

# Preliminary Call for 2012 Entries

Licensing Executives Society  
FOUNDATION



Licensing Executives Society  
(U.S.A. and Canada), Inc.

## Graduate Student Business Plan Competition



LICENSING EXECUTIVES SOCIETY  
INTERNATIONAL

May 15, 2012 • Boston, MA

**Finalists receive cash prizes and expenses towards the LES (USA & Canada) Spring Meeting, world-class mentorship and networking opportunities!**

The LES Foundation in cooperation with The Licensing Executives Society (U.S.A and Canada), Inc., and The Licensing Executives Society International (LESI), invite MS/MBA/MD/JD/PhD students and postdoctoral scholars from around the world to participate in the **2012 LES Foundation Graduate Student Business Plan Competition!**

### Qualifications:

To participate entrants must submit a comprehensive business plan with a core intellectual property (IP) licensing component. Entries are evaluated by seasoned industry professionals who provide valuable feedback to each team. Entries are judged on a variety of factors including attractiveness of the venture, intellectual property strategy, quality of the product/service offered, market opportunity and investment potential. For more details on Competition guidelines visit [www.lesfoundation.org](http://www.lesfoundation.org).

### Boston Finals:

Finalist teams receive expenses paid trips to compete in Boston and attend the 2012 LES (USA & Canada) Spring Meeting. This includes transportation, hotel and meeting registration costs for student members and a faculty advisor (up to 2 individuals per team). In Boston, teams will present their plans and enjoy an unique opportunity to network with licensing professionals representing all aspects of the industry. The winning team will be announced during the meeting and will receive valuable cash and in-kind prizes.

### Key Dates:

- **November 16, 2011** Team registration opens
- **January 31, 2012** Deadline for team registration
- **February 29, 2012** All business plans due
- **May 14 & 15, 2012** Final round of competition and the IP & Licensing Basics course
- **May 16–17, 2012** LES (USA & Canada) Spring Meeting in Boston, MA

The Licensing Executives Society, (U.S.A. and 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 32 national and regional societies of the Licensing Executives Society International (LESI), which has over 10,000 members worldwide. The LES Foundation was established by LES (U.S.A. and Canada) 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.

If you have any questions, please contact **Dr. Annemarie Meike** at [bplan@lesfoundation.org](mailto:bplan@lesfoundation.org) and/or visit [www.lesfoundation.org](http://www.lesfoundation.org) for more Competition details.

2011 LES Foundation  
Graduate Student Business  
Plan Competition Finalists



(l. to r.) 2011 Global Award Recipient,  
Ola Rickardsson of ShieldHeart from  
Lund University, Sweden and Grand  
Prize Winner, Matthew MacEwan  
of NanoMed LLC. from Washington  
University – St. Louis.