

40 YEAR
ANNIVERSARY

First Announcement



LES SCANDINAVIA ANNUAL CONFERENCE 2010

5-7 September 2010 in Stockholm, Sweden



New Methods of Commercializing Intellectual Property

We are honoured to invite you to the LES Scandinavia Annual Conference 2010 to be held in Stockholm, Sweden

The importance and value of intellectual property is increasing. In order to prevail in the global competition all innovative companies need to create and manage strong and effective intellectual property portfolios. Understanding the strategic and commercial aspects of intellectual property as well as the alternatives of commercialization of intellectual property has become a critical factor in creating value in companies.

The business environment is changing, and so is the intellectual property business. Top executives, and in particular licensing executives, need to be aware of and understand such changes. What are the commercialization alternatives for intellectual property now and in the future? What conclusions can be drawn from intellectual property enforcement of non-practicing entities? How do you protect your technology in a global industry?

We will address these and many more questions and learn from corporations and individuals who have been successful thanks to innovative thinking in the creation, management and commercialization of intellectual property rights.

CONFERENCE VENUE

The conference will be held at Radisson SAS RoyalViking hotel. It is located next to the central train station in the city centre.

HOTEL ACCOMMODATION

The organizers have reserved rooms in the conference hotel and in another hotel situated nearby.

STOCKHOLM

Stockholm is a city of contrasts – water and islands, history and innovation, small town and big city, short winter days and long, light summer nights – with a dazzling array of impressions. Go back 750 years in time and feel the medieval atmosphere of the Old Town “Gamla Stan” as you wander through the narrow streets. The island of Djurgården, the world’s first National City Park, is only a short walk from the pulse of the inner city. Thanks to the city’s compact size, you can see and do most things in a short space of time.

FURTHER INFORMATION

For updated information about the conference, registration, hotel accommodation, travel links, company visits, tours and excursions please visit the conference website at

www.les-scandinavia.org/Stockholm_2010.asp

or contact Marie Lindecrantz, HRG Nordic

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We warmly welcome you to the LES Scandinavia Annual Conference 2010 in Stockholm.

LES SCANDINAVIA
Organizing Committee