



December 15, 2020

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

