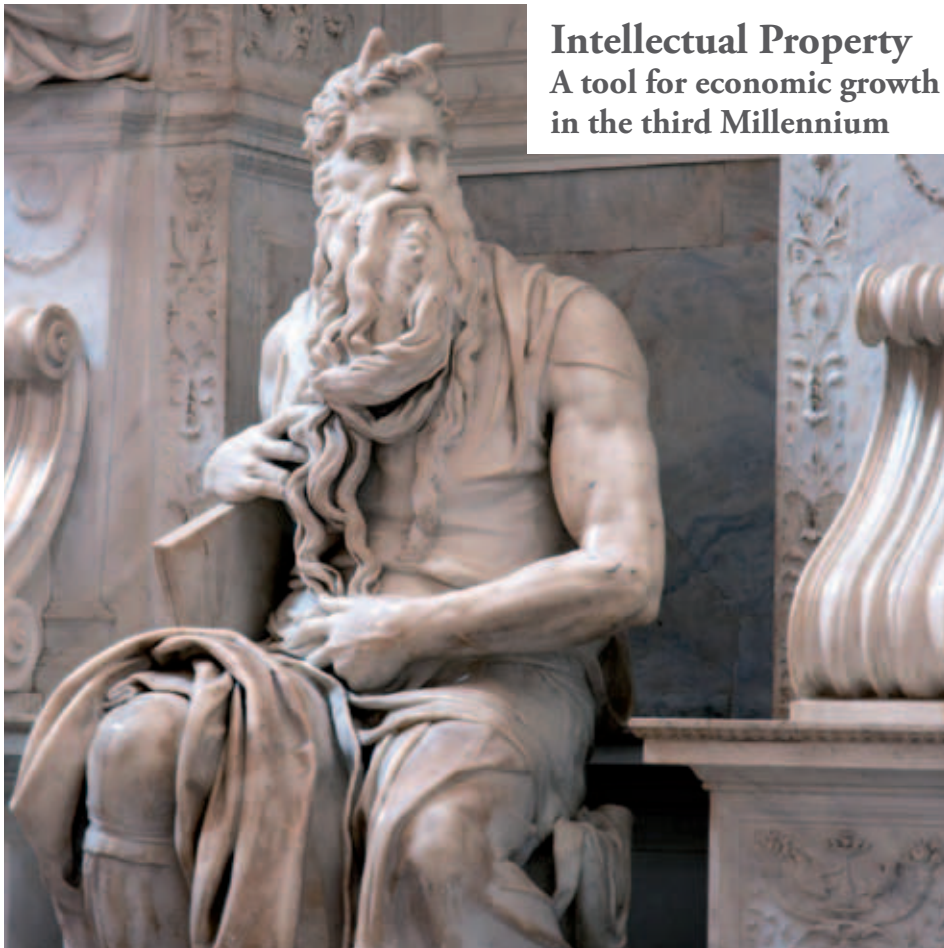
Keynote speeches and afternoon workshops will be specifically tailored to address the IP needs of large corporations as well as small and medium-sized enterprises. The conference will bring together leaders from the world of business and finance to discuss the importance of IP Rights as a driver for economic growth and development.

The Organizing Committee is working enthusiastically and diligently to make this event a memorable experience. Make sure you don't miss out!

We look forward to welcoming you in Rome.

LES Pan European Conference 2012 Committee





Intellectual Property A tool for economic growth in the third Millennium

Innovation is a key driver for present-day and future economic growth, and IP Rights are the tools that make such growth tangible.

The LES Pan European Conference 2012 has been designed specifically to explore the role of IP as an essential asset for businesses in the 21st Century.

Over the past 40 years, Intangible Assets and Intellectual Property have become increasingly important, both economically and strategically. If in the 1970s they accounted for about 20% of a company's worth, today this ratio is reversed. According to recent estimates, in developed countries Intangible Assets - such as trademarks, patents, copyrights, but also management reputation, employee know-how, and client and supplier portfolios - account for 80% of the market value of a company. Warehouses and industrial assets only for the remaining 20%.

Intangible Assets and Intellectual Property have therefore become the real engine of the modern economy, especially in the industrialized world. They should consequently be protected and their value maximized since they constitute a key factor in a company's financial and economic success. Not only are they a competitive advantage, but Intangible Assets can also be a source of funding for companies. The revenue derived from royalties for the use of a particular brand or patent may in fact be reinvested in a company, creating the so-called "inventive loop."



