



THE CENTER FOR INTELLECTUAL PROPERTY UNDERSTANDING

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UnderstandingIP.org
ipAwarenessSummit.com

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 patents and other IP rights - and their impact on peoples' lives.

Established in 2016, CIPU holds events, provides outreach, conducts research and partners with businesses and organizations to convey information and discourage abusive 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 something that everyone can and should understand.

“The growing IP awareness gap threatens innovation and competition. 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



Supporters & Partners

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Philips
Scully Scott Murphy & Presser
The Tusher Center for the
Management of Intangible Assets
UC Berkeley Hass Business School
VentureWell

CIPU Key Accomplishments

Events

- IP Awareness Summit, 11/18, Columbia School of Journalism, NYC
- IPAS 2017, Illinois Inst of Technology, Chicago-Kent College of Law
- Innovation & IP Policy Briefing, 5/18, US Chamber of Comm, DC
- Trade Secrets Briefing, 5/19, Global Innovation Policy Center, DC

Reports

- *IP Awareness & Attitudes: A Summary of Research and Data (2019)*
- *The State of IP Education: Seven Leading Nations (2018)*
- *Patterns in Media Coverage of Patent Disputes (2017)*

Communications

- [News, articles, speaking, media](#)
- [CIPU YouTube Channel](#)

Outreach

- Track IP-ed news and trends in the US, Europe & Asia
- Establishing resource center for IP education materials
- Established LinkedIn “IP Awareness Group” (150+ Members)
- Leadership - Developing criteria for awards to recognize outstanding contributions to IP understanding
- IP Literacy - Working with organizations, businesses and educators to establish minimum IP awareness standards

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