

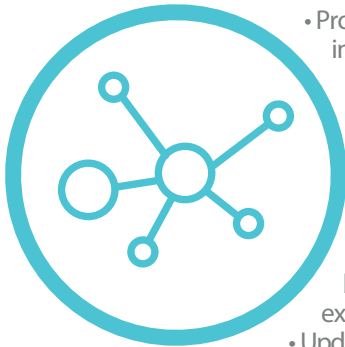


IPIC Strategic Plan Progress Update



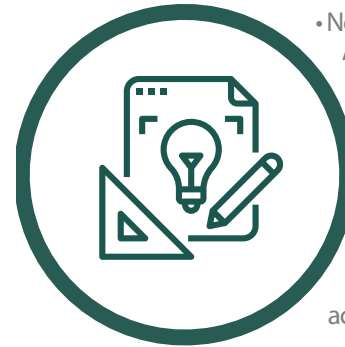
- IPIC recommendations from its pre-budget submission included in 2022 Standing Committee on Finance (FINA) Pre-Budget Report to Parliament.
- IPIC's International Women's Day and Black History Month Member Spotlight Series highlighted members and their incredible contributions increasing visibility to the greater membership and public.
- IPIC President Louis-Pierre Gravelle presented IPIC's pre-budget recommendations to Liberal MP Julie Dzerowicz of FINA as part of an innovation panel.
- 52 new Affiliate and Associate members approved by the Board of Directors, surpassing 2021 recruitment.

Equity, Diversity & Inclusion



- Promoted EDI initiatives of members and IP firms to increase awareness and knowledge of industry EDI activities and access to resources.
- Attended *Women Inspiring Women*, in celebration of International Women's Day, with The Honourable Marci Len, Minister for Women and Gender Equality and Youth.
- Met with EDI experts on industry best practices, plans for the EDI Project: *Building Back Through Innovation & Increasing Diversity in Canada's IP Sector* and began Request for Proposal (RFP) process to engage experts in support of the project.
- Updated membership on all EDI activities through UnscriPted blog including a message from IPIC President Louis-Pierre Gravelle.

Education & Skills



- New partnership developed with the Alberta Paralegal Association to promote the Certified Administrator Programs and continuing education to their membership.
- Successful delivery of the Patent Agent Training Course and Trademark Agent Exam Prep Course.
- The Year in Review in IP Law was well received and attended: Patent (330), Trademark (263) and Copyright (205).
- IPIC and FORPIQ renewed their partnership to offer French-language webinars with joint promotion of relevant activities to respective audiences.

IP Policy & Growth



- Met with leaders of the Standing Committee on Industry and Technology (INDU), the Office of the Minister of Innovation, Science, and Industry, and several other MPs for IP policy discussions.
- Submitted recommendations to Minister of Finance in response to budget consultations.
- Met with Global Affairs Canada on several occasions to discuss the UK accession to the CPTPP, the Trade Commissioner Service IP initiative, and upcoming trade agreements.
- IPIC's Patent Committee makes submission on the draft changes to MOPOP regarding patentable subject matter.
- Multiple meetings between IPIC, ISED, and CIPO on issues related to Trademark Backlog Reduction Strategy, and potential amendments to agent-client privilege legislation.
- Hosted a virtual joint leadership meeting with UK practitioners at CITMA.
- Met with BDC, Rideau Hall Foundation, and the Standards Council of Canada on IP awareness opportunities.

Member Experience



- IPIC's *Your profession. Our purpose.* campaign promoting the benefits of IPIC membership for IP professionals in Canada garnered over 2.1M impressions.
- IPIC leadership delivered presentation to Toronto Intellectual Property Group (TIPG) on IPIC's strategic initiatives for 2022.
- Members participated in speaking engagements offered through the IP Talks webinar series delivered by the IP Village, a collaborative initiative of IP partners and stakeholders.
- Monthly podcasts through CIPO's Canadian IP Voices series on how to help Canadian businesses grow and succeed included IPIC members as speakers.
- Annual Member Survey was run and identified resources and data of interest to members for IPIC to continue supporting member business needs and professional excellence.

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.



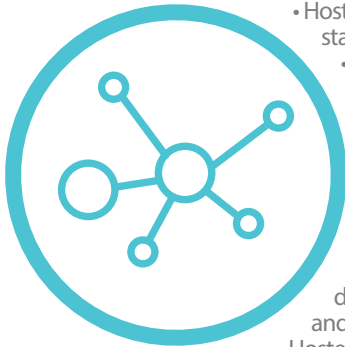
IPIC Strategic Plan Progress Update



- Engaged with Equity, Diversity & Inclusion experts to conduct IPIC's first-ever EDI-focused survey of the profession.
- Federal Court Adopts IPIC Proposed Test for Patentability of Computer Related Inventions.

- Launched program and registration for IPIC's first in-person conference in 3 years - **IPIC2022** in Whistler, BC.
- Surpassed 2022 member retention goal and 25 new Affiliate and Associate members approved by the Board of Directors.

