

ANNUAL REPORT

2020



CIPA

The Chartered Institute of Patent Attorneys
Patents • Trade Marks • Designs • Copyright

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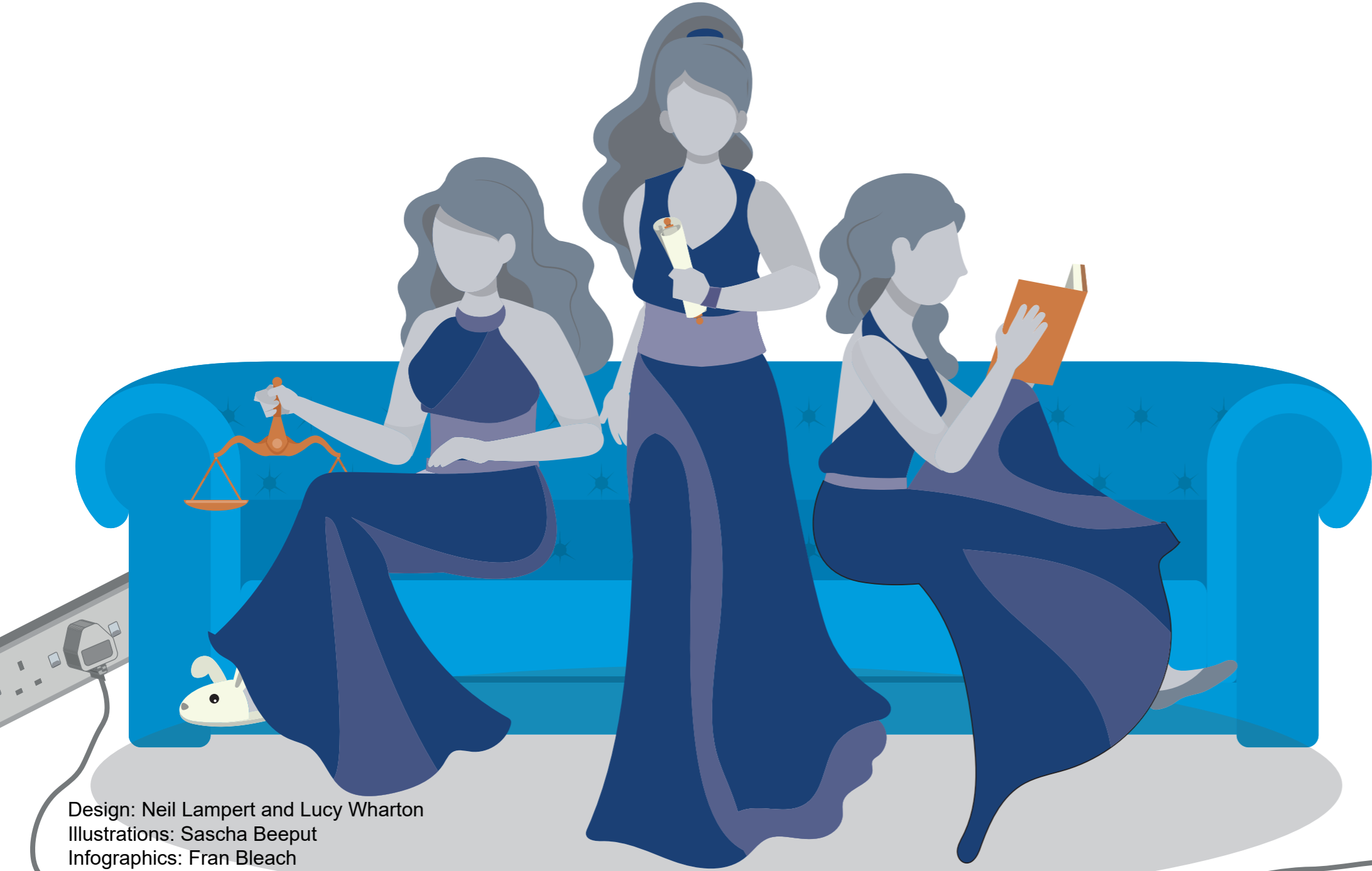
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Introduction from the President



Richard Mair

What an extraordinary year this has been! The advent of COVID-19 has completely revolutionised the way CIPA operates. I am full of admiration for the way this has been managed by Lee Davies, Neil Lampert and the whole CIPA staff.

