

Center for Intellectual Property Understanding Intellectual Property Awareness Summit - UC Berkeley, California, 5 March 2020

It was a great pleasure to accept the invitation, on behalf of IPAN Education Group, to attend the third IP Awareness Summit (IPAS) organised by the U.S. Center for IP Understanding (CIPU). Bruce Berman, CIPU founder and Chairman and Summit Organiser is, to use Professor Jeremy Phillips' phrase, a veritable 'IP Enthusiast'. He has a clear vision of the importance of spreading the IP awareness message to all levels of organised education. He matches that with a clear vision of the importance of spreading IP Education awareness to the IP profession. This results in impressive gatherings of IP professionals and educators, which are conducted with great energy and sense of purpose. CIPU's aims and objectives resonate with the aspirations of IPAN, especially IPAN's Education group, so it would be good to develop some CIPU/IPAN joint IP Education activity in the future.

The IP Awareness Summit programme comprised three keynotes and four panel discussions. The audio links are available at: <https://www.ipawarenesssummit.com/2020audiofiles>. There is also a short IdeasMatter video with brief interviews of several speakers and attendees, which is available at: https://youtu.be/5xjRD_tmYMs.

Keynotes were delivered by Gary Lauder, a Silicon Valley venture capitalist who focused on corporations' weakening of the US patent system and patent rights. He concluded with a plea to the audience to find their voice and play a role in the campaign for courts to have better IP understanding. Talal Shamoon, a businessman, inventor, CEO of Intertrust (which is owned jointly by Philips and Sony), and self-ascribed 'IP Guy', focused on IP rights in an AI-5G world. He concluded that increased globalization and education have opened the door for the IP economy, and suggested IP to be taught as a business practice not just an area of law. Dr Gary Michelson is a philanthropist whose career as an orthopaedic surgeon was enriched by his work as an inventor of medical products (he has more than 900 global patents). Through the Michelson Foundation he has financed the Michelson Institute for Intellectual Property (<https://michelsonip.com/>), which is used to enable IP education resources to be made available to universities, schools and community colleges, entrepreneur organisations, and independent creators. It would be wonderful to have such a philanthropist similarly dedicated to IP Education in UK.

The four panels focused on:

- New factors affecting IP understanding and confusion;
- A standard for basic IP literacy: from the classroom to the boardroom;
- IP rights in a global world;
- China, trade secrets and beyond and on IP and Innovation Policy – What we need today.

The panel discussions were lively, comprising academic, industry, practice and policy panellists. I was on the final panel and was able to contribute points that had been suggested by IPAN board members, and the UKIPO. Both the *Innovation Trends Report Q1 2020* from PatSnap and the decision of the UK Government not to participate in the Unified Patent Court, without consulting IP professional bodies, were made public within hours of the Summit commencing. Unsurprisingly, they were met with interest and

shock by participants. Whilst the second panel was directed specifically to IP education, this topic was referred to by all three panels.

In addition to the excellent content of the keynotes and panel discussions, the bonus of such a gathering is the networking opportunities it provides. The third CIPU IPAS was no exception. The event was attended by about 70 people, with attendance down by 15% because Covid-19 travel restrictions were just beginning to be imposed across the United States.

On a personal note, this was my first visit to UC Berkeley. Wandering through the magnificent campus, I encountered a lively vocal protest on the steps of the Bell Tower. It drew me back to the music and the protests of Berkeley in the mid 1960s. I was fortunate to travel safely between London and San Francisco to participate in the Summit, which Bruce Berman has subsequently identified as 'probably the last face to face intellectual property conference for a very long time'. May we come through the current unprecedented crisis as swiftly and as well as possible.

Ruth Soetendorp

IP Awareness Network director and Education Group Convenor

15 April 2020