

Annual Report 2020



Intellectual Property
Institute of Canada

The voice of intellectual
property professionals



IPIIC at a glance



Our Team



ADAM KINGSLEY
Chief Executive Officer



ANNE-JOSÉE DELCORDE
Director of Education



LORETO LAMB
Director of Stakeholder Relations



KIM ARIAL
Manager of Education & Events



CHELSEA BERRY
Manager of Member Services



ROBYN O'NEILL
Communications Officer



SOPHIE MUKONO
Education Officer



CHARU BHARGAVA
Accountant

Board of Directors

At IPIC's Annual General Meeting on Wednesday, September 16, 2020, members voted in a new IPIC Board of Directors for 2020-2021. 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.

For the first time since the Institute's inception in 1926, IPIC members elected IPIC's first BIPOC President, Stephanie Chong, to serve for the 2020-2021 term. The timing of President Chong's appointment could not come at a more relevant period in recent history. With an increasing focus on diversity and inclusion on a global scale, it is high time that this initiative be reflected across IPIC's own Board of Directors.



2020-2021 IPIC Board of Directors



**PRESIDENT AND
CHAIR OF THE BOARD**
Stephanie Chong



VICE PRESIDENT
Louis-Pierre Gravelle



SECRETARY
Tim Lowman



TREASURER
Heather Mueller



Alain Leclerc
(IMMEDIATE PAST PRESIDENT)



Sana Halwani



Curtis Behmann



Elizabeth S. Dipchand



Jonathan Auerbach

DIRECTORS

January Board Meeting



October Board Meeting





Strategic Plan

Staff and the Board of Directors began work on this new strategic plan just before the COVID-19 pandemic accelerated. As events unfolded, we reflected carefully on what this planning effort should look like. IPIC's strategic plan for 2021-2023 contains four goal areas and objectives.

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:

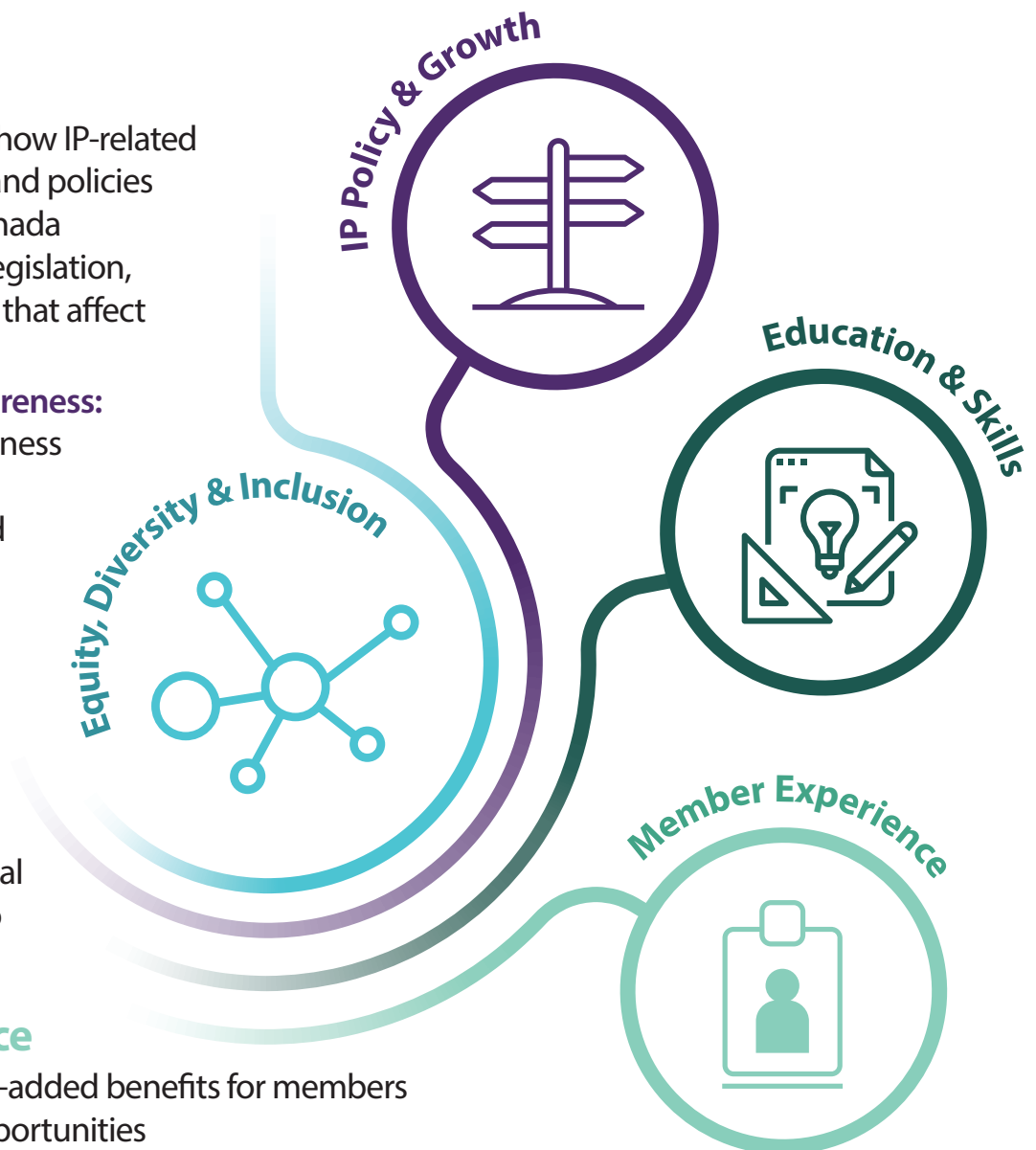
- Increase Business Awareness of the Value of IP
- Increase Knowledge and Awareness of the IP Profession

