Understanding IP is for everyone

What intellectual property rights achieve and for whom is a mystery to most people.

The Center for Intellectual Property Understanding (CIPU) is an independent non-profit dedicated to increasing awareness of the purpose of patents, copyrights and trademarks and their impact on peoples’ lives.

Established in 2016, CIPU holds events, provides outreach, conducts research and partners with businesses and organizations to convey accurate information and discourage abusive IP behavior.

CIPU provides an education framework for understanding how IP rights facilitate new ideas, promote healthy competition and enhance lives.

IP literacy matters

Informed audiences are more inclined to respect IP rights and encourage others to. Understanding IP’s impact is for everyone—it is something that everyone can and should understand.

“CIPU engages with industry, schools and other organizations, to convey the benefits of acknowledging IP rights and the impact of failing to.”

—Brian Hinman (Aon IP Solutions; ex-Philips, Verizon, InterDigital, IBM)
CIPU Key Accomplishments

Events

- “IP Awareness Summit” (IPAS) 2017 (Chicago-Kent College of Law, Illinois Institute of Technology)
- “Innovation Policy and IP” briefing (Washington, Global IP Center, US Chamber of Commerce)
- “IPAS 2018” (New York, Columbia University)

Reports

- The State of IP Education: Seven Leading Nations
- Patterns in Media Coverage of Patent Disputes
- Short Video: “A Basic Awareness of IP Literacy”

IP Education Resource Center (IPERC)

- Organize, manage and facilitate access to global IP education activities, materials and events
- Participate in establishing minimum IP awareness standards

Outreach

- Facilitate on LinkedIn “IP Awareness Group” (135+ members)
- CIPU Twitter presence (550+ followers)
- Monitor IP-ed news and trends in the US, Europe & Asia
- Public speaking, media visibility, articles
- In development: Criteria for annual awards for outstanding contributions to IP understanding

UnderstandingIP.org ipAwarenessSummit.com