

January 7, 2022

Dear Greetings!

2022 marks the start of CIPU's seventh year. We are pleased to report that in 2021 the organization attained several major goals, including:

- **IPBasics.org** – CIPU has established the first example-driven IP information platform. This tool enables audiences, including creators, educators, IP professionals, students and investors, to see graphically what IP rights support and why they matter. Early adopters include Glendale College in California 4iP Council. www.IPBasics.org
- **'Understanding IP Matters' (From Creator to Entrepreneur)** – CIPU has launched the first podcast series that enables prominent creators, managers and investors to share their IP story with others. Episodes and background are available [here](#) as well as on Spotify, Apple, and Google podcasts. Patent monetization expert Brian Hinman was the series' first guest; award-winning inventor Dan Brown, the second; film producer, video streaming pioneer, author and copyright advocate Jon Taplin will be next.
- **SAVE-THE-DATE!** – The fifth IP Awareness Summit® will be held on April 5th at UC Berkeley's Haas School of Business. This is a hybrid event with many attending in person (Covid-permitting) and others in the U.S. and Europe participating via livestream. There will be two keynotes and four panels. Watch your email for updates or visit www.ipawarenesssummit.com
- CIPU welcomes both Maysa Razavi, Director of Global Brand Protection and Supply Chain Security at **Moderna Therapeutics**, to the Education Committee, and Derek Morales, recently named Associate Counsel, Trademarks, for **Estee Lauder**. Ms. Razavi was formerly a director in anti-counterfeiting at **INTA**. Mr. Morales was Senior Director, IP at **Ralph Lauren**.

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Thank you for your interest in intellectual property understanding.

With best regards,

Bruce

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Chairman
www.understandingip.org

