



IPIC Strategic Plan Progress Update

Q1

Q2

Q3

Q4

2021

Q1

Q2

Q3

Q4

2022

Q1

Q2

Q3

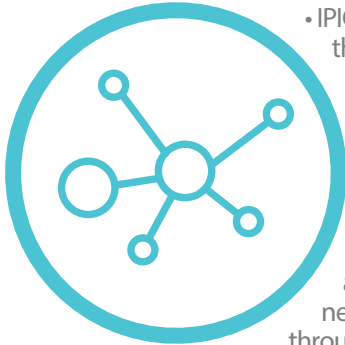
Q4

2023

- College Regulations Published in CGI, IPIC lobbies hard for changes with Minister of ISI, and ISED
- IPIC recommendation for Brand Protection Subsidy adopted by FINA in Pre-Budget Report

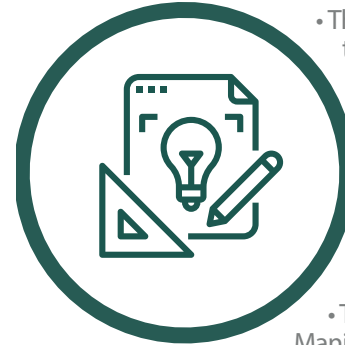
- 49 new Affiliate and Associate members approved by the Board, halfway to achieving 2021 goal
- BC Premier Announces Intent to Create First Patent Program

Equity, Diversity & Inclusion



- IPIC researched and identified steps it can take to enable the IP profession and industry embrace EDI best practices.
- IPIC is committed to becoming a leader on EDI issues and is putting together a small focus group to discuss how to best promote EDI and how best to integrate EDI into its governance and support industry best practices.
- Outputs from the focus group will be used to create an action plan that will guide IPIC's activities over the next three years. The IPIC Focus Group will take place throughout May.

Education & Skills



- The virtual Patent Agent Training Course: Module 1, and the Trademark Agent Exam Prep Course are currently being held.
- In advance of the fall 2021 exams, the virtual Patent Agent Training Course: Module 2, and Patent Agent Tutorials will begin May 3 and September 1 respectively.
- IPIC presented its Trademark Case Law Series and its annual Year in Review in IP Law webinar series with one of the highest participation rates ever. The Patent Case Law Series will be held throughout April.
- The 2023 Annual Conference will be held in Winnipeg, Manitoba from October 11 – 13.

IP Policy & Growth



- IPIC ramped up its advocacy efforts with the Treasury Board, the Minister of ISI, and ISED to begin consultations on the College Regulations.
- IPIC was active in lobbying finance officials on IP incentives for Federal Budget 2021.
- IPIC was successful in getting ISED to include IPIC representatives in a pre-consultation on the draft College regulations published for public consultation in mid-March, and sprung quickly to resolve issues identified within the draft regulation.

Member Experience



- The Board set IPIC's priority projects for 2021 that will guide the Institute's activities for the year.
- IPIC distributed its Annual Member Survey and identified data and resources of interest for members to support their business needs and professional excellence.
- Advertising and Job posting purchases increased as did social media engagement and followers.
- IPIC participated in International Women's Day (IWD) and ran its first ever IWD Spotlight Series highlighting incredible women within the profession.

OUR VISION: To be the leading authority on intellectual property in Canada, and the voice of intellectual property professionals.

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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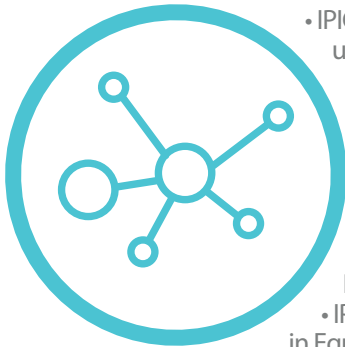
Q4

2023

- After a 20 year effort by the profession, the College officially opened June 28th!
- IPIC lobby effort bears fruit, as amended College Regulations published in CG Part II