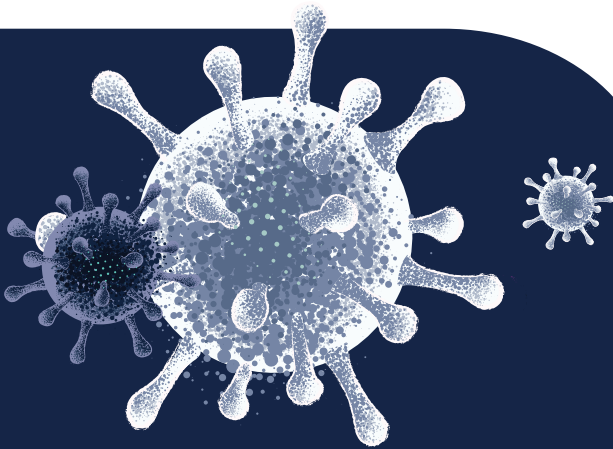
Education & Skills

- 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





COVID-19

- Held **9 webinars** on COVID-19 & IP Practice
- Created dedicated COVID-19 webpages to keep the profession informed
- Sent **14 direct emails** to members on CIPO and international IP office updates
- The Board of Directors met several times to discuss COVID-19 contingency planning and updated the 2020-2021 budget to reflect our changing environment
- Past President Leclerc updated members in a video message on how IPIC is keeping members informed
- Hosted **12 virtual get togethers** for members of the profession to socialize online and discuss the various tools and methods they're using to adapt to the ever-changing times we are living through

Education

PROVIDED over 450 hours of professional development
REACHING **OVER 3,300** REGISTRATIONS



Courses 3 and 4 of the **PATENT ADMINISTRATOR CERTIFICATION**

Held 2 **TRADEMARK ADMINISTRATOR CERTIFICATION**

EXAMS

Released a **NEW** Trademark Agent Online Training Course on **Examiners' Reports**



Created IPIC's first Industrial Design **ON DEMAND COURSE**
Fundamentals of Industrial Design



Adapted the Patent Agent Training Course and the IPIC-McGill Summer Courses to a **virtual format**

REMOTE INSTRUCTION
ATTEND FROM ANYWHERE



Held IPIC's first-ever virtual Annual Conference

IPIC2020 Virtual





New logo

As the IP profession continues to grow and develop at a rapid pace and its governance evolves with the creation of a College of Patent Agents and Trademark Agents, we felt it was only fitting that our brand was modernized to showcase the innovative profession we are so proud to be a part of today.

