

By Lydia Steck

### Licensing Survey Provides Snapshot Of Industry

In this era filled with headlines about patent reform and vigorous public debate about intellectual property (IP) issues, licensing professionals report spending very little time on litigation issues and are increasingly looking towards patents for creating competitive advantage. This according to the 4th Annual Survey of the Licensing Industry conducted by the LES Foundation.

The annual survey uniquely gathers data from across industry sectors through an on-line questionnaire of LES (USA & Canada) members. The data is broken down and analyzed by industry (Health, Industrial, University/Government; Digital Information, Communications and Electronics (DICE)) and by company size.

"The goal of our survey is to provide an annual synoptic perspective on key statistics, events and trends in the business of licensing that can assist licensing professionals in understanding and advancing the business environment in which they operate and to which they contribute," said former LES Foundation President Dr. Richard Razgaitis.

"It can also be used by the public, academic researchers, and government policy analysts to grasp the issues and impacts of licensing business practices," he added.

A comprehensive look at the 2006 Annual Survey of Licensing appears in the December issue of *les Nouvelles*. The information will also be posted at [www.lesfoundation.org](http://www.lesfoundation.org) in January 2008. Past years' surveys are also posted on the LES Foundation site.

#### How do you compare with other LES web site visitors?

When LES asked:

Have you attended a Local Chapter event in the last 6 months?

- 46% have attended one in the last 6 months.

This information has been forwarded to Chapter Trustee Paul Roberts to provide Chapter support. Feedback from members on the question of the week can provide useful ongoing information. Go ahead, submit a question.

### Where Are They Now?

**Prem Gururaian, President & CEO of Tangam Gaming, Inc. Past Winner of Business Plan Competition**

Prem Gururaian and his team from the University of Waterloo won the 2004 LES Foundation Graduate Student Business Plan Competition for their company Tangam Gaming, Inc., which centers around a new and innovative system for remotely monitoring casino gaming tables.



"Our win came at a critical time," said Gururaian. "In 2004 we began the task of getting investors onboard and winning the Competition made our job easier because we had already been "vetted" by licensing professionals and our credibility was high with potential investors. The visibility we achieved also brought more interested investors our way. All of this definitely helped to speed up the business development and commercialization of the company," he said.

Today, Tangam Gaming, Inc. has crossed the R&D phase and is now in the commercialization phase. The company doubled in size this past year and continues to grow. 'The Tangam Solution' is now installed in several casinos.

"We recently entered into a strategic partnership with NICE Systems for

worldwide distribution of 'The Tangam Solution' by NICE and its channel partners," said Gururaian. "With a recent installation in Macau, China, our market and customer base has become global. With several patents pending and a significant product lead, we feel Tangam is poised to capitalize on this growing demand for its unique solution," he said.

Read Prem Gururaian's blog at [www.lesfoundation.org](http://www.lesfoundation.org) and learn more about his product, at [www.tangamgaming.com](http://www.tangamgaming.com).

#### So, Who Will Be 2008's Winner?

The LES Foundation is still accepting submissions from students around the globe for its 2008 Graduate Student Business Plan Competition.

In April, five teams (including two international teams) will be selected to receive all-expense-paid trips to compete in the final round of competition at the 2008 LES International Conference in Chicago, May 4-7. Here the finalists will compete in an exciting simulated real-world venture capital forum. This year's participants are vying for \$10,000 and in-kind prizes worth up to \$45K.

Each runner-up team will take home \$1,000 and all of the finalist teams will be eligible to win a new \$5,000 Global Award, sponsored by LESI.

Opportunities are still available for those interested in volunteering to be a university mentor or judge! Visit [www.lesfoundation.org](http://www.lesfoundation.org) or contact competition Co-Chairs Linda Chao and Brian Oliver at [bplan@lesfoundation.org](mailto:bplan@lesfoundation.org) for more information.

#### Should you join LinkedIn or update contact information with Plaxo?

Here's more information to help you decide, especially since the Health Care sector is trialing the use of LinkedIn for enhancing industry sector networking.

##### What is LinkedIn?

LinkedIn is a business-oriented networking site (comparable to a social networking site), mainly used for professional networking. As of December 2007, it had more than 17 million registered users. The main purpose of the site is to allow registered users to maintain a list of contact details of people they know and trust in business. The people in the list are called Connections. Users can invite anyone (whether a LinkedIn user or not) to become a connection.

##### What is Plaxo?

Plaxo is an online address book service that provides automatic updating of contact information. Users and their contacts store their information on Plaxo's servers. When this information is edited by the user, the changes appear in the address books of all those who listed the account changer in their own books. Once contacts are stored in the central location, it is possible to list connections between contacts and access the address book from anywhere.

If anyone has experience with these services, let us know; send comments to [info@les.org](mailto:info@les.org). (Source: Wikipedia, online encyclopedia)