Equity, Diversity & Inclusion



- Hosted first Roundtable with IP associations and government stakeholders to discuss EDI initiatives.
- Acknowledged National Indigenous History Month and National Indigenous Peoples Day with blog postings and complimentary webinar for members *Conversation with Lyndon Linklater on Truth and Reconciliation*.
- Met with CIPO to discuss collaboration on programming for Indigenous entrepreneurs.
- IPIC kicked off a concentrated fundraising effort in support of its Patent & Trademark Institute Educational Foundation (PTIEF)'s Gordon Henderson Fund, whose mission is to promote diversity and inclusion by helping remove barriers to IP education and providing financial support for IP-related educational pursuits.
- Hosted *Mental Health Awareness and Workplace Culture: How We Respond Matters* webinar.

Education & Skills



- Secured 35 presenters for **IPIC2022** including keynote speaker Manjit Minhas of Dragon's Den, and 17 sponsors.
- Awarded certifications to 7 new Certified Canadian Patent Administrators (CCPA) and 2 new Certified Canadian Trademark Administrators (CCTA).
- Launched the 2022-2023 IPIC Mentorship Program and paired 48 mentors and mentees for the next year.
- Introduced continuing education opportunities for certified administrators with webinars on certification v official marks, classification of good & services, and WIPO DAS.
- Held a second French-language webinar in partnership with FORPIQ and LES Québec on bilingual proceedings in the FC.

IP Policy & Growth



- Multiple meetings with the Office of the Minister of Innovation, Science and Industry on IP policy incentives and agent-client privilege legislation.
- Budget 2022 commits to study IPIC's patent box policy incentive.
- Met with Office of the Minister of Finance on amending agent-client privilege legislation through omnibus finance legislation.
- Continued meetings with CIPO TM Branch on backlog reduction strategy.
- Director of TM Branch attended IPIC Board meeting to discuss TM review backlog.
- Hosted World IP Day Reception in Ottawa for Board, past Presidents, and award winners.
- NRC IRAP and IPIC discuss potential partnership to pair IRAP clients with IPIC members on IP strategy service.

Member Experience



- Hosted IPIC's first, and well attended, Virtual Town Hall with IPIC President Louis-Pierre Gravelle, included open discussion and exchange with members on recent IP developments and industry issues.
- Celebrated World IP Day and Canadian Innovation Week by showcasing IPIC's **Own it.** campaign (OwnYourIP.ca) stories and videos on social media.
- Numerous IPIC members delivered IP expertise during stakeholder and partner webinar presentations.
- Highlighted IPIC's various volunteer groups and the important work they do for the association and the profession during National Volunteer Week.
- Launched **IPIC2022** marketing campaign including promotional video featuring Chair of the IPIC Conference Committee Jordana Sanft, and Vice-Chair Barry Fong.

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.



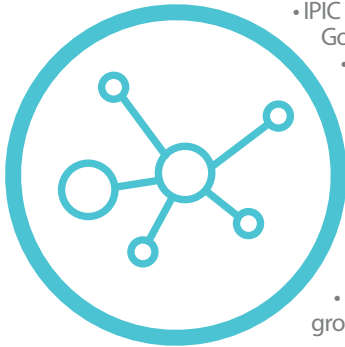
IPIC Strategic Plan Progress Update



- IPIC members engaged on important EDI and IP topics through EDI Listening Session.
- NRC-IRAP approves IPIC partnership proposal for new “IP Assist” program announced in 2021 Federal Budget.

- Successful return to in-class learning for the IPIC-McGill Summer Courses.
- IPIC offered members more than 34 CPD eligible webinars by the end of Q3!

Equity, Diversity & Inclusion



- IPIC engages with EDI Consulting firm for review of Governance and HR Policies and best practices.
- IPIC engages with EDI Educators to offer on demand EDI e-learning modules.
- An EDI training session for Chairs & Vice Chairs is confirmed for **IPIC2022**.
- IPIC launches EDI webpage with resources and information on EDI initiatives.
- Finalized EDI Survey and preparing to host a post survey Focus Group session to share survey results highlights.
- Celebrated Pride Season with a Q&A with IP Out (UK).
- Discussions with IP Village on programming for equity-seeking groups.

Education & Skills



- IPIC-McGill summer courses in Montreal took place in July.
- Three additional sponsors for the Annual Conference in Whistler for a total of 21 sponsors.
- 34 webinars on substantive law, practice management & professionalism offered by Q3.
- Drafting & Prosecution Module of the Patent Agent Training Course successfully concluded in July.
- Second offering of the Trademark Agent Exam Prep Course successfully concluded in September.
- Content of the Section 45 Trademark On Demand Course was completely updated in August.
- 180+ registrants to the first in-person Annual Conference since the pandemic began...and counting.
- French-language programming continues to be developed and successfully offered.

