

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%

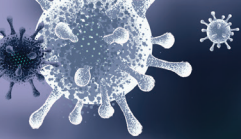
STEWARDSHIP

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.



IPIIC Strategic Plan Update

A COVID-19
RESPONSE

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.



IPIIC

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.

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- 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.

100%

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.

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2018 2019

Q1 Q2 Q3 Q4
2020

- Held meetings with federal ministries of ISI, Finance and Small Business
- Launched its fourth and final course of the Patent Administrator Program

- Partnered on a Twitter Take-Over for Canadian Innovation Week 2020
- The Board of Directors launched its new Strategic Plan for 2021-2023

100%

ADVOCACY

It was a busy quarter for IPIC as we held several meetings with key officials in the ministers' offices of Industry, Science and Innovation (ISI), Finance, and Small Business. We also continued to advocate for IP policy incentives with FINA and opposition MPs. IPIC continued discussions with CIPO on pandemic response issues, office practices, fees, performance standards and more. IPIC leadership maintained regular communication with the CEO of the College to help with transition issues. Finally, IPIC was an advisor to Canada's trade commissioner service on best practices for building IP literacy materials.

100%

PROFESSIONAL DEVELOPMENT

IPIC launched its fourth and final course of the Patent Administrator Certification Program, as well as two new On Demand courses: *Examiners' Reports: Navigating and Responding to Trademark Objections and Fundamentals of Industrial Design*. A fall Trademark Administrator Certification Exam was held with all candidates passing. Module 1 of the Patent Agent Training Course was successfully delivered in a new virtual format; the Trademark Agent Exam Prep Course and the Trademark Agent Tutorials prepared 62 students for the exam.

100%

OUTREACH & AWARENESS

IPIC members participated in eight virtual conferences, education sessions and webinars. IPIC's Indigenous IP Committee created a new resource for the IP profession entitled "Indigenous Traditional Knowledge & Cultural Expression: How Do They Intersect with the Western Intellectual Property System". IPIC partnered on a Twitter Take-Over with Rideau Hall Foundation's Innovation Space for Canadian Innovation Week 2020. IPIC attended the virtual ASIPI (Inter-American Association of Intellectual Property) annual conference which included a booth about IPIC and our **Own It.** campaign.

100%

STEWARDSHIP

IPIC's Board of Directors launched its new Strategic Plan for 2021-2023. Our planning will need to be more flexible and nimble than in previous years, but this plan is our North Star, based on what we know today about the issues that matter most to our members. IPIC published Volume 35 of the *Canadian Intellectual Property Review* in print and mailed to all IPIC members and subscribers. IPIC released its 2020 Annual Report and staff began operational planning and goal setting for 2021. Membership renewals for 2021 were also sent out.

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