With its four pillars, IPIC's new logo embodies the essential components of the IP profession:
patents, trademarks, copyright and industrial design.



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Canadian Certified Trademark Administrators

23 applicants passed the Trademark Administrator Exam. This 4-course online program and qualifying examination encompassed the Trademark Foundations and Lifecycle, Searching and Filing for a Trademark Application, Trademark Examination, Registration and Renewal, as well as Trademark Opposition, Section 45 and Infringement modules. The following applicants have been awarded the designation of Certified Canadian Trademark Administrator:

- Alana Ennis, *The Trademark Group*
- Alexa Bailey, *Clancy P.C.*
- Allison Kehler, *Smiths IP*
- Anthony Corsen, *Bereskin & Parr LLP*
- Ashley MacDonald, *Norton Rose Fulbright Canada LLP*
- Ashley Winges, *Pitblado LLP*
- Darlene Miller, *MacRae & Co.*
- Dulce Campos, *Accupro Trademark Services LLP*
- Erin McEwen, *Clancy P.C.*
- Heather Tait, *J.D. Irving, Limited*
- Ivan Sobolev, *Lomic Law*
- Janna Ouellette, *Clancy P.C.*
- Kanieka Baugh, *Craig Wilson and Company*
- Lorraine Sham, *Miller Thomson LLP*
- Marie Spratt, *TELUS Legal Services*
- Nancy Doan, *Marks & Clerk Canada*
- Olga Malyuk, *Bereskin & Parr LLP*
- René Ferguson, *The TechStologist*
- Robyn Rhyason, *Alexander Holburn Beaudin + Lang LLP*
- Safiya Dacres, *Fasken Martineau DuMoulin LLP*
- Sonia Nabais, *Torys LLP*
- Victoria Fergusson, *Borden Ladner Gervais LLP*
- Vineeta Vinay Kurien



Outstanding Contribution Award



Mary Munro is the first recipient of the Institute's Outstanding Contribution Award. Ms. Munro received the award on October 1st for having gone above and beyond to help IPIC's IP Administrators Committee create the Patent and Trademark Administrator Programs, therefore helping IPIC achieve its strategic goals.



Advocacy

IPIC CEO Adam Kingsley wrote an op-ed for the Hill Times on IP policy and climate change.

In 2020, IPIC held:

36 meetings with representatives of the Government of Canada.

4 meetings with representatives from the governments of Alberta and Ontario.

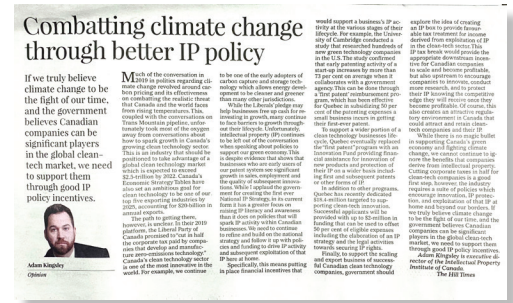
President Stephanie Chong appeared before the Ontario Finance Committee in August and Past President Alain Leclerc appeared before BC Legislative Assembly in June to discuss how IP policy incentives are needed to help stimulate the economy.

College

IPIC CEO Adam Kingsley and the Transition Board directors Jeff Astle and Doug Thompson met with Fran Gillon, the Chief Executive of IPReg – the self-regulatory body for the profession in the United Kingdom.

The Transition Board of Directors of the College of Patent Agents and Trademark Agents appointed Darrel Pink as its interim Chief Executive Officer and Registrar. Mr. Pink and IPIC CEO Adam Kingsley now hold regular meetings to discuss all matters relating to the regulation of the profession.

IPIC's Patent Agent Examination Standards Committee drafted a white paper on the Canadian patent agent exam.



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 2020, IPIC sent 9 submissions to government.

