

Dear CIPU follower,

The future depends on how intellectual property rights are seen and used. In 2023 CIPU is focusing on several important initiatives and partnerships that will make a difference to audiences, including students, creators and investors. Below are the highlights:

- The second season of the [“Understanding IP Matters”](#) podcast was completed, with 10 new episodes. UIPM has generated 4,000+ downloads. Listeners can receive notification of new episodes by indicating they wish to on Apple, Spotify or their preferred platform.
- [The IP Awareness Summit®](#) was held in Boston in conjunction with the Center for Research Innovation at Northeastern University. IPAS 2023 was CIPU’s 6th.
- New use-cases and endorsements from educators have been added to [IPBasics.org](#), **CIPU’s IP information portal**. We are exploring innovative techniques for communicating effectively about IP rights to students, creators and other audiences.
- **CIPU’s YouTube channel** exceeded 10,000 streams. Videos now include IPAS 2023 panels. [Subscribe by visiting the YouTube page](#).
- A summary report focusing student [exposure to IP rights](#) at the ten leading U.S. undergraduate entrepreneurship programs was released in September.
- New CIPU partners include C-IP², the Copyright Alliance, the Center for Innovation Research and the Lemelson-MIT Education Program.
- CIPU Members in the News: **Brian Hinman** was elected to the IP Hall of Fame; **Adam Mossoff** published and spoke about current IP legislation and innovation history, and entrepreneur **Tiffany Norwood** presented at the USPTO, judged an innovation competition in Denmark and was featured at a CCNY forum, “Sexy. Black. Genius.”

CIPU work-in-process includes:

- The first-ever survey of **what the IP community believes** are the basic IP principles everyone needs to know. The work is being conducted by a national market research firm.
- Production on **S3 of ‘Understanding IP Matters’** has begun. This season will feature a range of new IP experts, educators and creators. Look for episodes to drop in October.
- **IPAS 2024** is currently being planned. Locations under consideration include Chicago, New York and Washington DC.

CIPU encourages your ideas and suggestions. Please email us at explore@understandingip.org. Support IP awareness with [a tax-deductible gift](#).

With best regards,

Bruce

Bruce Berman
Chairman & Co-Founder

