

LES Chile

LES Chile And Andres Bello University Seminar: The Bill For Amending Chilean Industrial Property Law

On Thursday, April 18, 2019, LES Chile organized and sponsored the seminar: “The Bill for amending the Chilean Industrial Property Law: Challenges and New Opportunities,” with the participation of local practitioners, professors and ex-judges of the Chilean Industrial Property Court as panelists.

During the event, the modifications to the industrial property law and the opportunities and impact on the R&D ecosystem were reviewed. This bill is currently in its final stages.



Panelists discuss changing Chilean Industrial Property Law.

Chile Needs To Strengthen Its Innovation And Entrepreneurship Process

For the recently elected Board of Directors of the LES Chile, professionals experienced in research and development (R&D) are needed to support and strengthen the innovation and entrepreneurship process through which our country advances.



Francesca Rodríguez, President LES Chile

The research and development (R&D), intellectual property and technology transfer ecosystem in Chile is experiencing a real takeoff. This is evident in the good numbers reported by Chile, leading the list of most innovative countries in the Latin American region.

According to the 11th World Innovation Index, an instrument developed by the World Intellectual Property Organization, WIPO; this tool classifies 126 economies according to 80 indicators, with these results an annual ranking is drawn up. The target is to help decision makers find ways to stimulate innovative activity that drives economic and human development.

Chile's position is number 47 of this 2019 ranking, the highest in the Latin American region. This represents a breakthrough for an economy that under transformation. In that sense, our country stands out in aspects such as the quality of regulation, enrollment in higher education, access to credit, companies that offer formal training, creation of new companies and flows of foreign direct investment. All this configures a favorable scenario for entrepreneurship and innovation.

Given this great country challenge, the association Licensing Executives Society Chile (LES Chile AG), wishes to continue developing a network of technology licensing professionals specialized in legal, science and business, to promote and facilitate the transfer of knowledge and technology.

To learn more about their work and objectives, the top leaders were interviewed. They are part of the LES Chile Board of Directors. They are Francesca Rodríguez (FR), President; Fernando García (FG), Past-President; and Andrea Lobos, General Secretary of the entity.

What role does LES Chile play in the R&D, IP and technology transfer ecosystem in Chile?

Fernando García (FG): Today there are different legislative efforts that capture the attention of everyone involved in this ecosystem of research and development (R&D), aimed at innovation and entrepreneurship. The creation of the Ministry of Science and Technology, the new bill of technological transfer that it is the agenda, the reforms to the law of tax break incentives to R&D and the new bill of intellectual property, among others.

That is why Chile needs to have professionals versed in these issues, who can properly advise companies, universities and research centers in the negotiation and closing of licensing, invest-



Fernando García, Past President

ment and technology transfer agreements. LES Chile is a space where professionals involved in these important transactions can acquire more tools to optimize their performance and the value they add to their advice.

What Differentiates LES Chile from Other Trade Associations that Converge in that Same Ecosystem?



Francesca Rodríguez,
President

Francesca Rodríguez (FR): Unlike other organizations and, as a national chapter of the Licensing Executives Society International (LESI), LES Chile brings together professionals from various disciplines, with a high degree of technical specialization and extensive experience in protection, licensing and technology transfer of intangible assets.

As an association, we seek to promote good practices in these areas, which we achieve thanks to the support of the entire international network

provided by LESI, LES (U.S.A. and Canada) and LES Andina, among others. We are providing our associates with educational content, relevant information regarding trends in licensing according to the technological field and the determination and structuring of royalties, as well as the certification of licensing professionals.

LES Chile is also a consolidated association in our country in the areas of its expertise. It has an active presence in public-private working groups and strong links with global organizations, where the economic importance of technology transfer is discussed.

Fernando, as Past-President: What strengths do you think are a “registered trademark” of LES Chile in this country?

(FG): It seems to me that one of the main strengths of the profile of LES Chile, consists of its permanent inclination to include the widest set of people and professionals dedicated, from various specialties, to the world of the licensing of intangible assets. This inclusive spirit makes us very proud, since the licensing of intellectual creations is a phenomenon that requires the participation of a multidisciplinary group of experts, or who work in creative fields; in addition to business people and lawyers specializing in intellectual property and licensing. Therefore, in LES Chile we have been permanently focused on keeping this inclusive approach.



