

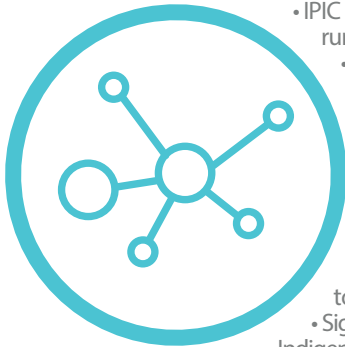
IPIC Strategic Plan Progress Update



- IPIC releases complimentary EDI e-learning modules exclusively to members
- Launch of new **Own It.** campaign video featuring Makatew Workshops

- IPIC acted swiftly to represent members views on CPATA's New Bylaws and Fees
- **IPIC2023** program introducing new half-day workshops was released

Equity, Diversity & Inclusion



- IPIC celebrates Pride Season with Proud to Share campaign; running until end of August.
- IPIC hosts *Women and IP: Accelerating Innovation and Ingenuity* in recognition of World IP Day 2023.
- IPIC attends Pathway to Education Career Fair in Spryfield, NS and Soaring Indigenous Youth Empowerment Gathering in Edmonton, AB engaging with over 1,000 students discussing careers in IP as well as IP awareness for entrepreneurs.
- IPIC continues conversations and builds on relationship with CCAB, ISED and CIPO in efforts to increase IP awareness to Indigenous communities and businesses.
- Signs a partnership agreement with Indspire – a national Indigenous charity that invests in the education of First Nations, Inuit and Métis people.

Education & Skills



- **IPIC2023** website and registration were launched in early June.
- The Conference program including new workshops was released.
- 16 Conference sponsors have been secured to date.
- 4 webinars in connection with EDI education were well attended.
- IPIC granted the designation CCPA to 8 exam candidates.
- IPIC granted the designation CCTA to 14 exam candidates.
- A webinar was held jointly with CPATA on new agent competencies.
- The 2023-24 IPIC Mentorship Program was launched.

IP Policy & Growth



- CPATA released new bylaws and fees prompting IPIC action on behalf of membership.
- IPIC created member surveys, developed a position paper, and had meetings with CPATA and ISED on the members concerns.
- President's Tour consisted of stops in six Canadian cities to discuss strategy with IPIC members.
- Met with Director General of Trademarks Branch on Trademark Backlog Reduction Strategy.
- IPIC continued support for INTA on Bill 96 in Quebec seeking meetings with two Ministers and the OQLF.
- Copyright Committee provided feedback to Parliament on right to repair Bills.

Member Experience



- Launch of IPIC's latest **Own It** video featuring Makatew Workshops branding story.
- Held town hall meetings during President's Tour to discuss IPIC's 2024-26 Strategic Plan.
- PR Campaigns launched for National Indigenous History Month, Pride Month, and National Indigenous Peoples' Day.
- IP Assist program continues to offer members business development. 92 L1's and 26 L2 matches were made with IPIC members in Q2.
- IPIC continues to develop programming for **IPIC2023**, registrations launched.
- IPIC announced shift in AGM to virtual format with *GetQuorum* software in 2023.

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.