Pandemics of course are nothing new; nor is the resistance of the young to lockdown. Samuel Pepys' wrote in his Diary in 1664 about the Plague in London:

"On hearing ill rumour that Londoners may soon be urged into their lodgings by Her Majesty's men, I looked upon the street to see a gaggle of striplings making fair merry, and no doubt spreading the plague well about. Not a care had these rogues for the health of their elders!"

Those of you who heard or read my inaugural address in January will recall that the issue of Address for Service was at the top of my Agenda. So I am very pleased that, following a call for views to which we contributed, the Government has put in place a Statutory Instrument which "levels the playing field", requiring an Address for Service in the UK, Gibraltar or the Channel Islands.

Another of my priorities was the redesign of CIPA's website, and I am glad that a team led by Neil Lampert, Dwaine Hamilton and Amy Williams has made good progress with this. I am confident that you will like the result, which will go live in a few weeks' time.

2020 saw the resurgence, following the shocking death of George Floyd in the US, of the Black Lives Matter movement. CIPA was quick to express solidarity. CIPA officers and staff have taken part in various events organised by IP Inclusive. Council has now considered the outcomes and I am glad that it has decided to establish a Diversity and Inclusion Committee to take matters forward.

The Patent Examination Board – the PEB – commendably rearranged the Qualifying Examinations to be online, and I rather doubt that we shall ever return to the physical examination hall setting for the exams.

We have a welcome new edition of the "Black Book" – the CIPA Guide to the Patents Acts. I congratulate Council Member Paul Cole, and barrister and former Council Member Richard Davis, and indeed all those who have contributed to it. It is a tremendously valuable resource.

And I finish by wishing Alicia Instone all the best for her Presidential Year. Now that we have some effective vaccines, 2021 will definitely be better than 2020!

Chief Executive's message



Lee Davies

At the time of writing, I have not seen any of my team or volunteer members in person for almost a year. This would be difficult enough for most organisations, but professional associations are built on and around people. I feel extremely fortunate to work with some of the most talented people in the association sector and the most committed and enthusiastic volunteer members. To be denied the opportunity to regularly collaborate in person has been one of the hardest aspects of the COVID-19 crisis.

In terms of business continuity, we were prepared. It was relatively straightforward to move to remote working, having invested in the technology to do so. Maintaining business as close to usual as possible, however, is extraordinarily difficult when you cannot simply lean across a desk, wave across a room or chat over a coffee in a corner of the office. I cannot speak highly enough of how my team and Council and committee members have responded to a very different way of working.

Throughout this report, you will read of all the things CIPA has achieved for its members this year. We have done so by putting the mental health and wellbeing of our people at the top of the agenda. We have worked hard to look after each other in much the same way as we do when we are together and it has paid dividends. A big, big thank you to the CIPA staff and the members who have given freely of their time in the most challenging circumstances.

Turning to the B word, the UK's exit from the EU is finalised, with an eleventh-hour Trade and Cooperation Agreement (TCA) shaping the future relationship. With much of our work being conducted under the premise that 'no deal' might prove to be a very real possibility, we had to quickly come to terms with the TCA. We have lobbied government to try to secure the best possible outcome for our members and the users of the IP system. We have promoted business as usual for patent attorneys at the EPO whilst campaigning for the retention of rights at the EUIPO.

We are well-connected in parliament through the work of Neil Lampert, who deserves a special mention for staying on top of a rapidly shifting political landscape. The work of Council, the Officers of CIPA, and our committees should also be recognised, often turning around consultation responses and position papers in record time. Whilst not fully resolved, CIPA has worked tirelessly on issues such as rights or representation, business travel and the IP elements of trade agreements.