Conference Program



Several important keynote speakers have already confirmed their attendance at the Conference.

Government Institution

- *Mr. Francesco Profumo*, Italian Minister for Education, Universities, and Research

Intellectual Property Office

- *Mr. Benoit Battistelli*, President, European Patent Office
- *Mrs. Loredana Gulino*, Director General, Italian Patent & Trademark Office
- *Mr. Jorge Avila*, President, Brazilian Patent & Trademark Office

Patent Driven Industry

- *Mr. Toshimoto Mitomo*, Senior Vice President, Intellectual Property Department, Sony Corporation of America
- *Mr. Nainesh Shah*, Director of Worldwide Licensing, STMicroelectronics

Trademark Driven Industry

- *Mrs. Sandra Mori*, General Counsel, Coca Cola Europe

Copyright Driven Industry

- *Mr. Ted Shapiro*, Deputy Managing Director, Vice President and General Counsel, Europe - Motion Picture Association



Workshop Proposal



Several afternoon workshops will be specifically tailored to address the IP needs of large corporations as well as small and medium-sized enterprises. We would appreciate receiving workshop proposals as soon as possible.

Workshop topics include:

- Innovation and licensing as effective tools for remaining competitive in difficult economic times
- Recent case-decisions affecting IP licensing in European law
- IP Monetization: a new business model
- IP Valuation and Due Diligence: trends, tools and techniques
- Emerging trends in valorizing patent portfolios through enforcement
- The Unitary Patent and the Single European Court of Justice
- How and to what extent to protect innovation in new industries (from Green to Nanotech)
- Conflicts in obtaining protection for a product's shape through copyright, design and trademark
- Online counterfeiting and domain name protection
- Academic institutions and technology transfer

For any enquiries relating to the program and workshops please contact:

LES Italy

ph.: +39.011.9904114 | fax: +39.011.9863725 | email: info@les-italy.org





About the Conference Schedule of events



Sunday - June 10th, 2012

18.00 Welcome Reception
at the Parco dei Principi
Grand Hotel and Spa

Monday - June 11th, 2012

9.30 Opening of the Conference
10.00 Morning Plenary Session
13.00 Lunch
14.30 Afternoon Session
20.00 Gala Dinner
at the Tor Crescenza Castle

Tuesday - June 12th, 2012

9.30 Morning Plenary Session
13.00 Lunch
14.30 Afternoon Session
18.00 Tour of the Vatican Museums
and Sistine Chapel
20.00 Social Dinner in the
Braccio Nuovo della Pigna
(inside the Vatican Museums)





About the Conference Registration

The Registration fee for Delegates covers admission to the working sessions, coffee breaks and luncheons on June 11th and 12th 2012 and participation at the evening social events on the 10th (Welcome Cocktail), 11th (Gala Dinner at the Tor Crescenza Castle) and June 12th (Social Event at the Vatican Museums and Sistine Chapel).

The delegate registration fee must be paid for each delegate seeking admission to the LES 2012 Pan European Conference. Registrations are individual and non-transferrable.

A special fee has been reserved for LES Members under 30 years old.

The Accompanying Person fee is € 200 and includes attendance to all the evening social events.

Full Conference Registration Fees

Early registration Until Feb 1 st 2012	
LES Member	€ 850
Non-Member	€ 950
Young Member (under 40 yrs)	€ 800
Young Practitioner (under 30 yrs)	€ 600

Late registration From Feb 1 st 2012	
LES Member	€ 1.000
Non-Member	€ 1.100
Young Member (under 40 yrs)	€ 800
Young Practitioner (under 30 yrs)	€ 600

- Attendance to all conference sessions
- Conference delegate bag
- Morning and afternoon tea
- Luncheons
- Welcome Reception on Sunday, June 10th
- Gala Dinner on Monday, June 11th
- Social Event on Tuesday, June 12th



About the Conference Conference Venue & Accommodations



Parco dei Principi Grand Hotel & Spa

The Parco dei Principi Grand Hotel & Spa is the main conference hotel and the meeting venue. The Hotel is an urban oasis overlooking the Villa Borghese park in one of Rome's most elegant districts. A home-away-from-home in Rome in which to relax, it is also the perfect setting for events and congresses and is unique for the range of services it offers.

