



IT'S OUR **10**th ANNIVERSARY!

June 16, 2026

Dear Friends of IP Rights,

It's hard for me to believe that the Center for Intellectual Property Understanding is celebrating its 10th anniversary on June 16th - a perfect time to reflect on CIPU's accomplishments and consider its future.

CIPU was founded with the support of Marshall Phelps, former Microsoft and IBM Vice President of Intellectual Property Businesses, a pioneer in IP strategy and monetization, and Chief Judge Paul Michel (ret.) of the U.S. Court of Appeals for the Federal Circuit, and me, an IP communications specialist and author.

The primary goal was to make the purpose and value of IP rights clearer to key audiences. We three agreed that it was not enough to simply define what patents and copyrights cover. People need to experience the context in which they operate. They need to have a handle on what IP rights mean to businesses, jobs, and society.

Quickly we saw that many people lacked a basic understanding of how IP rights function, including entrepreneurs, inventors, content creators, investors, educators, business executives, policymakers – and even some lawyers.

More Facts, Less Nonsense

Back in 2016 I often had to explain why an independent nonprofit like CIPU (“see IP – you”) was necessary. Even some IP professionals struggled to grasp the mission. In 2026 – after the COVID-19 pandemic; amidst rapid advances in artificial intelligence; and with an explosion of new content and inventions – it is becoming clearer that IP rights are not merely necessary, they are essential. They are a bridge to sharing and a key to investment and stability.

Respect for IP should be a welcome priority and not diminished by false media narratives or narrow business agenda. It needs to be nurtured, beginning with young students and reinforced by parents, educators and community leaders. It is not enough to teach the next generation of inventors and creators about the what IP rights are. We need to prepare their classmates and communities to understand and accept them.

Notable Achievements

Among the achievements CIPU has accomplished over the past decade:

- Produced nine IP Awareness Summits®, establishing the event as a leading forum for discussing IP's purpose, impact, and how best to communicate their benefits.
- Launched the Understanding IP Matters podcast, which has since generated more than 18,000 downloads; it is #2 rated among all 100+ IP podcasts
- Published research addressing which leading universities do not offer or require IP courses in their business programs and the potential impact
- Created innovative data visualizations that put the size and value of intangible assets, such as IP rights, into a clearer, more visual perspective
- Secured relationships with 25 domestic and international affiliates
- Established IPBasics.org, an accessible introduction to the role of IP rights
- Acquired London-based IdeasMatter.com, founded by Philips and Microsoft
- Created the CIPU YouTube channel, generating more than 25,000 streams

Many Thank You's

Many people have contributed to CIPU's success. Foremost are its board members for their advice and commitment: Brian Hinman, Keith Bergelt, Manny Schecter, Mickie Piatt-Voges, Adam Mossoff, Tiffany Norwood, and Terry Hart.

Our sponsors, partners, and affiliates have also played an integral role. You can see them on the CIPU home page. Others we could not exist without include more than 200 speakers who have shared their knowledge and experience at CIPU events, often devoting significant time and travel. A shout out to our committee members, too.



The Speed of Thought

The future for IP and IP rights is promising. GenAI and other models are emerging as tools for generating more and better intangible assets. GenAI is challenging the use of copyrights, patents, trademarks and trade secrets, while making them more meaningful. AI adoption is speeding innovation, and with it facilitating more inventions and content. IP rights encourage transparency and clarify ownership, and will help provide AI with a much needed framework that will make their role more recognizable.

With more outreach, attitudes towards IP rights will continue to improve, and so will value. The next generation of inventors and content creators is being nurtured by excellent stewards, organizations that care about getting IP right and dispelling misinformation.

Providing a wider range of audiences with basic IP literacy that resonates with their interests is already paying dividends. CIPU is making intangibles easier to appreciate by developing innovative content, establishing platforms for discussion and engaging in research visualizations that can be readily shared with both IP and non-IP audiences.

Informed Audiences

IP and innovation need an informed audience that embraces patents and copyrights and encourages transparency. Many nations are attempting to increase IP awareness through better education. China, for example, has introduced an annual "IP Publicity Week" for the entire nation to learn about the power of IP. It is slowly turning the page on a culture of counterfeits and IP theft, and if it succeeds, it will be an even more formidable competitor.

As we look ahead to the next ten years and celebrate America's 250th anniversary, CIPU has a unique opportunity to provide perspective, community and data that illustrate the power and value of IP rights and the central role they play in our lives.

With best regards,

Bruce

Bruce Berman
Chairman & Co-Founder
CIPU



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