Rodrigo León, Vice
President Director

The pluralism of LES Chile also collaborates with the good reputation that it has built throughout its years of existence and that, as President of the association, I always tried to strengthen to maintain its high credibility and respectability before all authorities.

What challenges await the new president of LES Chile, as the first woman to assume the leadership of this trade association?

(FG): It seems very natural to me that a woman with Francesca's talents has become President of LES Chile. The proportion of professional women has increased considerably in recent decades, so the logical step that is being taken now is that they ideally occupy managerial, or representative positions in that same proportion. In fact, as part of this process, we can see that Loreto Bresky, who was director of LES Chile years ago, has recently been appointed as director of the National Industrial Property Institute. I am sure that Francesca has the preparation, desire and support of the entire Board of Directors and the members of LES Chile to carry out excellent management.



Hermes Torres, Treasurer

Francesca, as the First Woman to Assume the Role of President of LES Chile: What do you Hope to Contribute and How?

(FR): I think this is a huge opportunity and an important professional challenge, due to the “momentum” experienced by R&D, innovation, technology transfer and entrepreneurship in Chile. This, largely due to the implementation of the Ministry of Science and Technology that is being developed, the discussion that should take place around a Law of Technological Transfer, and the reforms to the law of tax incentive to spending on R&D and the Industrial Property Law.



Brian Dunford,
Counselor

I would like to contribute from my experience in patent issues and from the synergies that arise in interdisciplinary contexts, such as those necessary for inventions to emerge. The idea is to promote an effective convergence between engineers, scientists, researchers, academics, lawyers, businessmen and representatives of the public sector; so that, as a trade association, we generate discussion spaces that favor new and better tech-

LES Chile, continued on Page 22

LES Chile, continued from Page 21

nology-based business opportunities, that add value and diversity to the traditional models of products and services offered in Chile.

What relevance do you think gender issues have for Chile in organizations such as this one, or INAPI, among others?

(FR): The relevance of gender equality, inclusion and diversity issues for the country, at the public and private level, is unquestionable. The case of INAPI is very significant, since it is a first level institution that, for the first time, will be led by a woman, Loreto Bresky, whom I personally admire very much.

She is a clear reflection of how female talent is valued at high levels of public management, to a large extent, by the ability to form diverse and efficient work teams, with better abilities to read qualitative and quantitative variables, and thus adequately address the important challenges posed by an institution of such high standards as INAPI.

All this shows that in Chile gender issues are fully in force, and with them, justice and equality issues. LES Chile has always been very aware of the value of the presence and leadership of women in its Board of Directors, giving us space to integrate and strengthen it with



Luis Villarroel,
Vice President Director



Jorge Fuentes,
Vice President Director

our eyes, that is why I am deeply honored to be able to serve our association once, now, as the first of many presidents that we will surely have in LES Chile.

Andrea, in your position as the new General Secretary of LES Chile: What would you like to emphasize during this period in which, after several years, the Board of Directors has two women?

Andrea Lobos(AL): One of the objectives of incorporating more female participation in this board of LES Chile responds to the need to reflect a fact which is the active presence that women have today in professional fields, both in technology transfer ac-



Andrea Lobos,
General Secretary

tivities, intellectual property and entrepreneurship. This directory is aware of the great contribution that forms with having an integral vision. From that platform, we want to continue to work and contribute to the construction and strengthening of the R&D and entrepreneurship ecosystem in Chile.

From my position as General Secretary of LES Chile, I would like to actively contribute by spreading the mission of LES Chile, promoting and motivating more professionals in the world of licensing and technology transfer, entrepreneurs, start-ups, innovative companies and investors. Also to join and have access to the information, networking and professional development opportunities offered in the field of technology-based and licensing businesses, through the networks offered by LES in the world.

Finally, I would like to inspire other professional women in the world of technology transfer and intellectual property, so that they are encouraged to assume leadership positions, making visible our contribution to society, to make it fairer and more inclusive. ■



Christian Schmitz,
Consejero de LES Chile.



LES Chile Directors, from left: Hermes Torres, Treasurer; Rodrigo León, Vice President Director; Brian Dunford, counselor; Andrea Lobos, General Secretary; Francesca Rodríguez, President; Luis Villarroel, Vice President Director; Fernando García, Past President; and Jorge Fuentes, Vice President Director.

LES Chile, continued on Page 23