

Announcement and Invitation

# LES PAN-EUROPEAN CONFERENCE

JUNE 10th/12th 2012 - ROME, ITALY

The logo is a circular emblem with a gear-like border. Inside the circle, there is a silhouette of a city skyline. The text "LES PAN-EUROPEAN CONFERENCE" is written in a serif font above the word "ROMA", which is in a larger, bold serif font. Below "ROMA" is the year "2012" flanked by two rows of yellow stars, similar to the European Union flag. The entire logo is rendered in a light gray color.

LES PAN-EUROPEAN CONFERENCE  
**ROMA**  
2012

## INTELLECTUAL PROPERTY

A TOOL FOR ECONOMIC GROWTH  
IN THE THIRD MILLENNIUM



## WELCOME TO THE LES PAN-EUROPEAN CONFERENCE 2012

Dear Colleagues,

LES Italy is honored to host the LES Pan-European Conference 2012 and delighted to invite the LES members and other professionals who deal with Intellectual Property, as well as those from other industries who have an interest learning more about maximizing the value of the IP Rights, to come to Rome on June 11 and 12, 2012.

The LES Pan-European Conference 2012 will be a great event that attracts IP practitioners and industry professionals from all over the world by giving them an ideal forum to meet, network, exchange points of view and experiences, and promote the understanding protection of IP.

8 keynote speeches and 16 afternoon workshops will be specifically tailored to address the IP needs of the large corporations as well as small and medium-sized enterprises. The conference will bring together leaders from the world of business and finance to discuss the importance of IP Rights as a driver for economic growth and development.

The Organizing Committee is working enthusiastically and diligently to make this event a memorable experience. Make sure you don't miss out!

We look forward to welcoming you in Rome.

LES Pan-European Conference 2012 Committee

## INTELLECTUAL PROPERTY: A TOOL FOR ECONOMIC GROWTH IN THE THIRD MILLENNIUM

Innovation is a key driver for present-day and future economic growth, and Intellectual Property Rights are the tools that make such growth tangible.

The LES Pan-European Conference 2012 has been designed specifically to explore the role of IP as an essential asset for businesses in the 21st Century.

Over the past 40 years, intangible assets and intellectual property have become increasingly important, both economically and strategically. If in the 1970s they accounted for about 20% of a company's worth, today this ratio is reversed. According to recent estimates, intangible assets - such as trademarks, patents, copyrights, but also management reputation, employee know-how, client and supplier portfolios - account for 80% of the market value of a company. Warehouses and industrial machinery only for the remaining 20%.

Intangible assets have therefore become the real engine of the modern economy, especially in the industrialized world. They should consequently be protected and their value maximized since they constitute a key factor in a company's financial and economic success. Not only are they a competitive advantage, but intangible assets can also be a source of funding for companies. The revenue derived from royalties for the use of a particular brand or patent may in fact be reinvested in a company, creating the so-called "inventive loop".

We are working hard to create the most appealing conference program possible and we hope that you will join us in making this event one of the most successful LES Pan-European Conference ever arranged.

Please submit your workshop proposals at: [info@les-italy.org](mailto:info@les-italy.org)

LES PAN-EUROPEAN CONFERENCE  
**ROMA**  
2012



## WELCOME IN ROME

Founded by the Romans more than 750 years BC, Rome is considered one of the most historically, educationally, and culturally interesting and beautiful city in the world.

Due to its invaluable archaeological and artistic treasures, Rome is an important tourist destination. The Colosseum, Rome's most iconic archaeological site, is considered one of the new wonders of the world.

Among the most significant resources of this amazing city are its many museums (Musei Capitolini, the Vatican Museums, Galleria Borghese, including those dedicated to modern and contemporary art and great many others) aqueducts, fountains, churches, palaces, historical buildings, monuments and ruins of the Roman Empire, and the Catacombs.

In Rome you find the ancient world integrated with the modern: the Pantheon and the Roman Forum rub shoulders with Baroque palazzos; Renaissance villas sit alongside the modernism of Eur.

But Rome also boasts a terrific social life. So after you have been seduced by art and architecture of the ages, and maybe gone shopping for the latest fashions in via Condotti, you can just relax and sit in a sidewalk café or have wonderful dinner in one of the many restaurants, trattorias, or osterias; just as modern Romans do.

Caput Mundi during the Roman Empire and Capital of Italy since 1870, Rome is really the "eternal city" that you absolutely must enjoy once in your life.



LES PAN-EUROPEAN CONFERENCE  
**ROMA**  
2012

June 10th / 12th - Rome, Italy  
[info@les-italy.org](mailto:info@les-italy.org)