Dear Bruce,

Despite the pandemic the Center for Intellectual Property completed several important IP awareness initiatives in 2020 and is currently engaged in new ones. Highlights are as follows:

- **‘Living with the Impact of Covid-19’** – CIPU hosted a webinar with the support of the Institute for Business Innovation, UC Berkeley Haas School of Business. A recording of the two-panel event can be found [here](#) or on CIPU’s YouTube Channel, [here](#).

- **New Research Report in Progress** – CIPU’s fifth report is being prepared for 1Q release. The working title is ‘Exploring IP Education in Business Schools’

- **Expansion & Adoption - IP Awareness Basics Central (IPABC)** – Launched in June, [IPABC](#) is designed to provide a range of audiences easy-access to IP basics and examples. Some educators are already using IPABC.

- **IPAS 2020** – The IP Awareness Summit was held in conjunction with the Haas School of Business on March 5. Despite early COVID concern, thought-leaders attended (safely) from the U.S., Europe and Asia. Tap here for access to audio files of the keynotes and panels; video produced by Ideas Matter.

- **Welcome**: California-based IP and marketing educator Rafael Cardona joined the Education Committee; James Pooley, ex-Deputy Director General WIPO joined the Communications Committee

- **CIP Forum ‘Diversity in IP Education’ Presentation** - CIPU participated on a December 7 panel, ‘Diversifying IP Education for National Competitiveness,’ with former USPTO Director, David Kappos.

- **Media**: Articles about, by or that sourced CIPU appeared recently in *[World Trademark Review](#)* and *[IP Watchdog](#)*. A Q&A profile of CIPU appeared in the *[NAMLE Monthly](#)*.

- In case you missed it, the CIPU *Mid-Year Update* is [here](#).
Thank you for your interest in intellectual property understanding.

Follow CIPU on LinkedIn and Twitter @centerforip; like us if you are so inclined. Join the IP Awareness Group if you have not.

With best regards,

Bruce

Bruce Berman
Chairman