



June 22, 2020

CIPU had a busy first half of 2020 despite the Covid-19 crisis. Projects and activities that we have completed or are engaged in include:

- **IP Awareness Basics Central (IPABC)** - Developed and managed by the CIPU Education Committee, this recently-launched portal is designed to provide a range of audiences easy-access to IP basics and examples. [IPABC](http://www.understandingip.org) was recently made available by CIPU at www.understandingip.org.
- **CIPU was invited to join the National Association of Media Literacy Educators (NAMLE)**. As an organizational member, [CIPU is profiled](#) in a mailing to more than 10K members. The goal is to get IP on the radar of educators.
- **Summary Report: IP Literacy in Four Asian Nations** – The fourth report commissioned by CIPU examines IP awareness and education initiatives in South Korea, Japan, Singapore and China. It is posted on www.understandingip.org.
- **IP Awareness Summit (IPAS 2020)** - Held in conjunction with the Haas School of Business and the Tusher Center for the Management of Intellectual Capital at UC Berkeley on March 5. Despite early COVID concern at the time, thought-leaders attended from the U.S., Europe and Asia. Tap here for access to [audio files of the keynotes and panels; video, too](#).
- **Welcome:** CIPU named **Adam Mossoff** to the board of directors. Adam is Professor of Intellectual Property Law at Antonin Scalia Law School, George Mason University, a Senior Fellow at the Hudson Institute and Visiting Fellow at the Heritage Foundation. He has testified numerous times before the House and Senate and his writing has appeared in many leading publications.
- **KnowIt panel with Scott Frank, CEO of AT&T IP - 'Building a Broader IP Community: Awareness Fosters Value.'** CIPU's Bruce Berman moderated the May 13th live-stream, which was heard and seen and heard by 700+.

- **Media:** Articles about CIPU appeared on the UK's [IP Awareness Network \(IPAN\)](#); in [China Daily](#), which cited a CIPU report about education, and [IAM](#), which featured a lead piece about the remarks of IPAS 2020 keynote speaker, Talal Shamoan, CEO of Intertrust.

Thank you for your interest in CIPU and IP understanding.

Follow CIPU on [LinkedIn](#) and Twitter [@centerforip](#). Join the [IP Awareness Group](#), if you have not already. We are at 161 members and growing.

With best regards,

Bruce

Bruce Berman
Chairman