In the hardest of times, I have seen the very best of people. We have been resilient, supportive, agile and creative. I have no doubt that the year ahead will be as demanding as was the year behind us. Equally, I have no doubt that CIPA will rise to the challenges to come.



Our Objectives

The Chartered Institute of Patent Attorneys (CIPA) was founded in 1882 and was incorporated by Royal Charter in 1891. CIPA is the professional body for the patent attorney profession in the UK, representing over 2,300 Chartered Patent Attorneys, working in industry or in private practice. CIPA's total membership is approximately 4,300 and includes trainee patent attorneys, patent administrators and other professionals with an interest in intellectual property law.

The principal objects of CIPA, as set out in its Royal Charter, are:

- to act as a professional and representative body for intellectual property practitioners in patents, designs, trade marks and other forms of intellectual property
- to promote the education, standing, training and continuing professional expertise of intellectual property practitioners and to establish, maintain and enforce high standards of professional conduct and compliance with the law.

These objects and all of CIPA's membership benefits and services are delivered through four distinct themes:

- **Status**
Advancing and promoting the professional status of Chartered Patent Attorneys as a global brand
- **Influence**
Working to influence intellectual property policy in the UK and abroad in the interests of its members and for the wider public good
- **Learning**
Supporting the learning of its members, during initial professional formation when trainees and through high quality, relevant continuing professional development
- **Community**
Providing the infrastructure and resources required for a community of practice to flourish

CIPA is one of the EPO's most valued partners and we deeply appreciate the input provided by its members. Our exchanges are always insightful, but in times of crisis, like we've seen in the last year, this close contact with CIPA has been crucial. In 2020 our discussions covered a wide range of topics from oral proceedings via video conference to the EQE going digital. For the EPO, they were an excellent opportunity to hear directly from IP practitioners and touch base on high-priority issues.

António Campinos
President, European Patent Office



Enhancing the status of members

The year had barely started when news of the threat of COVID-19 broke. The pandemic dominated the year but the Institute did not allow the enforced closure of its Central London office or restrictions on travel to hamper its work on behalf of members or the promotion of the UK profession at home and abroad.

CIPA's extensive international network came into its own, with successful online events on hot topics such as artificial intelligence, the impact of Brexit on intellectual property and developments in litigation and the life sciences being delivered to audiences from private practice and industry in the USA and Canada.

