

IPIC Strategic Plan Progress Update



- **Own it.** awareness campaign was successful, reaching 12.6M impressions and over 33,000 visits on www.ownyourIP.ca.
- The Trademark Agent Exam Prep Course was revised to reflect new *Trademarks Act, Regulations* and Practice Notices as part of IPIC's efforts to continuously improve its training offers.
- IPIC continued to meet its advocacy goals in Q1 by meeting with 2 provincial governments, 3 federal ministries and the Office of the Leader of the Opposition.
- IPIC welcomed 48 new members to the Institute in Q1 and is on track to meet its recruitment goals for 2019.



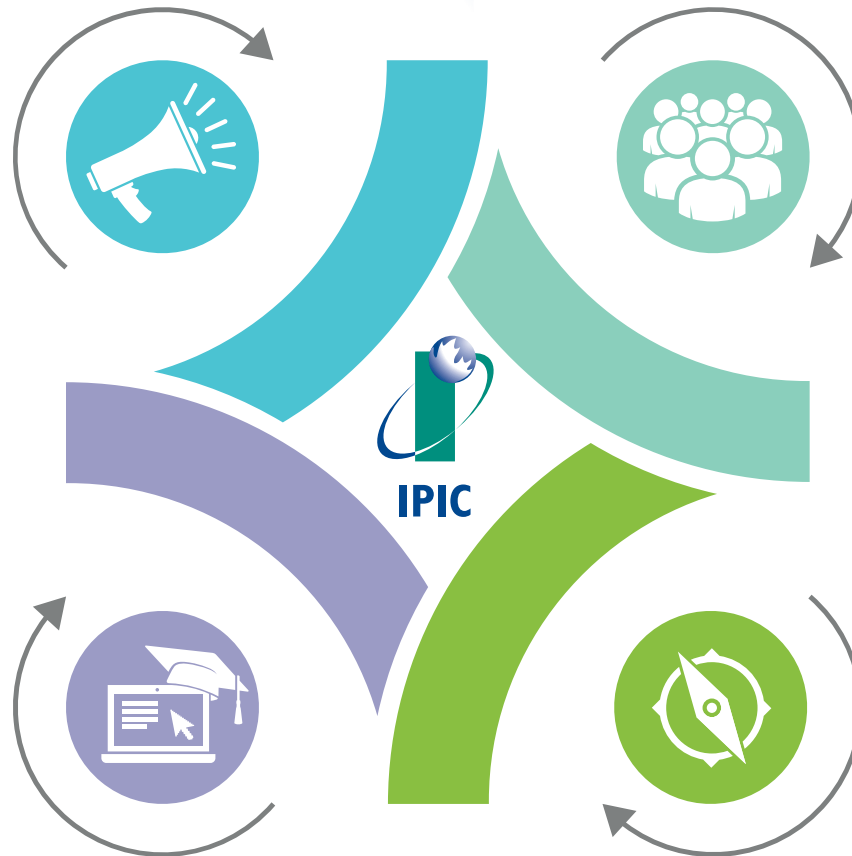
ADVOCACY

This quarter, IPIC met with Members of Parliament, the Minister of Small Business' Office, the Chief of Staff to the Minister of Finance, Innovation, Science and Economic Development Canada, the Office of the Leader of the Official Opposition (OLO), the Alberta Government, and the Ontario Government. These meetings were largely focused on discussing the IPIC recommendations for policy incentives around intellectual property, and funding for intellectual property programs.



PROFESSIONAL DEVELOPMENT

IPIC's Trademark Agent Exam Prep Course began in March and was substantially revised to reflect the new *Trademarks Act, Regulations* and Practice Notices coming into force in June. IPIC offered the Infringement & Validity Module of its Patent Agent Training Course, and the Patent Agent Tutorials. IPIC presented 7 webinars including 1 for Federal Court judges, 5 for mid-to-late career professionals and 2 for agent trainees. IPIC's Mentorship Program, offered for a second year, attracted 36 mentees and mentors.



