

# Annual Report 2021



Intellectual Property  
Institute of Canada

The voice of intellectual  
property professionals





# I PIC at a glance



## Our Team



ADAM KINGSLEY  
Chief Executive Officer



ANNE-JOSÉE DELCORDE  
Director of Education



LORETO LAMB  
Director of EDI and  
Stakeholder Relations



CHRISTINA LOCMELIS  
Director of Communications  
and Member Services



KIM ARIAL  
Manager of Education & Events



ALICE VALSECCHI  
Education Officer



ROBYN O'NEILL  
Communications Officer



CHARU BHARGAVA  
Accountant

# IPIC President & Chair of the Board

During IPIC's virtual Annual General Meeting (AGM) on Wednesday, September 29, 2021, Louis-Pierre Gravelle of Bereskin & Parr LLP was elected IPIC President and Chair of the Board for the 2021-2022 term. Louis-Pierre previously served as IPIC's Vice-President from 2020-2021, Secretary from 2019-2020 and Treasurer from 2018-2019.



During his over 20 years with IPIC Louis-Pierre has contributed his time and expertise to numerous IPIC Committees and Communities providing his insights on various areas of importance to the IP profession. These include IPIC's Patent Committee, Internet and Technology Committee, Professional Regulation Committee, Licensing Committee, Intervention Committee, IP Trade Policy Committee, Information, Communications and Technology Committee, and the Industrial Design Committee. Louis-Pierre is also frequently invited to speak on various IP topics in both official languages for a variety of IP events and engagements held by our stakeholders and partners.

During the last year IPIC made great strides in implementing and actioning its 2021-2023 Strategic Plan thanks to the great leadership of IPIC's immediate Past President Stephanie Chong and it looks forward to continuing this success under Louis-Pierre's direction over the next year.

View our 2021 Year in Review video highlighting our major successes and accomplishments over the past year.





# Board of Directors

Along with the election of the new IPIC President and Chair of the Board at the 2021 AGM IPIC members also voted in a new IPIC Board of Directors for the 2021-2022 term. The Board is composed of nine members: four officers, the immediate past president and four directors. To take into account the diversity of roles existing in the profession, the Board is comprised of IP lawyers, patents agents, trademark agents, litigators and corporate practitioners.

IPIC wishes to thank outgoing Past President Alain Leclerc and outgoing Board Members Curtis Behmann and Sana Halwani for their invaluable contributions to its Board over the years.

## 2021-2022 IPIC Board of Directors



 <p><b>PRESIDENT AND CHAIR OF THE BOARD</b> <b>Louis-Pierre Gravelle</b></p>	 <p><b>VICE PRESIDENT</b> <b>Tim Lowman</b></p>	 <p><b>SECRETARY</b> <b>Heather Mueller</b></p>	 <p><b>TREASURER</b> <b>Paula Clancy</b></p>	
 <p><b>Stephanie Chong</b> (IMMEDIATE PAST PRESIDENT)</p>	 <p><b>Elizabeth S. Dipchand</b></p>	 <p><b>Jonathan Auerbach</b></p>	 <p><b>Béatrice Ngatcha</b></p>	 <p><b>Jason Markwell</b></p>

**DIRECTORS**

Furthermore, during the 2021 AGM IPIC passed by-law amendments that resulted in the creation of two new member categories, one for Certified Administrators and the other for In-house Associates. These new categories will provide lower membership fees and the opportunity for customized programming for in-house agents and for administrators. Additionally, for the second year in a row IPIC froze 2021 membership dues for all members outside of changes for inflation.



# Strategic Plan

2021 marked the first year of implementation of IPIC's current 3-year strategic plan. The 2021-2023 plan includes four goal areas and objectives, three of which are the ongoing foundational pillars of the association. The fourth, is Equity, Diversity and Inclusion, a goal which IPIC believes stands on its own, as well as underlying and informing its other strategic goals.