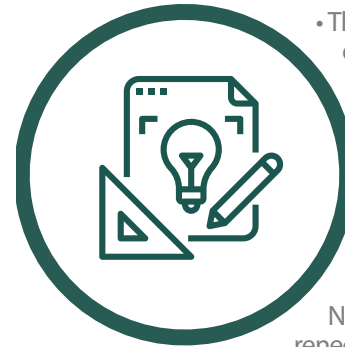
- EDI focus group sessions move IPIC closer to inaugural EDI Action Plan
- IPIC held first ever Patent Administrator Certification Exam, 12 candidates receive CCPA designation

Equity, Diversity & Inclusion



- IPIC began EDI focus group discussions and will be using their feedback to develop next steps for the organization.
- The focus group heard external presentations on research possibilities for the organization, an overview of unconscious bias in associations, and the history of CIPA's IP Inclusive program.
- IPIC published a land acknowledgement on IPIC's website in advance of National Indigenous Peoples Day.
- IPIC offered our first webinar in support of best practices in Equity, Diversity, and Inclusion.

Education & Skills



- The first Patent Administrator Certification Exam was offered with 12 successful candidates earning the designation CCPA.
- IPIC partnered with the Canadian Association of Paralegals to promote the Trademark Administrator certification.
- An average of 92 attendees participated in 15 webinars in the Patent and Trademark Case Law series for a total of 1,380 viewers.
- **IPIC2021** will be held virtually, the St. John's, Newfoundland annual conference was successfully renegotiated for September 25 – 27, 2024.

IP Policy & Growth



- College Regulations Published in CGII reflecting IPIC recommendations.
- Federal Budget Announces \$165M in IP Incentives and IP Services Funding.
- Weekly meetings with ISED policy team and College Registrar on transition to College.
- Government Submissions on Extension of Copyright Term, and Modernization for Online Intermediaries.
- College officially opened its doors on June 28, 2021.

Member Experience



- IPIC joined its partners and stakeholders for World IP Day, Canadian Innovation Week, and National Indigenous History Month. Numerous IPIC members delivered webinar, session, and podcast presentations to mark the events.
- IPIC participated in National Volunteer Week spotlighting IPIC's various volunteer groups and the important work they do for the association and the profession.
- Ottawa Informals Social Hour took place, other virtual social events currently in the works in the next few months.
- Advertising and job posting purchases continue to increase along with IPIC's social media engagement and followers.

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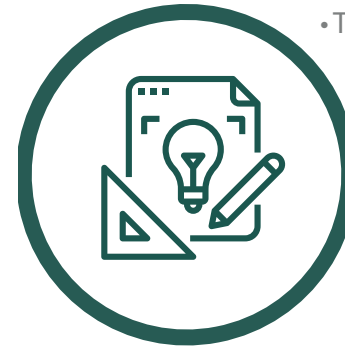
- IPIC approved for grant of \$506,000 for our Equity, Diversity, and Inclusion initiatives over the next 3 years under the Feminist Response and Recovery Fund, stay tuned for details!
- IPIC made pre-Budget 2021 submission to Parliament
- IPIC recruitment efforts resulted in 102 new associate and affiliate members by end of Q3
- IPIC held 37 intermediate to advanced level webinars

Equity, Diversity & Inclusion



- Equity, Diversity, & Inclusion (EDI) training continues for IPIC staff.
- IPIC approved for grant for a future project submitted under the Department for Women and Gender Equality's Feminist Response and Recovery Fund, details to come!
- WING Virtual Social Hour was a well attended successful networking opportunity for members.

Education & Skills



- The 3 IPIC/McGill summer courses were successfully delivered with an increase in registration over the past 2 years.
- The **IPIC2021** Virtual conference registration and program were successfully launched.
- IPIC created a Certification Programs webpage to promote administrator programs and list the names of all IPIC members that currently hold designations.

IP Policy & Growth



- IPIC recommendations on IP policy were included in both the Conservative and Liberal Economic Platforms for Election 2021.
- IPIC and the College partnered on a webinar and FAQ document to prepare members of the profession on the opening of the College.
- IPIC's pre-Budget 2021 submission to Parliament recommends First-Patent and Brand Protection Subsidy.
- IPIC collaborates with BDC to promote **Own it.**, campaign and ownyourip.ca.