OUTREACH & AWARENESS

Own it. IPIC's awareness campaign to promote the value of IP and of an IP professional to entrepreneurs and small business owners and leaders ended on March 3. The campaign garnered 12.6 million impressions and over 33,000 visits on the website www.ownyourIP.ca. IPIC hired a Director of Stakeholder Relations, Loreto Lamb, whose role will be to build relationships and partnerships as well as create opportunities for IPIC member outreach to the business community on the importance of IP.



STEWARDSHIP

In early January, IPIC Council set IPIC's priorities for 2019. These priorities will guide the association's activities for the year, along with the results from the member satisfaction survey sent in March. IPIC's membership continues to grow, gaining 48 new members between January and March. IPIC continues to look at ways of improving membership and volunteer recognition by developing a recognition strategy and reinvigorated its Foundation Committee, committee whose mandate is to encourage education and scholarship in the IP field.

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OUR MISSION: To enhance our members' expertise as trusted intellectual property advisors, and to shape a policy and business environment that encourages the development, use, and value of intellectual property.

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- IPIC unveiled a new and improved **ipic.ca**
- IPIC released a compensation study that will highlight the economic landscape of the IP profession
- IPIC launched Course 1 of the Patent Administrator Program

- IPIC secured 22 sponsors and published the program for the Annual Conference
- IPIC connected with over 20 new potential stakeholders
- IPIC met with the BC government to discuss IP policy incentives



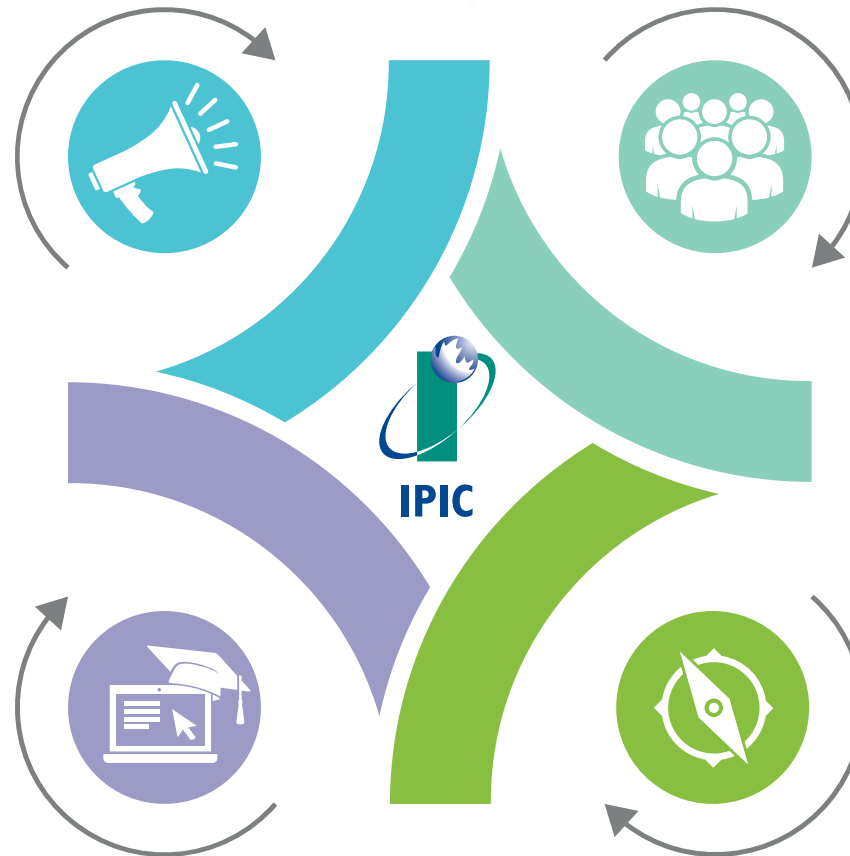
ADVOCACY

IPIC President Patrick Smith and Executive Director Adam Kingsley met the Minister of Jobs, Trade and Technology in BC to discuss incentives for development and commercialization of IP. IPIC Council ran a membership nomination process for the selection of the first two members of the transition board for the College of Patent and Trademark Agents. The professional regulation committee provided proposals to ISED on a proposed regulatory code of conduct. IPIC's Anti-Counterfeiting Committee also met with the office of the Minister of Public Safety Ralph Goodale.