**The goals are:**

- **Interconnected**
- **Mutually supporting**

## Equity, Diversity & Inclusion

- Integrate Equity, Diversity and Inclusion Best Practices into IPIC's Governance
- Support Industry Best Practices in Equity, Diversity and Inclusion

## IP Policy & Growth

**Government Advocacy:**

- Advise government on how IP-related legislation, regulations, and policies impact businesses in Canada
- Influence government legislation, regulations, and policies that affect the IP profession

**Business and Public Awareness:**

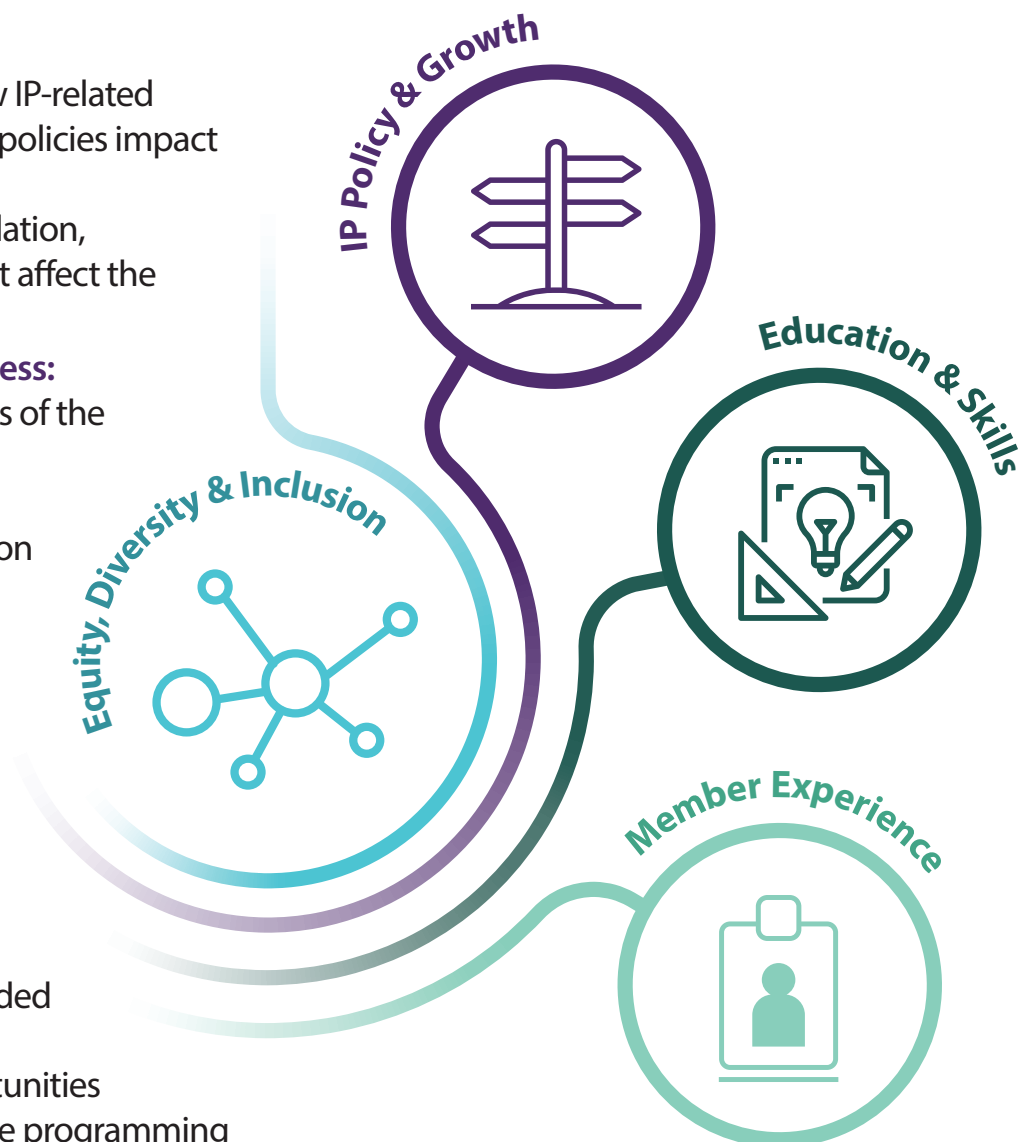
- Increase Business Awareness of the Value of IP
- Increase Knowledge and Awareness of the IP Profession