Member Experience



- IPIC updated Committee and Community mandates and launched application process for the 2021-2023 term.
- Multiple IPIC Community Virtual Social Hours took place throughout the summer months.
- Developed and launched IPIC2021 Virtual marketing campaign including promotional video featuring Marion Bailey-Canham, Chair of the IPIC Conference Committee.
- IPIC's engagement and followers continue to increase across its 3 social media platforms.

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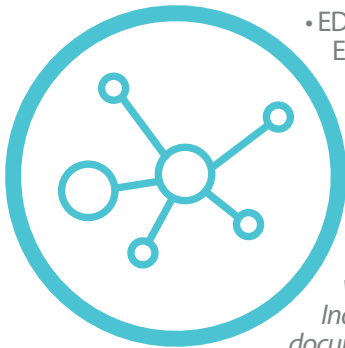
IPIC Strategic Plan Progress Update



- IPIC launched new “Your profession, Our Purpose” membership campaign
- IPIC *Indigenous Traditional Knowledge & Cultural Expression* document reaches international exposure, results in invitation for Canadian IP speaker at Fiji AG Conference

- Certified Administrators and In-House Associates approved for separate membership categories at 2021 IPIC AGM
- Certified trademark and patent administrator exams resulted in 19 new Certified Canadian Trademark and Certified Canadian Patent Administrators (CCTA & CCPA)

Equity, Diversity & Inclusion



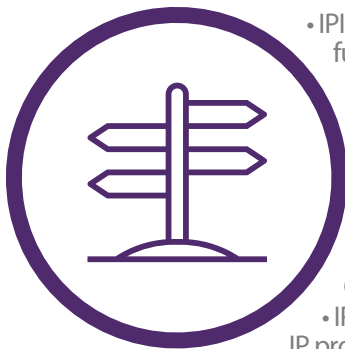
- EDI training for IPIC leaders, volunteers, and staff on EDI best practices continues.
- IPIC finalizes the agreement for EDI grant and continues to work with the Department for Women and Gender Equality’s Feminist Response and Recovery Fund.
- IPIC Indigenous IP Committee identifies Canadian IP speaker to deliver “Mapping Traditional Knowledge – Traditional Knowledge and Cultural Expression” for Fiji Attorney General’s annual conference *Note: IPIC/Canada was selected to speak on this topic as a result of IPIC’s Indigenous Traditional Knowledge & Cultural Expression document.*

Education & Skills



- IPIC offered two interactive workshops on mentoring and virtual practice that were well attended.
- IPIC delivered EDI educational opportunities on career paths and inclusivity.
- Certified trademark and patent administrator exams took place resulting in 19 new Certified Canadian Trademark and Certified Canadian Patent Administrators (CCTA & CCPA).
- IPIC updates its *How to Become an Agent* webpage based on new information provided by CPATA, and developed helpful visual infographics.

IP Policy & Growth



- IPIC met with MPs and ISED Policy Directorate to discuss funding needs to address Trademark examination backlog at CIPO and implementation of \$160 million in federal funding for IP services
- IPIC met with Mitacs to discuss partnership opportunities and IPIC support for IP internship program.
- IPIC launched post-election lobby strategy focused on IP incentives and backlog reduction.
- IPIC rejoined the CACN’s IPR Enforcement Working Group, participated in multi-stakeholder planning meeting.
- IPIC participates in 2021 meeting of The Global Network of IP professional associations.
- IPIC hosts virtual joint leadership meeting with UK practitioners at CIPA.

Member Experience



- IPIC released its 2021 Annual Report providing details on all IPIC achievements throughout 2021.
- New membership categories for Certified Administrators and In-House Associates were approved at the 2021 AGM.
- IPIC launched its *Your profession. Our purpose* campaign promoting the benefits of IPIC membership for IP professionals in Canada.
- IPIC updated its membership renewal process and distributed 2022 renewal notices to all members.
- Volume 36 of the Canadian Intellectual Property Review (CIPR) was sent to print.

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