

# THANKS TO OUR JUDGES & MENTORS

Ximena Ares	Mark Horsburgh	Kevin Nachtrab
David Aston	Ted Izen	Sara Nakashima
Ned Barlas	Shawn Jacka	Gary Nath
John Brenner	Jill Jene	Alice Ngan
Hector Chagoya	Seth Jones	Ada Nielsen
Morgan Conn	Adam Jones	Marc Oettinger
Jeff Conroy	Malcolm Kaus	Wally Oliver
Ted Cross	M Rashid Khan	Dwight Olson
Hermann Daniel	Glenn Kinstler	Patrick O'Reilley
Michael Dansky	Brad Kullberg	François Painchaud
Jean-Nicolas Delage	Gregg Kyle	Judith Paul
Gina Diaz	Anne Lane	Kaushik Raha
Sherylle Englander	Albert Lauritano	Michelle Reichert
Gary Fedorochko	Guy Le Houillier	Stuardo Robles
Steve Ferguson	Michael Lee	Peter Ross
Jim Freedman	Elisabeth Lemaître	Larry Schroepfer
Hayley French	Keith Lenden	Karen Sinclair
Patrick Gattari	Kelly Lester	Pavel Svacina
Lalit Gaur	Emma Maconick	Christopher Talbot
Samuel Giles	Willy Manfroy	Marie Talnack
Les Goff	Michael Martin	Soody Tronson
Robert Goldman	Rodolfo Martinez y Pell	Praveen Tyle
Carolyn Green	Jim McCarthy	Jay Vijayan
Grainger Greene	Kathleen McCowin	James Vlazny
Robert Gruetzmacher	Rob McInnes	John Walker
Cristobal Gumucio	Annemarie Meike	Glenn Wheeler
Mark Hankins	Sandra Miller	Jeff Whittle
Michael Hansen	Christi Mitchell	Elbruz Yilmaz
Ian Hartwell	Mark Mondry	Julian Zegelman
Yorikatsu Hohokabe	Marcel Mongeon	Deni Zodda
Gary Hooper	Tanya Moore	



## May 18, 2010 - Boston

The LES Foundation in cooperation with The Licensing Executives Society (U.S.A. and Canada), Inc., and The Licensing Executives Society International (LESI) congratulate all of the outstanding teams that participated from across the globe!

### 2010 COMPETITION HIGHLIGHTS

- Thirty-seven teams of entrepreneurially-minded graduate students from around the globe entered the Competition with business plans featuring ground-breaking technologies and services.
- Over 90 judges and mentors volunteered to review the business plans and to provide valuable feedback.
- Five finalist teams were selected to travel to Boston for the Final Round of Competition on May 18, 2010 and to attend the LES (USA & Canada) Spring Meeting from May 19 through May 21.

### ABOUT LES (U.S.A. & CANADA), INC., LESI AND THE LES FOUNDATION

The Licensing Executives Society, (USA & Canada) Inc., is the preeminent professional organization in the field of IP transfer and commercialization in the U.S.A. and Canada. It is one of over 32 member societies of the Licensing Executives Society International (LESI), which has over 12,000 members in 97 countries worldwide. The LES Foundation was established by the Licensing Executives Society, (USA & Canada), Inc., to increase awareness and understanding of the licensing of intellectual property rights and to communicate the critical role licensing plays in bringing creativity and innovation to the commercial marketplace.

Visit [www.lesfoundation.org](http://www.lesfoundation.org) for more information.

Interested in being a judge or mentor for the 2011 competition?  
Contact Linda Chao, Competition Chair @ [bplan@lesfoundation.org](mailto:bplan@lesfoundation.org).

## GOAL OF THE LES FOUNDATION COMPETITION

“In today’s competitive business environment constant innovation is a requirement for survival. We believe it is critical for students to understand the licensing tools available for intellectual property commercialization in order to promptly capitalize on the value of innovations as they are developed.”  
 Arthur S. Rose, LES Foundation President

Each student team submitted a business plan with a core intellectual property (IP) licensing component. Submissions were evaluated by veteran industry professionals who provided valuable feedback back to each team.

Five finalist teams were invited to travel to Boston where they had the opportunity to:

- compete to win \$10,000 grand prize. These teams also vied for the prestigious \$5,000 LESI Global Award. Runner up teams receive \$1,000.
- select from a pool of in-kind prizes worth more than \$85,000.
- attend the LES (USA & Canada) Spring Meeting, participate in educational sessions, and network with industry professionals.

## 2010 DONORS OF IN-KIND PRIZES

AKIN GUMP  
 STRAUSS HAUER & FELD LLP

FASKEN  
 MARTINEAU  Knobbe  Martens

FINNEGAN  McDonnell Boehnen  
 Hulbert & Berghoff LLP  
 Intellectual Property Law

 SIM & MCBURNEY  
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Sin & McBurney, Patent & Trademark Agents | Sin Lowman Ashton & McKay LLP, Attorneys & Solicitors  
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## PLAN NOW FOR THE 2011 COMPETITION IN LONDON!

- |                |   |
|----------------|---|
| March 4, 2011  | Deadline for submitting business plans                          |
| April 18, 2011 | Finalist teams invited to participate in the London activities  |
| June 4, 2011   | Final round competition in London                               |
| June 5-8, 2011 | LESI Annual Conference in London, England<br>(www.lesi2011.org) |

## 2010 FINALISTS (in alphabetical order)

**UNIVERSITY OF PENNSYLVANIA, USA**  
**CADIA Technologies** offering a next generation of cervical cancer screening.

**UNIVERSITY OF CAMBRIDGE, UNITED KINGDOM**  
**CamGaN** offering a way to make white LEDs five times cheaper.

**SWINBURNE UNIVERSITY OF TECHNOLOGY, AUSTRALIA**  
**Encase** offering unique above-ground bushfire shelters.

**DUKE UNIVERSITY, USA**  
**Green Jelly** offering a green non-petroleum alternative to petroleum jelly.

**UNIVERSITY OF ARKANSAS, USA**  
**Silicon Solar Solutions, LLC** offering a patented process to reduce manufacturing costs and increase conversion efficiencies for silicon based solar cell manufacturers.

## PARTICIPATING SCHOOLS IN 2010

- |           |  |
|-----------|--|
| Argentina | IAE Business School                        |
| Australia | Swinburne University of Technology         |
| Canada    | McGill University                          |
|           | McMaster University                        |
|           | University of Toronto                      |
|           | University of Waterloo                     |
| Singapore | Nanyang Technological University           |
| Spain     | IESE                                       |
| U.K.      | University of Cambridge                    |
|           | The London School of Economics             |
| USA       | California State University San Bernardino |
|           | Columbia University                        |
|           | Duke University                            |
|           | FAES Graduate School of the NIH            |
|           | Johns Hopkins University                   |
|           | New York University                        |
|           | Pepperdine University                      |
|           | Purdue University                          |
|           | Rice University                            |
|           | Stanford University                        |
|           | University of Arkansas                     |
|           | University of California, Irvine           |
|           | University of Dayton School of Law         |
|           | University of Illinois at Chicago          |
|           | University of Maryland                     |
|           | University of Pennsylvania                 |
|           | University of South Carolina               |
|           | University of Southern California          |
|           | University of Virginia                     |