



IPIC Strategic Plan Progress Update

Q1

Q2

Q3

Q4

2021

Q1

Q2

Q3

Q4

2022

Q1

Q2

Q3

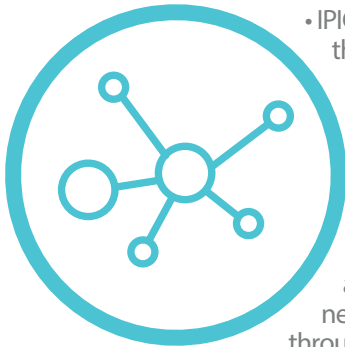
Q4

2023

- College Regulations Published in CGI, IPIC lobbies hard for changes with Minister of ISI, and ISED
- IPIC recommendation for Brand Protection Subsidy adopted by FINA in Pre-Budget Report

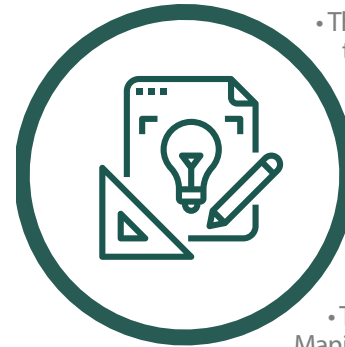
- 49 new Affiliate and Associate members approved by the Board, halfway to achieving 2021 goal
- BC Premier Announces Intent to Create First Patent Program

Equity, Diversity & Inclusion



- IPIC researched and identified steps it can take to enable the IP profession and industry embrace EDI best practices.
- IPIC is committed to becoming a leader on EDI issues and is putting together a small focus group to discuss how to best promote EDI and how best to integrate EDI into its governance and support industry best practices.
- Outputs from the focus group will be used to create an action plan that will guide IPIC's activities over the next three years. The IPIC Focus Group will take place throughout May.

Education & Skills



- The virtual Patent Agent Training Course: Module 1, and the Trademark Agent Exam Prep Course are currently being held.
- In advance of the fall 2021 exams, the virtual Patent Agent Training Course: Module 2, and Patent Agent Tutorials will begin May 3 and September 1 respectively.
- IPIC presented its Trademark Case Law Series and its annual Year in Review in IP Law webinar series with one of the highest participation rates ever. The Patent Case Law Series will be held throughout April.
- The 2023 Annual Conference will be held in Winnipeg, Manitoba from October 11 – 13.

IP Policy & Growth



- IPIC ramped up its advocacy efforts with the Treasury Board, the Minister of ISI, and ISED to begin consultations on the College Regulations.
- IPIC was active in lobbying finance officials on IP incentives for Federal Budget 2021.
- IPIC was successful in getting ISED to include IPIC representatives in a pre-consultation on the draft College regulations published for public consultation in mid-March, and sprung quickly to resolve issues identified within the draft regulation.

Member Experience



- The Board set IPIC's priority projects for 2021 that will guide the Institute's activities for the year.
- IPIC distributed its Annual Member Survey and identified data and resources of interest for members to support their business needs and professional excellence.
- Advertising and Job posting purchases increased as did social media engagement and followers.
- IPIC participated in International Women's Day (IWD) and ran its first ever IWD Spotlight Series highlighting incredible women within the profession.

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.