

LES Insights Editorial Guidelines

LES Insights is a weekly online publication for intellectual property, licensing and business development executives. It is distributed to LES (USA & Canada) members and is also archived on the society's website.

We welcome submissions from both LES members and nonmembers on a broad range of topics that are relevant to our readers' interests, however preference is usually given to LES members. Prior to submitting your article for consideration, we ask that you please review the following editorial guidelines.

To qualify for inclusion in the LES Insights, your article must meet the following requirements:

- Must be an original article that you wrote.
- Must have an article and title with a generally serious approach and not sound frivolous or grandiose.
- Must include a title and compelling introductory paragraph that describe the main theme or points of the article.
- Must be organized, easy to read, and contain appropriate headings and topic sentences.
- Must be informative and share your unique expertise, including tips, strategies, techniques, case studies, analysis, opinions and commentary.
- Must be succinct, avoid repetition, and include evidence to support statements.
- Must be written in a style understandable by the LES audience of business, legal, and technical professionals.
- Must not contain legalese or other terms from business, law, or technology that are not explained.
- Must not be a press release, advertisement, sales letter, promotional copy, or blatant and excessive self-promotion of any type.
- Must have proper English, spelling, grammar, punctuation, capitalization and sentence structure.
- Must not be a submission of the exact same article as one that you already submitted.
- Must be a minimum of 250 words and no more than 1,500 words.
- Must be submitted in Microsoft Word document.

Your submission will be considered for inclusion by the LES Insights Editorial Review Board, and the final decision will rest with the board.

LES reserves the right to make minor grammatical changes to your article. More substantive editorial suggestions will be communicated to you, at which point you will have approximately two weeks to make revisions and resubmit.

Please submit your article to submissions@les.org and allow the Editorial Review Board approximately 2-3 weeks to make initial contact with you regarding your submission.

Thank you.

Marie Escobar
Education Program and Content Manager
Licensing Executives Society (USA & Canada), Inc.

LES Insights Articles Submission Process

- 1) All qualifying articles should be submitted through the [online form](#) or emailed to submissions@les.org.
- 2) The article will be reviewed by 2 appropriate Editorial Board Liaisons (based on subject matter) and an additional Board Member for quality assurance.
 - If the article is submitted from a member outside the Editorial Board (EB), the LES office will contact the appropriate editorial board members for review.
 - If the article is submitted by an Editorial Board Member, the names of two appropriate (based on subject matter) Editorial Board Members to review the article should be included.

The Insight Editorial Board will review articles based on the overall message, specific content, format, style, and readability.

- 3) LES will consolidate all general comments and suggested changes. The consolidated changes will be sent back to the author for review if there are significant content changes that need revision. The author will have 10 business days to modify and return the article to the LES office. If there are only grammar changes, the article will not be sent back to the author for review.
- 4) In the event of author revisions, the LES office will send revised article back to original reviewer(s) to review and return to LES office as either approved for publication or instructions to resend to submitter/author with additional suggested changes.
 - If article requires additional changes, the same process as above will be followed.
 - If the original author has objections or declines to make changes that the Editorial Board requested, the LES office will submit the article to the Chair of the Editorial Board for a final decision regarding publication.
- 5) When the article is ready for publication, it may be sent the LES Counsel for review. LES Counsel will have approximately 3 business days to review and return to the LES office. The author will be informed of the publication date, via email, one week before the article runs in Insights.

For questions regarding the Insights Submissions process, please contact Marie Escobar at mescobar@les.org or 703.299.8219.