

October 3, 2022

Dear Greetings!

2022 has been CIPU's most productive year - and it's not over. We plan to carry the momentum into 2023 and beyond. Below are some highlights:

- **'Understanding IP Matters' Podcast** – Season 1 concluded in June; Season 2, with a thought-provoking episode every two weeks - premiered on September 21. Listen [here](#), on Spotify or on Apple Podcasts.
- **Forbes** – CIPU was recently featured in *Forbes* with the Smithsonian-Lemelson Center for the Study of Invention & Innovation and the Michelson Institute as a leader in helping to make IP rights more democratic. The article generated more than 10,000 LinkedIn impressions. The *Forbes* article can be found [here](#).
- **IPBasics.org** – User experiences have been quite positive. Professor Dr. Alexander Wurzer of CEIPI business school and the IP Business Academy, students and others have [endorsed](#) this resource. Dr. Wurzer calls IPBasics.org a ["brilliant initiative."](#)
- **IP Awareness Summit** - IPAS 2022, the fifth one, was held in conjunction with the UC Berkeley's Haas School of Business in April. [The event](#) generated more than 130 attendees from the U.S. and abroad. [Mark your calendar for March 21st in L.A.!](#)
- **Tiffany Norwood** – A successful creator, executive, investor and Cornell University Entrepreneur of the Year, Ms. Norwood was named to the CIPU board of directors. Welcome, Tiffany!

CIPU is planning the 6th IP Awareness Summit to be held on **March 21, 2023 at UCLA's Luskin Center**. Stay tuned for updates, including speakers!

Please share any ideas or suggestions you have for CIPU activities and events. Your feedback helps us to better reach our audiences and positively impact IP awareness.

With best regards,

*Bruce*

Bruce Berman  
Chairman