## Education & Skills

- Educate new professionals
- Deliver relevant and cost-effective professional development for mid- to late-career professionals

## Member Experience

- Explore additional value-added benefits for members
- Increase networking opportunities
- Strengthen French-language programming







# IP Policy & Growth

In 2021:

- Over 75 meetings with representatives of the Government of Canada or provincial governments.
- Parliament's Standing Committee on Finance (FINA) adopted two of IPIC's recommendations for IP incentives in their 2021 report, a first patent program and a brand protection subsidy.
- BC's Premier in response to IPIC's requests included a first patent program and a provincial IP framework in the mandate letter to the BC Minister of Jobs, Economic Recovery and Innovation. IPIC met with the Minister's policy team to begin discussions on the framework.
- After several IPIC meetings with Finance Canada and the Minister of Finance, Budget 2021 included over \$90M in direct IP related funding for industry to access IP services as well as making IP a reimbursable expense and calling for changes to the Canada Small Business Financing Act to allow lending against IP assets for start-ups.
- Past Chair of IPIC's IP Trade Policy Committee and former IPIC Board Director, Nathaniel Lipkus testified before the House of Commons to the Standing Committee on International Trade in response to *Canada's International Trade and Investment Policy: Selected Considerations Concerning COVID-19 Vaccines*.
- IPIC Vice President Louis-Pierre Gravelle facilitated a panel discussion on IP and Exports for Minister of International Trade, Export Promotion, Small Business and Economic Development, the Honourable Mary Ng.

## College

2021 was a very busy year for IPIC in establishing the legal framework for the College of Patent Agents and Trademark Agents (CPATA). Dozens of meetings took place over the span of a few months between then IPIC President Stephanie Chong, CEO Adam Kingsley, and various ISED representatives from the Ministers of Innovation, Science and Industry's Office, CIPO, and the Marketplace Framework Policy Branch team. The meetings were focused on developing amendments to the college regulations to solve problems identified by the profession with the draft regulations. Throughout that time IPIC often brought in content experts from membership to speak to specific issues.

Thank you to all that participated in the efforts on behalf of the profession. IPIC's lobby campaign was successful in getting amendments to address all of our major recommendations. The final regulations were published in *Canada Gazette Part II* on June 23, 2021, and the CPATA opened their doors on June 28, 2021.





## Submissions

# Submissions

IPIC committees work on a variety of submissions each year. These can be a response to a government consultation, a court intervention or on an IPIC initiative.

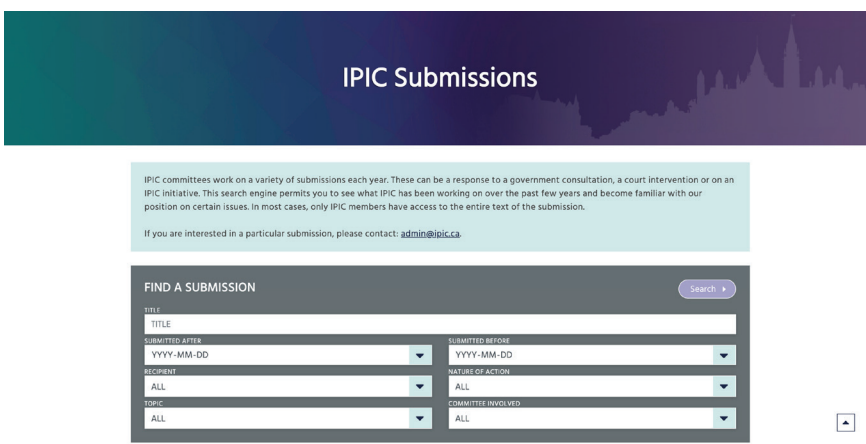
In 2021, IPIC sent **8 submissions** to government.

# Intervention

IPIC's Motion to intervene in *Benjamin Moore & Co. v. Attorney General of Canada* was granted in September 2021. IPIC was represented on the intervention by Julie Desrosiers and a team from Fasken Martineau Dumoulin LLP.