PROFESSIONAL DEVELOPMENT

Course 1 of the Patent Administrator Program "Patent Foundations and Lifecycle" was launched in June. IPIC offered 22 webinars covering substantive law, ethics, professional practice: Trademark Caselaw Review (8), Patent Caselaw Review (7), Young Practitioners (1), New *TM Regulations/Practices* Notices/Madrid (4), and Basics of Law (2). The 2019 Annual Conference program was published, 22 sponsors were secured and a new mobile app was selected. Announcing the venue & dates of the 95th Annual Conference: St. John's, Newfoundland, 2021.



OUTREACH & AWARENESS

IPIC continues its work building and maintaining relationships with stakeholders identified in the Stakeholder map. New Director of Stakeholder Relations attended 8 Innovation Conferences/Events, connecting with over 20 new potential Stakeholders. Made significant progress on outreach & awareness initiatives including an IBM Stem4Girls event; where 5 IPIC members participated in a two day event. CIPO and IPIC are planning a seminar for IPIC members to share their successes and challenges of their IP Awareness and Education program for September.



STEWARDSHIP

IPIC launched its new website in June. The new **ipic.ca** includes an improved Find an IP Professional tool, new blog and news sections with a commenting feature and provides members with a portal where they can easily register for events, access their invoices, CPD certificates and make changes to their account. IPIC also launched its first compensation study highlighting the economic landscape of the IP profession in partnership with Abacus Data. Finally, IPIC met its membership retention goal by retaining 93% of its members.

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- Minister Bains announced the Transition Board for the College of Patent Agents and Trademark Agents
- IPIC attended 7 events with new and potential stakeholders, including an IP panel with Spark Niagara and the #StartupChats

- 4-part webinar series on the new *Patent Rules* received over 530 registrations
- IPIC exceeded its member recruitment goal for the year and now has over 1700 members and counting



ADVOCACY

This quarter, Minister Bains announced the Transition Board for the College of Patent Agents and Trademark Agents, which includes IPIC Past President Jeff Astle, and Code of Ethics Sub-committee Chair Doug Thompson. CIPO published the final *Patent Rules* reflecting many IPIC recommendations, including a longer implementation period. IPIC also made IP incentive and anti-counterfeiting policy recommendations in the federal pre-budget consultation, and were happy to see the federal Conservatives adopt an IPIC recommendation to announce a green patent box as part of their environment platform.



PROFESSIONAL DEVELOPMENT

Course 2 of the Patent Administrator Program "Preparing and Filing a Patent Application" was launched in July. IPIC signed an agreement with Centennial College to deliver the IP Administrator Programs. The Patent Practice Committee led a 4-part webinar series on the new *Patent Rules* coming into force on October 30, 2019. IPIC received the highest number of registrations ever for the fall module of the Trademark Exam Prep Course – 43 registrants. IPIC also secured the highest number of exhibitors ever for the 93rd Annual Conference – 10 exhibitors.



OUTREACH & AWARENESS



IPIC attended 7 conferences/events, connecting with new potential stakeholders and identifying opportunities for our members and members participated in an IP panel with Spark Niagara. Significant progress has been made on Outreach & Awareness initiatives, in particular Startup Canada where IPIC has been invited to contribute expertise in a series of #StartupChats. CIPO and IPIC began planning a seminar for IPIC members to be held in November 2019.



STEWARDSHIP

The results and analysis of IPIC's Compensation Study were finalized and the report is now available for purchase at ipic.ca/compensationstudy. Following a committee audit conducted in 2018, IPIC Council restructured its committees and IPIC launched the 2019-2021 committee rotation, receiving over 320 applications. Finally, a record number of new members were approved this quarter leading to the Institute exceeding its recruitment goal for the year.