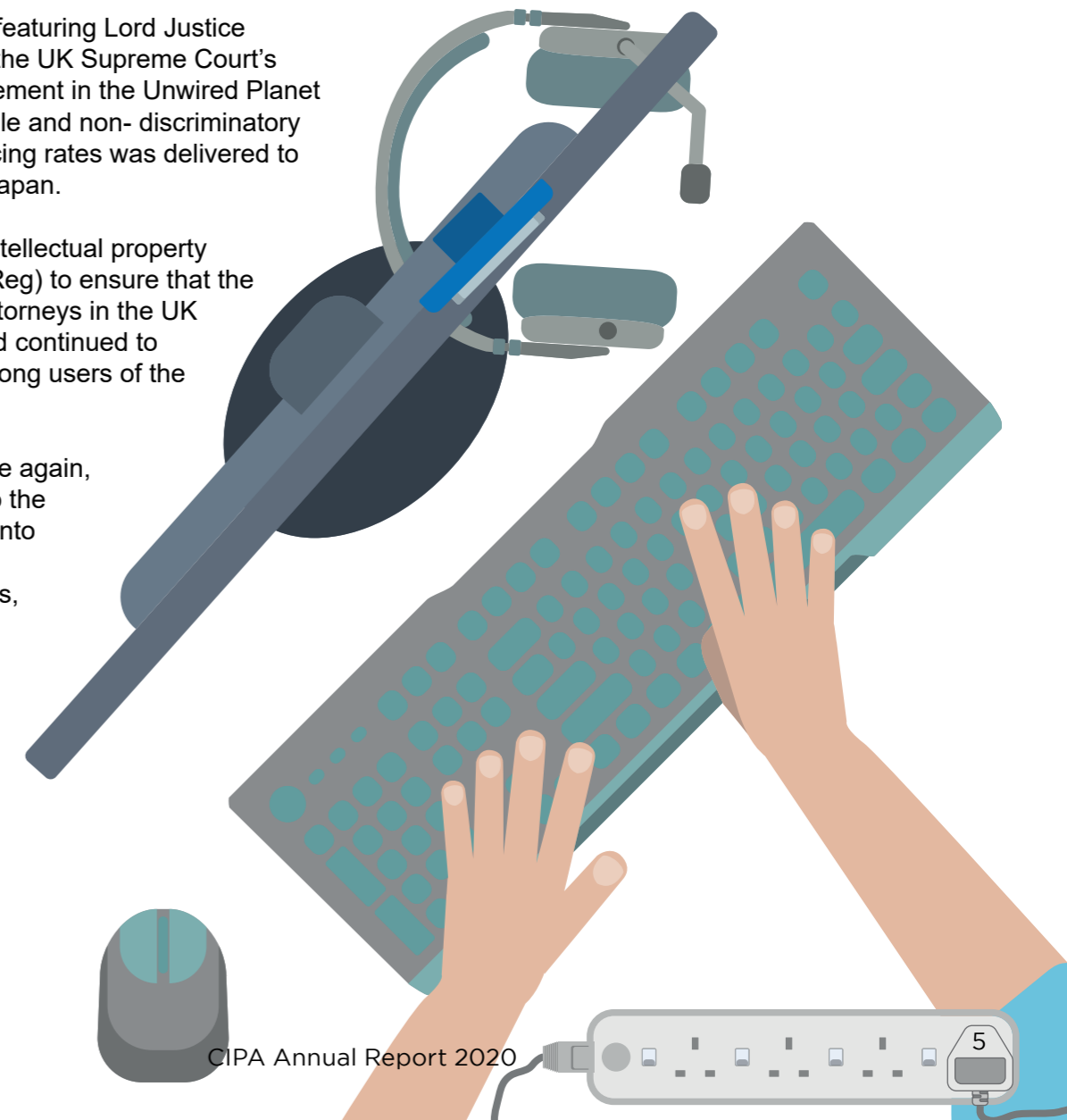
A successful webinar featuring Lord Justice Birss speaking about the UK Supreme Court's affirmation of his judgement in the Unwired Planet case on fair, reasonable and non-discriminatory (FRAND) global licencing rates was delivered to our sister institute in Japan.

We worked with the Intellectual Property Regulation Board (IPReg) to ensure that the regulation of patent attorneys in the UK was fit for purpose and continued to inspire confidence among users of the system.

The Institute was, once again, a publishing partner to the annual special report into intellectual property, published in The Times, in January.

We continued to work with partners to support the work of IP Inclusive in promoting diversity and inclusion across the IP professions. CIPA Council also decided to form its own Diversity and Inclusion Committee.

CIPA continued to enhance the professional status of IP Paralegals through tailored continuing professional development events and services



Supporting IP Paralegals

It almost goes without saying that organising the IP Paralegals Conference in 2020 was a challenge. But it was a challenge that both the Paralegal Committee and CIPA staff were able to rise to.

Once the initial shock of cancelling the physical event had subsided, the committee got to work contacting a host of possible speakers. Worries about clashing with important meetings was replaced with fears about the strength of WiFi connections.

