



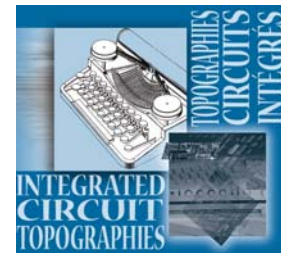
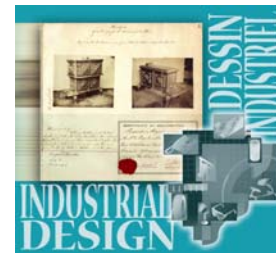
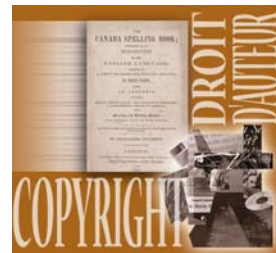
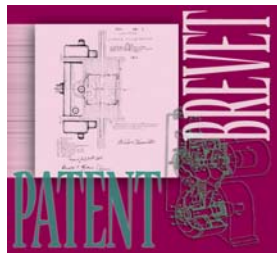
**Canadian
Intellectual Property
Office**

An Agency of
Industry Canada

**Office de la propriété
intellectuelle du
Canada**

Un organisme
d'industrie Canada

Influencing Domestic and International Development



IPIC — Annual General Meeting

Mont-Tremblant, Quebec

October 14, 2005

Presentation overview

- Introduction
 - Brief Update on Key Projects
- Promoting an IP Culture
 - Outreach
 - Level of IP learning
 - Future Directions
 - Intermediaries and Regional Presence
- International Engagement
 - Madrid and Trademark Law Treaty
 - WIPO
 - Challenges
 - CIPO's International Approach

Update on Key Projects

ISA/IPEA

- CIPO successfully launched ISA services in July 2004. A year later, CIPO has received:
 - 1994 (ISA) request / 1330 reports issued
 - 138 IPEA chapter II requests

Bill C-29 – Dutch Industries

- Anticipated coming into force in mid-2006
- Essential that clients be aware of the 12-month window opportunity

Update on Key Projects

Small Entities Regulations

- A second round of consultation is planned for this November

CIPO's Quality Approach

- Implement a common and on-going approach in integrating quality improvement across the organization

Update on Key Projects

CIPO 2005 National Client Survey

- One part of consultative process
- Interviews with 1550 clients
- Preliminary Results
 - Overall satisfaction remains at 79%
 - Satisfaction among agents has risen significantly since 2001, from 68% to 82% in 2005
 - Overall satisfaction with the services provided by agents is at 85%
 - 75% of represented applicants report the main reason for using an agent is their 'Experience/Expertise'
 - Represented applicants are the least satisfied with CIPO Turn-around-Times among all client groups