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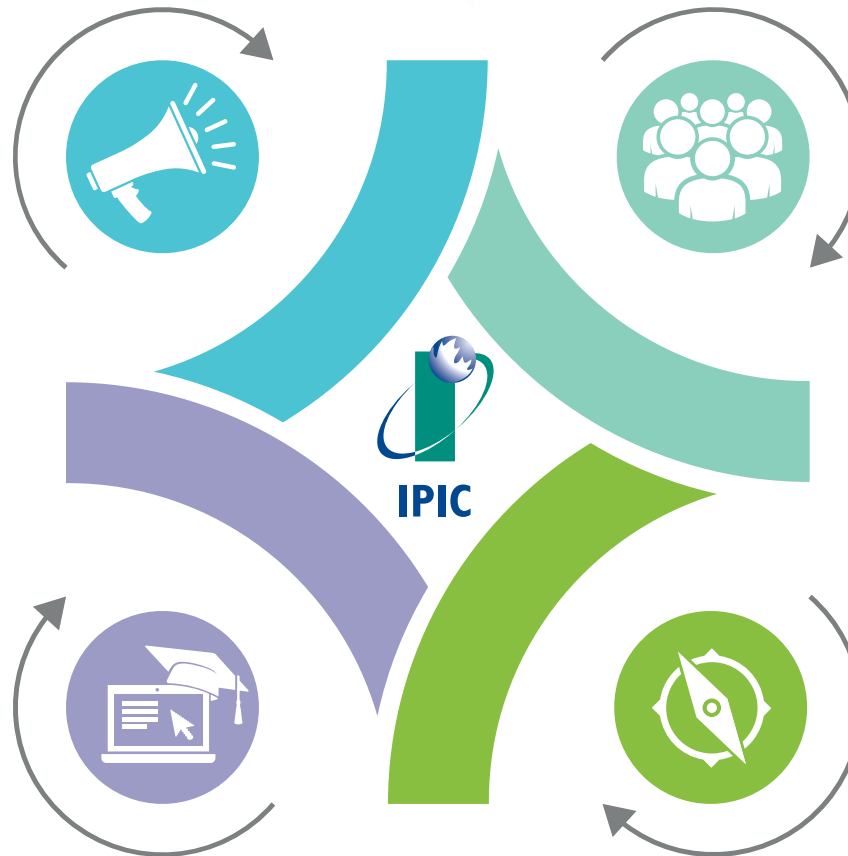
- Met with the federal Minister's office for Innovation, Science & Industry and Quebec's Ministère de l'Économie et de l'Innovation
- Attended 8 events, connecting with new potential stakeholders and identifying opportunities for members

- Held the first Trademark Administrator exam resulting in 13 candidates receiving the designation of Certified Canadian Trademark Administrator
- IPIC membership grew for the 3rd year in a row, with over 220 new members in 2019

75%

ADVOCACY

Due to the federal election, much of IPIC's advocacy program was on hold pending the outcome. Following the election, IPIC sent congratulatory letters to all new Members of Parliament, met with the Minister of Innovation, Science & Industry's policy team, attended both the Conservative and Liberal holiday parties and reached an agreement with Parliamentary Secretary Francesco Sorbara to sponsor the IPIC World IP Day Event 2020. IPIC's President and Secretary met with Quebec's Ministère de l'Économie et de l'Innovation.



80%

OUTREACH & AWARENESS

IPIC continues building and maintaining relationships with current stakeholders. IPIC's Director of Stakeholder Relations attended 8 events, connecting with new potential stakeholders such as the Trade Commissioner Service. They also identified business opportunities for our members while raising awareness about the value of IP to the Canadian public. A CIPO presentation and question and answer session has been scheduled for Thursday, February 6th, 2020 and a social media campaign is underway to promote the event.

80%

PROFESSIONAL DEVELOPMENT

IPIC held a very successful in-person seminar in November – Patenting Artificial Intelligence (AI) – broadcasted simultaneously in five cities across Canada – a first for IPIC! Also in November, the On Demand Modules of the Trademark Agent Online Training Course – Section 45 and Opposition Proceedings – were updated and relaunched. IPIC held the first Trademark Administrator exam in December resulting in 13 candidates becoming the first to have the new professional designation of Certified Canadian Trademark Administrator.

70%

STEWARDSHIP

IPIC renewed interest in the Canadian Intellectual Property Review and UnscriPted blog and provided members with updates from its various committees. An initiative was launched to create monthly member profiles to be published in the Newsbreak and UnscriPted and IPIC compiled an Annual 2019 Report for its members. IPIC membership has improved for the 3rd year in a row with a significant increase in new members (220+) over 2018, as well as overall engagement with both members and stakeholders across its social media platforms.

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