

GRADUATE STUDENT BUSINESS PLAN COMPETITION

LES FOUNDATION

Consider the untapped potential of your business plan and maximize your success by understanding how to leverage intellectual property (IP)! The LES Foundation, in cooperation with The Licensing Executives Society (USA & Canada) and The Licensing Executives Society International (LESI), invite MS/MBA/JD/PhD/MD students from around the world to participate in the LES Foundation Graduate Student Business Plan Competition.

Enter the 2010 Competition for the opportunity to:

- Win cash and in-kind prizes, including \$10,000 cash for the Grand Prize and \$5,000 cash for the LESI Global Award.
- Receive an all-expenses paid trip to Boston to compete in the final round and attend the LES (USA & Canada) Spring Meeting where networking opportunities with industry professionals abound.
- Receive comprehensive feedback throughout the competition process from IP business veterans who share with you valuable expertise earned in the trenches of start-ups to Fortune 500 companies.
- Attend a one-day interactive IP basics course to gain more tools for your future endeavors.

Key Dates for the 2010 Competition:

March 5, 2010 - Deadline for submitting business plans

April 14, 2010 - Finalist teams invited to participate in the Boston activities

May 18, 2010 - Final round competition in Boston, MA

May 19-21, 2010 - LES (USA & Canada) Spring Meeting in Boston, MA

Don't miss out on this exciting opportunity! The "Call for Entries" flyer is available at http://www.lesfoundation.org/competition/call_for_entries.html. If you have any questions, please contact Linda Chao, Competition Chair at bplan@lesfoundation.org or visit www.lesfoundation.org for the latest updates.



LICENSING EXECUTIVES SOCIETY
INTERNATIONAL



Licensing Executives Society
FOUNDATION

Graduate Student Business Plan Competition

May 18, 2010 • Boston

Finalists receive cash prizes, all-expenses paid trips to the LES (USA & Canada) Spring Meeting in Boston, world-class mentorship & networking opportunities!

The LES Foundation in cooperation with The Licensing Executives Society (USA and Canada), Inc., and The Licensing Executives Society International (LESI), invite MS/MBA/JD/PhD/MD students from around the world to participate in the **2010 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, quality of the product/service offered, market opportunity and investment potential.

Boston Finals:

Finalist teams receive all-expenses paid trips to compete in Boston and attend the 2010 LES Spring Meeting. This includes transportation, hotel and meeting registration costs for student members and a faculty advisor (up to 3 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 \$10,000 and valuable in-kind prizes. Each runner-up team will win \$1,000. Finalist teams will also compete for LESI's \$5,000 Global Award.

Key Deadlines:

- **March 5, 2010** All business plans due
- **April 14, 2010** Finalist teams invited to participate in the Boston activities
- **May 18, 2010** Final round competition in Boston
- **May 19–21, 2010** LES Spring Meeting in Boston

The Licensing Executives Society, (USA and Canada), Inc., is the preeminent professional organization in the field of IP transfer and commercialization in the U.S.A., and Canada. It's a member of the Licensing Executives Society International (LESI), which has over 12,000 members worldwide. The LES Foundation was established by LES (USA and Canada) to increase public 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 realization.

If you have any questions, please contact **Linda Chao** at bplan@lesfoundation.org or visit www.lesfoundation.org for more Competition details.

Graduate Students from the University of Texas at Dallas captured first place in the 2008 Competition for their plan to commercialize a new wireless medical device to eliminate chronic pain. Art Rose, President of the LES Foundation, congratulates Jordan Curnes and Evelyn Hu.



Mr. Chikao Fukuda, President of LESI, congratulates Khai Yip Mun from Swinburne University of Technology on the receipt of the 2008 Global Award.