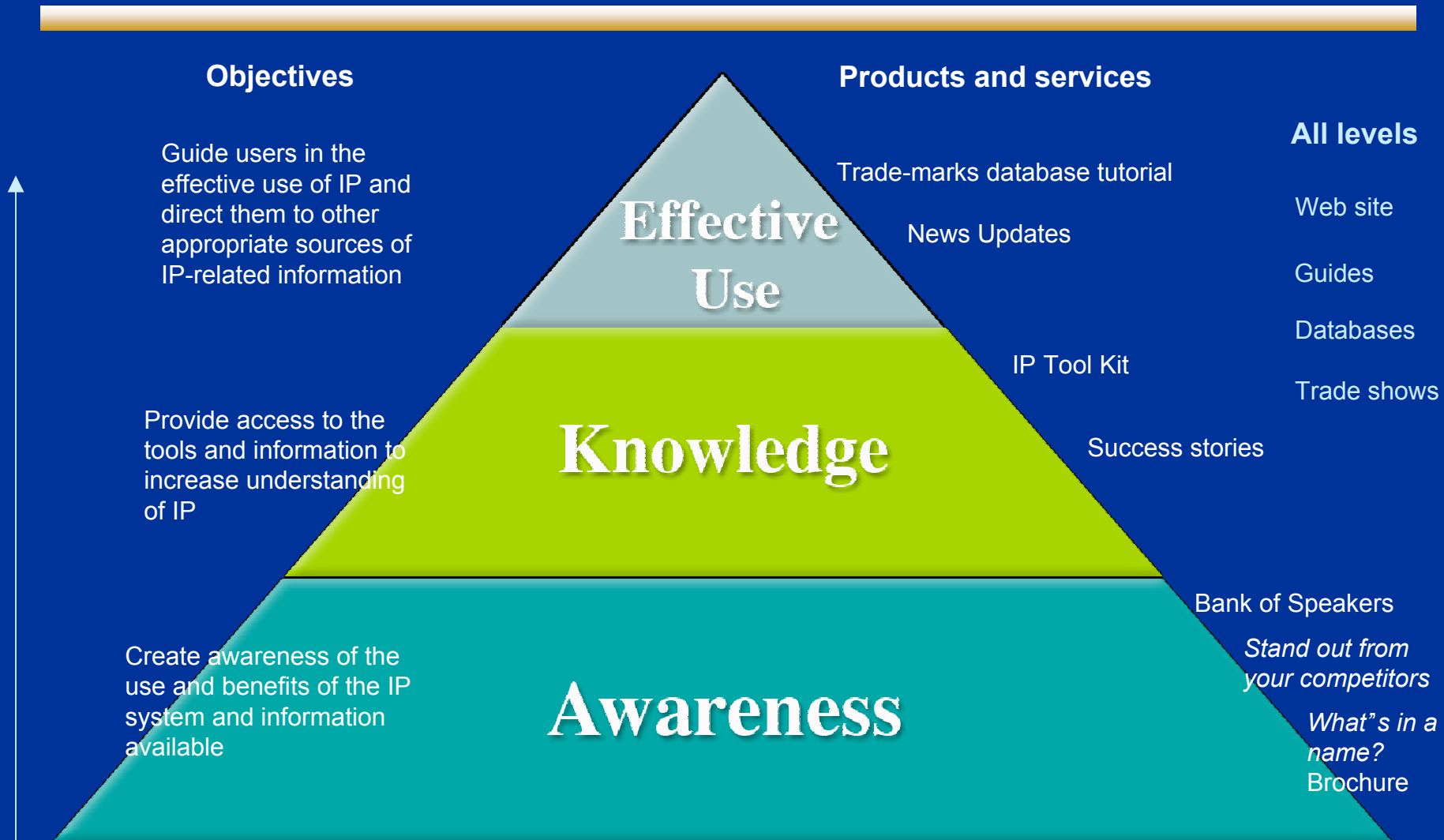
Promoting an IP Culture

- Why?
 - Part of CIPO's mandate
 - Linked to economic prosperity
 - Other countries are active
- Want to see more Canadians understand and use IP

Promoting an IP Culture: Outreach

- Activities to increase awareness, knowledge and effective use of IP
- Strategy
 - Build on lessons learned/best practices
 - Leverage partnerships and develop new ones
 - Develop new initiatives as pilots
 - Deliver activities for each of the three learning levels : awareness, knowledge and effective use
 - Establish systematic performance measurement

Levels of IP learning



Promoting IP Culture – Future Directions

Our plan for moving this initiative forward

- Continue to develop and improve products and services based on client needs
- Launch enhanced promotional activities
- Develop an IP Awareness Strategy for the Education Sector
- Increase CIPO's presence across Canada
- Measure activities and program's effectiveness

Future Directions: Intermediaries and Regional Presence

Intermediaries

- Greater use of partnerships to encourage understanding and exploitation of IP

Regional presence

- Assemble a national network of partners who are knowledgeable on IP matters and who make IP an integral part of their service to business
- Provide regionally-sensitive support to the network of partners

International Engagement – Madrid & TLT

- The Madrid Protocol and TLT are key components of CIPO's work related to the modernization of the *Trade-mark Act*
- Consultation initiated in February 2005
- Preliminary Assessment – 2 main issues
 - Adoption and use of Nice Classification System
 - Changing the 'use' system in Canada
- Next Steps
 - Creation of a joint working group with members of the profession
 - Focus will be on the two main issues
- Diplomatic Conference on Revised TLT in March 2006
 - CIPO will keep the profession abreast of the TLT proposed changes
 - IPIC can seek observer status at WIPO

International Engagement - WIPO

Key Issues

- Harmonization and the Substantive Patent Law Treaty
 - Proposal to look at a reduced package of issues:
 - definition of prior art
 - grace period
 - novelty and non-obviousness/inventive step
 - first to file/first to invent
- IP and Developing countries
 - Dynamics between developed and developing countries
- Next steps - reduced package

International Engagement – Environment

- Increased demands for harmonized services
- Increased workload
- Quality
- New technologies
- Client satisfaction/needs

CIPO's International Approach to Date

- Ariana Group
- Enhance CIPO's role vis-à-vis:
 - Emerging Offices
 - Trilateral Offices
 - Mid-size Offices
- In order to make progress on substantive issues
 - Cooperation
 - Harmonization

Conclusion

- Moving forward with current projects: Small Entities Regulations, Quality Approach, Client Surveys
- Increasing our efforts to foster and advance an IP culture in Canada by:
 - Focusing on clients' needs
 - Creating partnerships
 - Enhancing our presence
- Pursue our active but focused international participation bilaterally, regionally and within WIPO
- Continue to work with you on the Madrid Protocol and TLT

Web site information

CIPO's presentations are available on CIPO's Web site at : **www.cipo.gc.ca/newsroom**