

# IPIC Strategic Plan Progress Update



- President Stephanie Chong appeared before the Ontario Finance Committee
- Held the IPIC/McGill Summer Courses and the PATC in new virtual formats

- Partnered with the Rideau Hall Foundation, a charity which invests in Canadian innovators, among other goals
- Members approved new by-laws at the Annual General Meeting

95%

## ADVOCACY

IPIC continued working with CIPO on designated dates and other pandemic response policies in Q3. However, discussions with CIPO also shifted to issues flagged by IPIC committees around the new patent certificates and objections to trademarks on the basis of non-inherent distinctiveness, among others. IPIC's economic recovery IP proposals to Alberta led to IPIC discussions with the province on ideas for an IP framework. IPIC President Chong appeared before the Ontario Finance Committee, and IPIC held meetings with the Federal Minister of Small Business and other elected officials on the IPIC 2021 Pre-Budget Submission.

100%

## PROFESSIONAL DEVELOPMENT

IPIC's planned in-person events were all held virtually without any being cancelled. The 3 IPIC/McGill Summer Courses were offered in a combination of pre-recorded and live sessions, as was the IPIC Patent Agent Training Course. **IPIC2020** Virtual attracted 180 attendees and several sponsors. Its educational program was highly rated and the virtual platform was well received. IPIC continues to offer COVID-19 & IP Practice webinars, as well as ethics and substantive law content at all career levels.



## OUTREACH & AWARENESS

95%

IPIC has made strong efforts to find ways to connect with new stakeholders and create opportunities that are virtual or participate in planning for the future. IPIC members participated in virtual conferences, education sessions and webinars with amazing partners such as Spark Niagara and Innovation Guelph. IPIC is continuously building and maintaining its relationships with stakeholders identified in the Stakeholder Map, while seeking new opportunities, such as with NGen; Canada's Advanced Manufacturing Supercluster and the Rideau Hall Foundation.

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## STEWARDSHIP

IPIC's Board of Directors approved a draft of its 2021-2023 Strategic Plan which will be shared with members and the public in Q4 2020. Following the review of its governance structure, IPIC presented members with amended by-laws in September. They were approved at the Annual General Meeting and IPIC's Board and staff have begun work on implementing the changes as outlined in the new by-laws. The amendments included the introduction of new Board Committees, amendments to our nominations process, Board and CEO evaluations, and nomenclature changes.

**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.