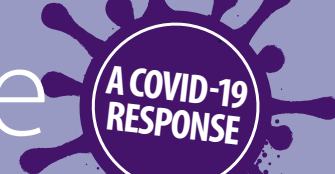


IPIIC Strategic Plan Update



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

- President Leclerc appeared before BC Legislative Assembly to Discuss Role of IP in Economic Recovery
- Released 8 webinars on COVID-19 related practice issues
- IPIIC partnered with CIPO on COVID-19 FAQs, Website Resource Centre, and Webinar Series

- Soft launch of the new 'Own it.' campaign videos on World IP Day to preview fall release
- Advocacy efforts in early pandemic response led to CIPO Designating Dates for Extending Deadlines
- IPIIC-McGill Summer IP Courses Pivoted to First Ever Virtual Delivery

90%

ADVOCACY

To ensure IPIIC members interests were best served, IPIIC's advocacy efforts in Q2 pivoted in response to the pandemic to one of more engagements with CIPO on the provisions for designating dates to extend all deadlines, gather information critical to IPIIC members changing environment to remote working, and monitoring and reporting on international developments. IPIIC President Alain Leclerc appeared before the BC Legislative Assembly's Finance Committee on Budget 2021. IPIIC also developed a government submission template for use with the provincial and federal governments to explain the importance and role of IP policy incentives on economic recovery and stimulus during and following a recession.

90%

PROFESSIONAL DEVELOPMENT

In response to the pandemic, IPIIC presented 8 webinars on COVID-19 and IP practice. 4 mid to late career webinars and 1 early career webinar were also presented. The joint IPIIC-CIPA seminar was turned into a webinar series with presenters from the UK and the EPO. The Conference Committee re-designed the CPD component of the annual conference for online delivery after cancellation of the event in BC. Whistler will now host the 2022 conference after successful contract renegotiation. The IPIIC/McGill Summer Courses were changed to an online format. IPIIC held its 2nd Trademark Administrator Certification Exam.



OUTREACH & AWARENESS

90%

A COVID-19 & IP presentation "Intellectual Property in the Time of COVID" was created for our stakeholders to share with their members. It has been offered to over 50 stakeholder organizations. As all in-person networking events have been cancelled, IPIIC participated in over 15 webinars, online networking events and conferences allowing us to connect and increase IP awareness to new stakeholders. Our relationship with CIPO has strengthened; we will collaborate on two consultations in the next quarter. As part of World Intellectual Property Day, IPIIC held a soft-launch of its Own it. campaign featuring two Canadian clean-tech companies.

STEWARDSHIP

95%

Council held several meetings to discuss COVID-19 contingency planning and updated the 2020-2021 budget to reflect our changing environment. They participated in discussions with a facilitator in preparation for its next Strategic Plan and finalized its review of IPIIC's governance structure. IPIIC increased its member communications and created dedicated COVID-19 webpages to keep the profession informed of CIPO and international IP offices' announcements. The print version of the CIPR's Volume 35 is in the preliminary stages of publication and is expected to be sent to members in Q3 2020. Despite the COVID-19 pandemic, IPIIC was able to retain 90% of its membership coming just short of its set goal.

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.