Thanks to its Patent Committee IPIC responded to a consultation on the proposed amendments to the *Patent Rules* that were published in the *Canada Gazette, Part I* at the beginning of July. The Committee assembled feedback received from a survey to IPIC members and developed a submission which focused primarily on the request for continued examination (RCE) and excess claim fee (ECF) regimes. Please click here to view IPIC's full submission.

With the help of its Copyright Committee IPIC responded to **many Government's consultations** this year including a response to a Modern Copyright Framework for Artificial Intelligence and the Internet of Things, a Modern Copyright Framework for Online Intermediaries, How to Implement its CUSMA Commitment to Extend Canada's General Copyright Term of Protection, and a submission on Bill C-10 and the proposed consequential amendments to the *Copyright Act* in respect of Ephemeral Recordings and the Retransmission Regime.



IPIC also issued a joint submission with the Canadian Bar Association to the Federal Court Intellectual Property Users Committee in response to matters raised by the Bar during their November 26, 2020 meeting. As experts in Canadian IP law IPIC and CBA were invited to provide input on these matters, the submission detailed issues of concern to the judiciary and to the

profession and included the following: Case and Trial Management Guidelines for Complex Proceedings and *Proceedings under the PM(NOC) Regulations* dated October 16, 2020, Requests to admit; Costs – changes to Tariff B quantum on consent; Virtual and/or hybrid hearings, and Early provision of patent claims charts. Specific recommendations were provided for each issue along with alternative processes and protocols which are outlined in the full **letter** found here.



## Outreach & Awareness

Despite another year of restrictions to in-person events IPIC engaged in conversations and partnerships with over 25 stakeholders and presented virtually 11 times to existing partners. IPIC also connected for the first time with other organizations including the Rideau Hall Foundation, 50/30 Challenge, and the Canadian Centre for Diversity and Inclusion.

In March IPIC participated in International Women’s Day (IWD) 2021 by running its first ever IWD Spotlight Series highlighting incredible women within the profession. In April for National Volunteer Week IPIC recognized its various volunteer groups and the important work they do for the association and the profession.

IPIC also joined its partners and stakeholders for other notable events such as World IP Day, Canadian Innovation Week, and National Indigenous History Month where numerous IPIC members delivered webinar, session, and podcast presentations to mark the events.

A new collaborative effort was also launched this past year, appropriately named the *IP Village*, between IPIC, CIPO, BDC, EDC, and CNRC. This group, with a vested interest in IP Awareness in Canada will deliver webinars, workshops and information sessions to Canadian SME’s and entrepreneurs looking to protect and grow their business. More exciting news to come on this in 2022!





# Educations & Skills

- Provided continuing professional development to over 5,000 mid-late career participants.
- Released the new trademark on demand module Evidence in Trademark Office Proceedings.
- Offered 2 interactive workshops on mentoring and transitioning to virtual practice.
- Educated IP professionals on best practices in Equity, Diversity and Inclusion.
- Introduced French-language programming in partnership with FORPIQ and LES Québec.
- Offered summer courses in trademarks, patents and copyright with McGill University.
- Provided training and exam preparation to new members of the IP profession.
- Offered 3 free webinars including the *College of Patent Agents and Trademark Agents – Regulations* webinar in July with over 600 registrants.
- Held IPIC's second virtual Annual Conference: **IPIC2021 Virtual**.



## Certification Programs

This year, 36 candidates passed the Trademark Administrator Exam and/or the Patent Administrator Exam.

Newly certified trademark and patent administrators were provided with an endorsement kit to act as ambassadors for the programs. The kit includes samples of social media posts, testimonials, e-certificates and digital badges for use in their e-signatures and on social media.

During IPIC's 2021 AGM the introduction of a Certified Administrator member category was approved. This category is specifically for those who have completed, or in the process of completing either of IPIC's two certification programs.



