

IPIC Strategic Plan Progress Update

Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4
2018 2019 2020

- Launched the TM Administrator Program on Centennial College's e-learning platform
- Met with members of INDU, FINA and ENVI standing committees to discuss IP incentives

- Hosted information session where CIPO presented about its IP Awareness and Education program
- Council set its priority projects for 2020 that will guide the Institute's activities for the year

80%

ADVOCACY

Minister Bains' new mandate letter from the PM focused on cleantech industry. Thus, IPIC began discussions with parliamentarians about piloting IP incentive recommendations specific to the cleantech industry in Canada. IPIC met with various members of INDU, FINA, and ENVI standing committees to discuss the need for IP incentives, and the opportunity to pilot the recommendations. IPIC also discussed research opportunities with the Conference Board of Canada, authored an op-ed in the Hill Times, and continued discussions with the provinces on IP incentives.

85%

PROFESSIONAL DEVELOPMENT

IPIC launched this year's Patent Agent Training Course, Trademark Agent Exam Prep Course and Patent & Trademark Case Law Review Series (15 webinars) and held the Patent Agent Tutorials, Patent Agent Exam Prep webinars, 4 mid to late career webinars and 1 early career webinar. In partnership with IPIC, Centennial College launched the Trademark Administrator Program (4 courses) on its e-learning platform.

85%

OUTREACH & AWARENESS

In Q1 of 2020, IPIC participated at five innovation conferences and events, connecting with over ten new potential stakeholders. The next two videos of the **Own It.** IP awareness campaign have also been filmed and will launch in Q2. IPIC further deepened its relationship with CIPO, having hosted an information session in February where CIPO presented about its IP Awareness and Education program at Gowling WLG offices across Canada. Over 150 IPIC members participated in-person and online.

90%

STEWARDSHIP

In January, Council set IPIC's priority projects for 2020. These priorities will guide the Institute's activities for the year, along with the results from the member satisfaction survey completed in February. IPIC created relationships with three IP journalists and continues to grow its follower count and engagement rate across its social platforms. Advertising requests picked up this quarter following the launch of a new advertising kit in January and a membership recognition plan was developed to highlight members' professional achievements.

IPIC

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.