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

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