Parco dei Principi Grand Hotel & Spa

Via G. Frescobaldi, 5 - 00198 Rome
ph.: +39 06 854421

fax: +39 06 8845104

For additional information, please
visit: www.parcodeiprincipi.com

Double room for single use

€ 260 + 10% VAT

For the conference, an allotment of rooms has also been pre-booked at:

Hotel NH Vittorio Veneto ****

C.so d'Italia 1, Rome
www.nh-hotels.it

Double room for single use

€ 230 + 10% VAT

Double room

€ 245 + 10% VAT

Hotel Claridge ****

Viale Liegi 62, Rome
www.hotelclaridgerome.com

Double room for single use and Double room

€ 175 + 10% VAT

Sofitel Rome Villa Borghese ****

Via Lombardia 47, Rome
www.sofitel.com

Double room for single use

€ 305 + 10% VAT

Double room

€ 245 + 10% VAT



Sponsor Opportunities



By attending the LES Pan-European Conference, your company has a unique opportunity to meet, exchange ideas and network with a group of influential and decision-making delegates, branding you as a thought leader in your industry.

This prospectus outlines not only excellent sponsorship opportunities but also a full complement of social and networking events.

If the following options do not meet your requirements, we would be delighted to create a custom opportunity and welcome the chance to discuss this further.

For additional information please contact:

LES Italy Secretariat

Tel.: +39.011.9904114

Email: info@les-italy.org

4 different packages of sponsorship opportunities

1. Partner Sponsor Packages
2. Reception Sponsor Packages
3. Conference Sponsor Packages
4. Exhibition Packages

Applicable to all Sponsors according to the level of sponsorship:

- Acknowledgement on official conference website with link
- Acknowledgement in conference promotional materials
- Acknowledgement in conference final program
- Company name & logo on signage at registration



Partner Sponsor Packages

Diamond

€ 30.000

EXCLUSIVE

Gold

€ 20.000

Silver

€ 15.000

Bronze

€ 10.000

Reception Sponsor Packages

Welcome cocktail

€ 5.000

EXCLUSIVE

Gala Dinner

€ 10.000

EXCLUSIVE

Social Dinner

€ 10.000

EXCLUSIVE

Lunch

€ 5.000

Coffee break

€ 3.000

Conference Sponsor Packages

Delegate Bag

€ 5.000

EXCLUSIVE

Lanyards

€ 5.000

EXCLUSIVE

Stationery

€ 5.000

EXCLUSIVE

Audio Visual

€ 5.000

EXCLUSIVE

Exhibition Sponsor Packages

Exhibitor

€ 3.000

- Exhibition space only (a table and two chairs)
- Exhibition staff passes for 2 company personnel
- Lunch and refreshment breaks for 2 company personnel

All prices are inclusive of VAT @21%
EXCLUSIVE: sponsorship opportunity available to a single company



About Rome



Founded by the Romans in approximately 750 BC, Rome is considered one of the most historically, educationally, and culturally interesting and beautiful cities in the world.

Due to its invaluable archaeological and artistic treasures, Rome is an important tourist destination. The Colosseum, Rome's most iconic archaeological site, is one of the New Seven Wonders of the World.

Among the most significant resources of this amazing city are its many museums (Musei Capitolini, the Vatican Museums, Galleria Borghese, numerous museums dedicated to modern and contemporary art and many others) aqueducts, fountains, churches, palaces, historical buildings, monuments and ruins of the Roman Empire, and the Catacombs.

In Rome you find the ancient world integrated with the modern: the Pantheon and the Roman Forum rub shoulders with Baroque palazzos; Renaissance villas sit alongside the modernism of Eur.


But Rome also boasts a terrific social life. So after you have been seduced by art and architecture of the ages, and maybe gone shopping for the latest fashions in via Condotti, you can just relax and sit in a sidewalk café or have a wonderful dinner in one of the many restaurants, trattorias, or osterias; just as modern Romans do. Caput Mundi during the Roman Empire and Capital of Italy since 1870, Rome is really the “eternal city” that you absolutely must enjoy once in your life.





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