**Certified Canadian Trademark Administrator**  
**Gestionnaire de marques agréé canadien**



**Certified Canadian Patent Administrator**  
**Gestionnaire de brevets agréé canadien**

"Don't miss out on your chance to work in the field of trademark law in Canada. IPIC's #TMAdmin program will provide you with the tools and knowledge to start your career as a Certified Trademark Administrator."

**Debbie Valois (Borden Ladner Gervais)**  
Law Clerk, Certified Canadian Trademark Administrator  
Course Contributor



Congratulations to all applicants who passed the **Certified Canadian Patent Administrator Exam** in June 2021!





# Member Experience

## Awards

IPIC Awards honour outstanding contributions and leadership from outstanding members and are presented each year during the IPIC annual conference, this year **IPIC2021** Virtual took place on October 14, 2021.

### Outstanding Contribution Award

**Jenna Wilson** for having gone above and beyond expectations of IPIC volunteers on its response to the development of regulations for the College of Patent Agents and Trademark Agents, as well as two separate comprehensive responses to consultations to amend the Patent Rules, among other initiatives Jenna was presented with the Outstanding Contribution Award.



IPIC  
Outstanding  
Contribution  
Award

**Jenna Wilson**  
Partner  
Wilson Lue LLP

### Roger T. Hughes Future Leader Award

**Meika Ellis** is the first recipient of the Institute's Roger T. Hughes Future Leader Award. Meika received the award for having made significant contributions to IPIC's Indigenous IP Committee and for spearheading an initiative between IPIC and the Canadian Council for Aboriginal Businesses.



Roger Hughes  
Future Leader  
Award

**Meika Ellis**  
Ridout & Maybee LLP

## Committees and Communities

IPIC has over 360 dedicated volunteers that support the association in various essential ways, the majority of these volunteers serve on IPIC's 23 Committees and 5 Communities. With the help of these groups which are divided into various areas of expertise, IPIC continues to provide unmatched services to its members.

As part of its biannual Committee Rotation process IPIC updated its Committee and Community mandates this past year and introduced two new Committees for the 2021-2023 term; the Patent Administrators Committee and the Trademark Administrators Committee.

## CIPR

The Canadian Intellectual Property Review (CIPR) is a double-blind peer reviewed journal sent to over 1,700 IPIC members at no cost and can be purchased by non-members for a fee.

In December 2021 Volume 36 of CIPR went to print, with 6 articles covering diverse aspects of intellectual property in Canada and abroad. Volume 36 will be distributed and available in January 2022.



## Your Profession. Our Purpose

In line with its 2022 membership renewals IPIC launched its **Your profession. Our purpose.** campaign to promote the association's value proposition and benefits of membership. The goal of the campaign is to enhance the IPIC brand, reinforce its value, stabilize membership retention, and increase awareness and engagement with members.

The campaign provides information about all the various ways an IPIC membership benefits and supports IP professionals. While IP professionals are protecting the vest interest of their clients, we are protecting them by advocating for policy change, offering professional development opportunities, extending our outreach efforts and increasing awareness of the IP profession. The assets of the campaign include a customized microsite [ourpurpose.ca](https://ourpurpose.ca), direct marketing strategies, social media promotion, and ads.



# Communications



**2.5K followers**

320 tweets in 2021

4,470 engagements in 2021



**4,172 followers**

346 posts in 2021

3,164 engagements in 2021



**346 followers**

258 posts in 2021

300 engagements in 2021

**IPIC's weekly IP Newsbreak has an email open rate of 49%. The average email open rate for non-profits is 25%. IPIC had over 258,000 visitors to the website in the last year.**



Top 5 Most Visited Areas of **ipic.ca** in 2021 (after landing on homepage)



- 1 Board of Directors
- 2 How to Become an Agent
- 3 Committees/Communities
- 4 Advocacy
- 5 COVID-19 Updates

Top 5 Geographic Locations of **ipic.ca** Visitors

- Canada
- United States
- China
- Germany
- France

2020-2021 Financial Summary  
**total income \$1,567,493**

**56%** Professional Development

**\$879,529**

**40%** Membership

**\$639,679**

**4%** Advertising & Sponsorship

**\$48,285**