

 Licensing Executives Society
FOUNDATION
**Graduate Student
Business Plan Competition**

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Swinburne University of Technology Receives its Third Consecutive Global Award from the Licensing Executives Society International

Student business Encase™ bushfire shelters wins \$5,000

Boston, May 21- Graduate students from Swinburne University of Technology (Australia) received the \$5,000 Licensing Executives Society International's (LESI) Global Award for their plan to offer a uniquely designed series of above-ground bushfire shelters. This prestigious award is presented annually as part of the LES Foundation's International Graduate Student Business Plan Competition. This is the third consecutive year Swinburne University has received the award under the guidance of University advisor Seth Jones

The Competition, hosted by the LES Foundation along with the Licensing Executives Society (USA & Canada) and the Licensing Executives Society International (LESI), is now in its 7th year. It attracts student entrepreneurs from across the globe who submit business plans that hinge on groundbreaking technologies and services. During the event, the Global Award is presented by LESI to recognize the team whose plan best deals with IP rights and their use in the global business environment.

Encase™ bushfire shelters, which includes Andrew Thomas, CEO and Alison Durham, Marketing and Sales Director, is offering a series of shelters that offer unique features and benefits including a design that is free-standing, above-ground and offers maximum accessibility. Each shelter has a smoke lobby, dual exit/entry, observation window and the option for a drenching system. This technology was developed in response to the deadly bushfires that swept through Victoria, Australia on February 7, 2009 killing 200 people. Since then there has been growing concern over the nature, risk and severity of bushfires in Australia and in other Mediterranean climates.

“Coming from Australia, it often feels like we’re a long way away from things. So the opportunity to be in the US at a global event with licensing and IP specialists has been incredible for us,” said Andrew Thomas of Encase™ bushfire shelters. “We’ve had great feedback from the judges at various stages of the Competition. They’ve made good observations and asked good questions and our LES mentor pushed us to think about things that made our plan better.”

Swinburne was one of five teams of entrepreneurially-minded students from across the globe that participated in the finals of the 2010 LES Foundation Graduate Student Business Plan Competition. The Grand Prize winner of the Competition was Silicon Solar Solutions LLC. from the University of Arkansas for their plan to launch a patented method for creating large grain polysilicon to increase the efficiency of solar panels while also reducing manufacturing costs.

Silicon Solar Solutions received a \$10,000 cash prize. Each of the runner up teams received \$1,000 and all of the teams received an all expense paid trip to attend the LES (USA & Canada) Spring Meeting and will select from a pool of in-kind prizes worth up to \$85,000 from donors including Akin Gump, Fasken Martineau, Finnegan, Knobbe Martens, MBHB and Sim & McBurney.

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In all, nearly 40 teams entered this year's LES Foundation Competition. Finalist teams included:

- CADIA Technologies from the University of Pennsylvania, United States
- CamGaN from the University of Cambridge, United Kingdom
- Green Jelly from Duke University, United States

“The mandate of LES is education and so we're happy to support this international competition because it allows us to teach future business leaders about the strategic and tactical importance of IP,” said LESI President Patrick O'Reilley. “LESI is looking forward to having next year's LES Foundation Competition at its 2011 Annual Conference in London, England June 3-8.” (www.lesi2011.org)

For more information on the LES Foundation and the Competition visit www.lesfoundation.org.

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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 LES (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 commercial marketplace.