

LES ANNUAL MEETING TALK TO LES SPOUSES

- I. WHAT IS LICENSING?
TECHNOLOGY TRANSFER
MARKETING TECHNOLOGY
BUYING & SELLING TECHNOLOGY
- II. WHAT IS TECHNOLOGY?
HOW TO MAKE SOMETHING
- III. WHAT KIND OF PEOPLE WORK IN FIELD OF LICENSING?
NEARLY ALL ARE
TECHNICALLY TRAINED
TECHNICAL DEGREE
TECHNICAL EXPERIENCE
LIST ON LES 7 & 8
- IV. HOW DO PATENTS, TRADEMARKS, KNOW HOW FIT IN?
PROPRIETARY ASSETS
INTELLECTUAL PROPERTY
INDUSTRIAL PROPERTY
THEN TO INT'L. CENTER OF NEW ENGLAND TALK 3 1/4 PAGES
- V. WHAT DO LICENSING PEOPLE DO?
THEN PRACTICAL LICENSING TALK
- VI. WHY ARE LAWYERS INVOLVED?
LEGAL AGREEMENT
LAWS OF MANY COUNTRIES ALL DIFFERENT
FIRST TO FILE VS. FIRST TO INVENT
SOME THINGS ARE LEGAL & PROPER IN SOME COUNTRIES & NOT IN OTHERS
ANTI-TRUST: DEVELOPING COUNTRIES

2.

VII. WHY ALL THE TRAVEL?

VIII. WHY LONG NEGOTIATIONS?

IX. WHAT GOOD DOES LICENSING DO FOR SOCIETY?
25% OF PEOPLE IN WORLD GO HUNGRY EVERY NIGHT. CAN TECH.
TRANSFER HELP?

X. WHY LES?
WHAT DO THEY DO AT LES MEETINGS?
WHAT ELSE DOES LES DO?
EASTERN EUROPE COMMENT