Intervention

IPIC intervened in an appeal clarifying the law of protective orders in the decision of *Canadian National Railway Company v. BNSF Railway Company*.

Outreach & Awareness

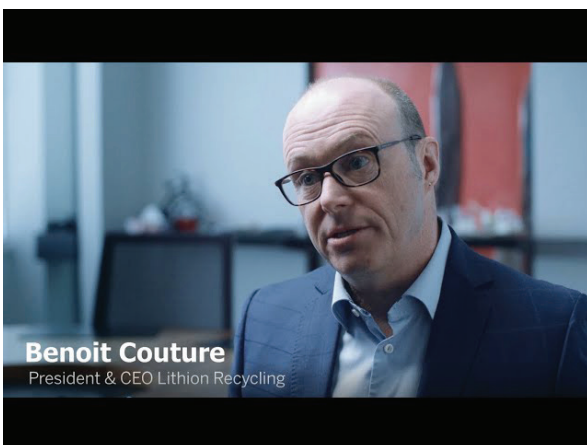
This year, despite COVID-19 restrictions, IPIC engaged in conversations and partnerships with:

over 30 stakeholders and presented in-person or virtual 14 times.

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".

Own it.

In celebration of World IP Day, IPIC launched the third flight of our awareness campaign promoting the value of IP and IP professionals to entrepreneurs, SMEs and business leaders. The campaign features a clean tech angle to coincide with World IP Day's theme, Innovate for a Green Future.



The Own it. campaign is a bold rallying call to Canadian companies to be fearless and future-focused. To own every step of their journey. It's also sound advice to secure what belongs to them - their intellectual property – and a call to action to take those steps now before they lose their competitive advantage.

We chose to feature two Canadian clean tech companies in this flight, Guelph's EnvisionSQ and Montreal's Lithion Recycling.

Communications



304 tweets
2.3K followers
 (21% increase over 2019)
 1.8K engagements



61 posts
267 fans
 (23% increase over 2019)
 252 engagements



67 posts
3.3K followers
 (153% increase over 2019)
 1.4K engagements

IPIC's weekly IP Newsbreak has an email open rate of 42%. The average email open rate for non-profits is 25%.

IPIC had over 40,000 visitors to the website in the last year, resulting in over 200,000 page views.

IPIC had over 5000 views of its COVID-19 member resources in just the 4 months (April-July) following the initial pandemic response in Canada.



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



- 1 Courses & Events
- 2 Members Portal
- 3 How to Become an Agent
- 4 IPIC Job Board
- 5 Patent and Trademark Administrator Programs

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

Canada – 60%

United States – 14%

Norway – 6.5%

China – 4.8%

India – 3.2%

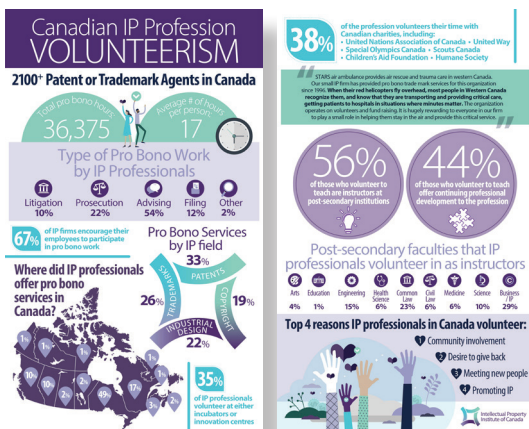


CIPR

IPIIC published Volume 35 of the CIPR, with 6 articles covering the topics of trade secrets, infringement, blockchain, copyright law, Indigenous traditional knowledge and patents of invention. The Canadian Intellectual Property Review (CIPR) is a double-blind peer reviewed journal.



Volunteerism Survey



In May, IPIIC launched its inaugural Volunteerism in the Canadian IP profession survey to capture how many IPIIC members volunteer on pro bono cases, teach at colleges and universities and volunteer with other associations and charities.

Finance

2019-2020 Financial Summary
revenue \$1,863,863

56% Professional Development
\$1,043,313

35% Membership
\$653,102

9% Advertising & Sponsorship
\$167,448