IP Policy & Growth



- 2022 Federal Budget announces commitment to study IPIC's Patent Box Recommendation.
- Continued discussions with Global Affairs Canada on Russia Sanctions.
- Development of IPIC's 2022 Pre-Budget Submission.
- IPIC begins contract negotiations with NRC IRAP on Level 1 of “IP Assist” program.
- IPIC meets with Minister of Industry Policy team to discuss research needs.
- TM Committee develops submission on draft practice notice on official marks.
- Patent Committee develops brief on amendments to patent fees and on international patent harmonization issues.

Member Experience



- Published numerous articles on IPIC's UnscriPted Blog authored by members of various IPIC Committees: Indigenous IP, Young Practitioners, Communications, Industrial Design, and Patent.
- **IPIC2022** marketing campaign in full swing, IPIC developed a conference promotional video, content promoting conference sessions and visuals designed specifically for attendees, speakers, and moderators to share on social media.
- Connected with the Canadian Intellectual Property Office (CIPO) and the Canadian Council for Aboriginal Business (CCAB) to collaborate on the next phase of IPIC's **Own it.** campaign.

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.



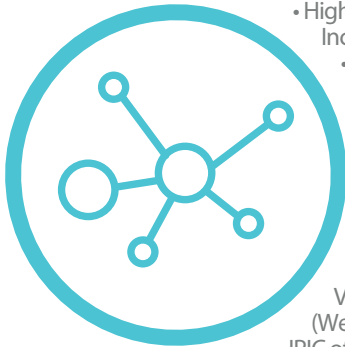
IPIC Strategic Plan Progress Update



- Partnership with National Research Council's (NRC) Industrial Research Assistance Program (IRAP) finalized pairing IRAP SMEs with IPIC members: **IP Assist**
- Welcomed **over 90 new IPIC members** during the fourth quarter of 2022!

- IPIC honoured with *Award of Distinction* from Canadian Society of Association Executives for IPIC's **'Your profession. Our purpose.'** membership campaign
- Copyright Committee Chair Catherine Lovrics appeared before Parliament on **Bill C-244** (Right to Repair Legislation)

Equity, Diversity & Inclusion



- Highlights from IPIC's first ever Equity, Diversity and Inclusion Survey released.
- Exhibited at Queens University and the Chemical Association of Canada's Career Fair in Kingston ON, spoke with over 200 students about the importance of IP and career opportunities in the IP profession.
- Participated in industry events for SMEs and entrepreneurs from equity seeking groups featuring BIPOC members as speakers including a presentation to South Asian women entrepreneurs on IP in Hindi.
- Joined and exhibited alongside fellow member of the IP Village, CIPO, at first in-person stakeholder conference (Weavesphere2022).
- IPIC offers an Interactive Workshop on Micro-inequities: Mitigating Seemingly Small Actions to Make a Big Impact on Organizational Culture.

Education & Skills



- Delivered IPIC's Patent and Trademark Agent Tutorials in preparation for agent examinations.
- **IPIC2022 Annual Conference** in Whistler was a great success with a top-notch program and speakers.
- Offered interactive workshops on micro-inequities and delegating, supervising & mentoring.
- Presented a webinar on the recent SCC decision *Nova Chemicals Corp. v. Dow Chemical Co.*
- Educated young practitioners on career paths and managing relationships in their practice.
- Introduced closed captioning for the hearing impaired in webinars for greater access to education.
- Awarded 6 CCTA and 6 CCPA designations to candidates.
- Offered the last of 4 French-language webinars for the year in partnership with FORPIQ and LES.

IP Policy & Growth



- Welcomed new Program Officer to the IPIC team to support new IP Assist partnership program with NRC IRAP program.
- IPIC Copyright Committee Chair Catherine Lovrics appeared before Parliament on Bill C-244 (Right to Repair Legislation).
- Discussed partnership opportunities with Indspire for supporting indigenous careers in IP.
- Met with Minister of Innovation, Science and Industry's office to discuss Agent-Client Privilege amendment.
- Met with Opposition Shadow Minister for ISI on Agent-Client Privilege and IP Policy Incentives.
- IPIC member lends voice to CIPO's IP Voices podcast on importance of, and difference between, legal/trade/brand/domain names.

Member Experience



- Released 2022 Annual Report providing details on all IPIC achievements throughout the past year.
- Updated IPIC's Member Benefits Kit PDF and created a NEW video format version, published in time for IPIC's 2023 membership renewal cycle.
- Distributed 2023 membership renewal notices to all IPIC members for the upcoming year.
- 2022 Member Awards presented to 3 IPIC members during **IPIC2022 Annual Conference** for their dedication and contributions to IPIC and the IP profession. These include the *Member of Distinction Award, the Outstanding Contribution Award, and the Roger T. Hughes Future Leader Award.*
- Special video Tribute developed for longstanding member, Robert E. Mitchell, who achieved 56 years of membership with IPIC this year!

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.