

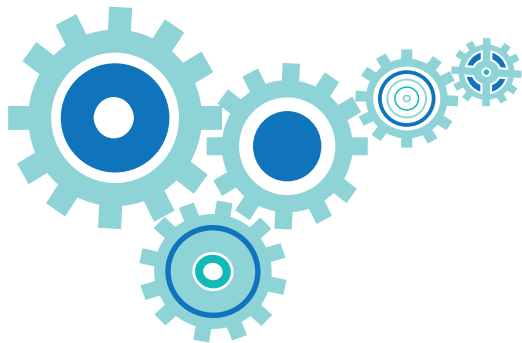
## Helping deliver the potential of Intellectual property

Together with know-how, intellectual property (IP) and its protection with patents, trade marks, designs, copyright and similar legal rights form a key part of most UK businesses. Yet business and public appreciation in the UK of the value of IP and how it should be properly protected and used, is still inadequate in comparison with other successful economies.

The Intellectual Property Awareness Network – IPAN – was set up over 20 years ago by a group of organisations concerned to improve understanding about IP and its commercial value to the UK economy.

IPAN continues with this work today, building on the ideas and efforts of its members for improving IP education and providing impartial basic information about IP matters through its Issue Briefs and website at: [www.ipaware.org](http://www.ipaware.org)

Why not join IPAN and help to improve awareness and understanding of the economic importance of IP across the UK!



[www.ipaware.org](http://www.ipaware.org)

### IPAN: Intellectual Property Awareness Network

A list of members of IPAN may be obtained from the website [www.ipaware.org](http://www.ipaware.org) or from:

Intellectual Property Awareness Network  
c/o CIPA, 2nd Floor, Halton House  
20-23 Holborn  
London  
EC1N 2JD

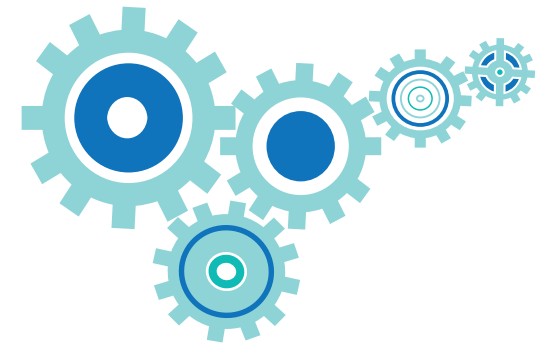
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## IPAN: Intellectual Property Awareness Network

“Continuing to raise understanding of the importance and value of intellectual property in the UK.”



[www.ipaware.org](http://www.ipaware.org)

## Intellectual property – a key commercial asset

Successful economies are more and more dependent on knowledge and its commercial applications. Intellectual property (IP) – patents, trade marks, designs, copyright and similar legal rights, together with associated know-how – are increasingly important commercial assets for most businesses, whether based on brands, technology or the creative arts. Better basic knowledge and understanding of the value and use of IP in commerce and industry can improve business performance. This is particularly the case for start-up companies, micro-businesses and SMEs.

### About IPAN

The Intellectual Property Awareness Network – IPAN – was formed in 1993 by a cross-section of organisations concerned to improve awareness and understanding of IP. Since then, IPAN has continued to develop and grow and is now established as an independent charitable, not-for-profit company, limited by guarantee.

IPAN's current diverse membership is drawn from the professional, business and education sectors, united in their commitment to improve understanding about IP and its key role for the "knowledge" economy.

But IPAN does not lobby for any particular member or sector viewpoint. IPAN's main goal is to help improve education about IP, enabling the knowledge market to function. With its broad membership and experience base, IPAN is able to add to the IP educational initiatives of other bodies and act as an independent thought leader, able to ask the questions others might feel unable to ask.

## IPAN activities and outputs

**Quarterly Meetings:** members are able to discuss contemporary IP subjects on a general level after a talk by an invited expert at these London meetings which provide a forum for sharing ideas and learning, and for building consensus in an informal setting.

**World IP Day Event:** each April IPAN organises a Westminster based event for parliamentarians and IP opinion leaders celebrating World IP Day in the UK. Recent speakers have included Francis Gurry (WIPO), Giorgio Sincovich (Europol), Sebastian Conran, Lee Broom, Ian Callum (Jaguar), Luke Johnson (FT), Viscount Younger, Mike Weatherley and Pete Wishart (APPG for IP)

**Special Interest Groups:** these three separate groups work on IP awareness approaches and research directed to the business, finance and economics, parliamentary and higher education sectors, respectively. The Parliamentary group organises the annual World IP Day Event.

**IPAN Issue Briefs:** these impartial, evidence based primers aim to help understanding of current IP related issues. Produced by experts from the IPAN membership and revised annually, the Briefs provide background starter information and are freely available at [www.ipaware.org](http://www.ipaware.org). Printed copies are given to all guests at the annual World IP Day Event.

**Research:** IPAN mainly partners in IP educational and economic research sponsored by other bodies such as the IPO, by providing expert input. But on occasion, it initiates its own research helped by sponsorship from its members. A recent project has looked at the way ownership of student IP rights is handled in UK Universities and colleges.

## Website: [www.ipaware.org](http://www.ipaware.org)

As well as the unique Issue Briefs, the IPAN website at [www.ipaware.org](http://www.ipaware.org) contains details of IPAN meetings and other activities, press releases, and links to recent IPAN articles contributed to WIPO publications by the Education and Business, Finance and Economics special interest groups.

The website also provides some basic information about IP and its role in commerce. This is intended as an overview for those with little knowledge of IP rather than as definitive legal advice. Links are given to selected, authoritative web-based resources for those needing more detail.

### Joining IPAN

Membership of IPAN is open to organisations and individuals committed to helping improve the understanding of IP, primarily in a UK context.

Members are normally represented by executives in their organisations rather than by IP specialists. There is an annual membership fee to help IPAN to meet its educational objectives and offset operational expenses.

**To apply to join IPAN or for more information please contact:**

**Intellectual Property Awareness Network, c/o CIPA, 2nd Floor, Halton House, 20-23 Holborn, London EC1N 2JD**

**Phone: 0207 440 9450**

**Email: [info@ipaware.org](mailto:info@ipaware.org)**