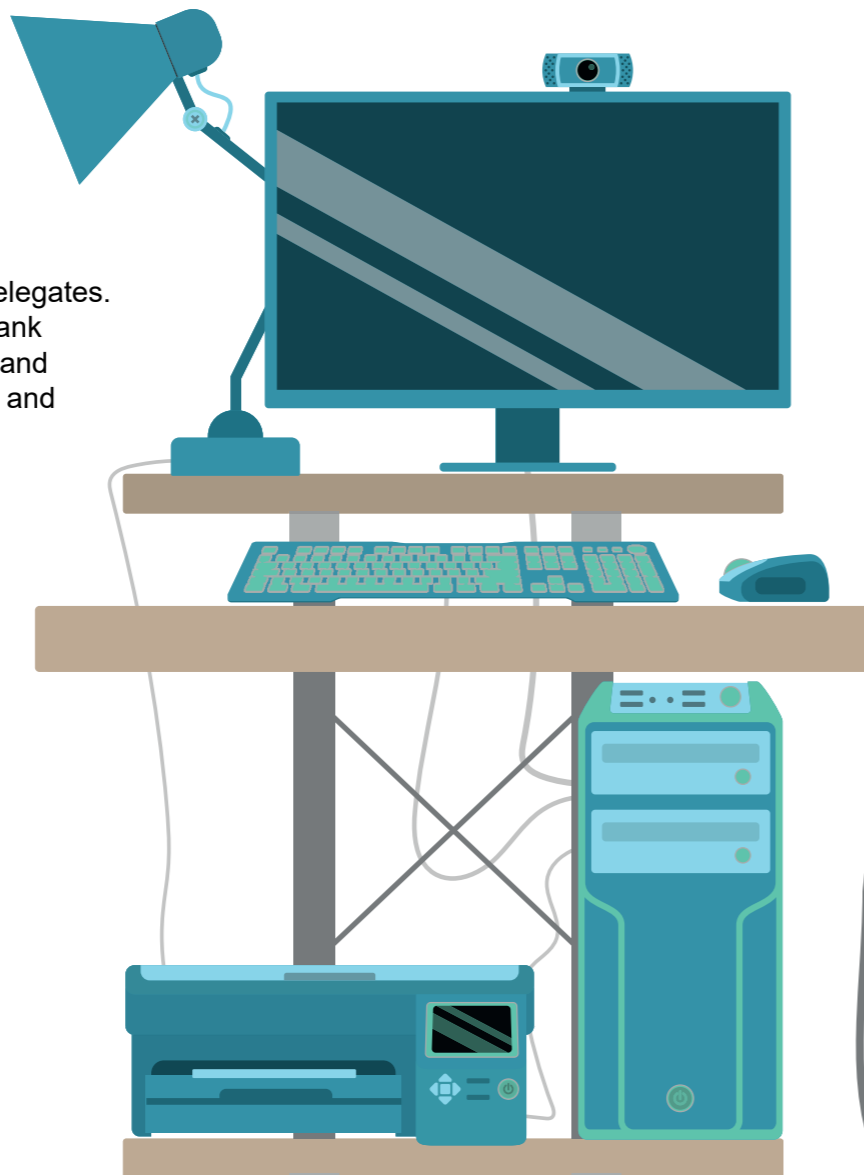
We were pleased to see a number of speakers from key stakeholders within the IP Industry speak at the online conference with UKIPO (Jane Gifford, William Francis and Aquilla Brandon Salmon) and the EPO (Christina Ten Hövel) leading the way. There were also speakers from IP Firms; Finnegan Europe LLP (Anthony Tridico), Chadha & Chadha (Tarun Gandhi) and Tee & Howe (Toby Mak), giving engaging talks on overseas formalities.

The online conference attracted over 150 delegates. We want to take this opportunity to again thank all the speakers, committee members, staff and attendees who made this such an engaging and informative event.

Unfortunately we were not able to deliver the Introductory Course this year due to the uncertainty and complexity involved with planning and delivery during the pandemic.

During the year CIPA and the Paralegal Committee considered various different course layouts and what these would look like for 2021/22.

CIPA and the Advanced Patent Administrators Course (APAC) Working Group have been making good use of online communication during the pandemic, making positive strides to complete planning for the course. As the year closed, a draft syllabus was being prepared for the approval of the Education Committee.



Pro bono services and free advice

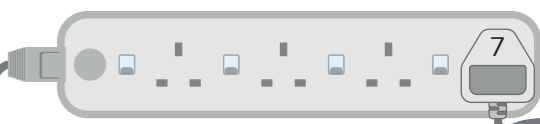
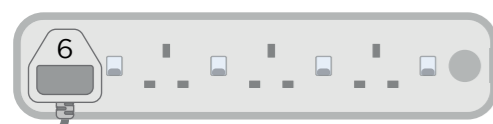
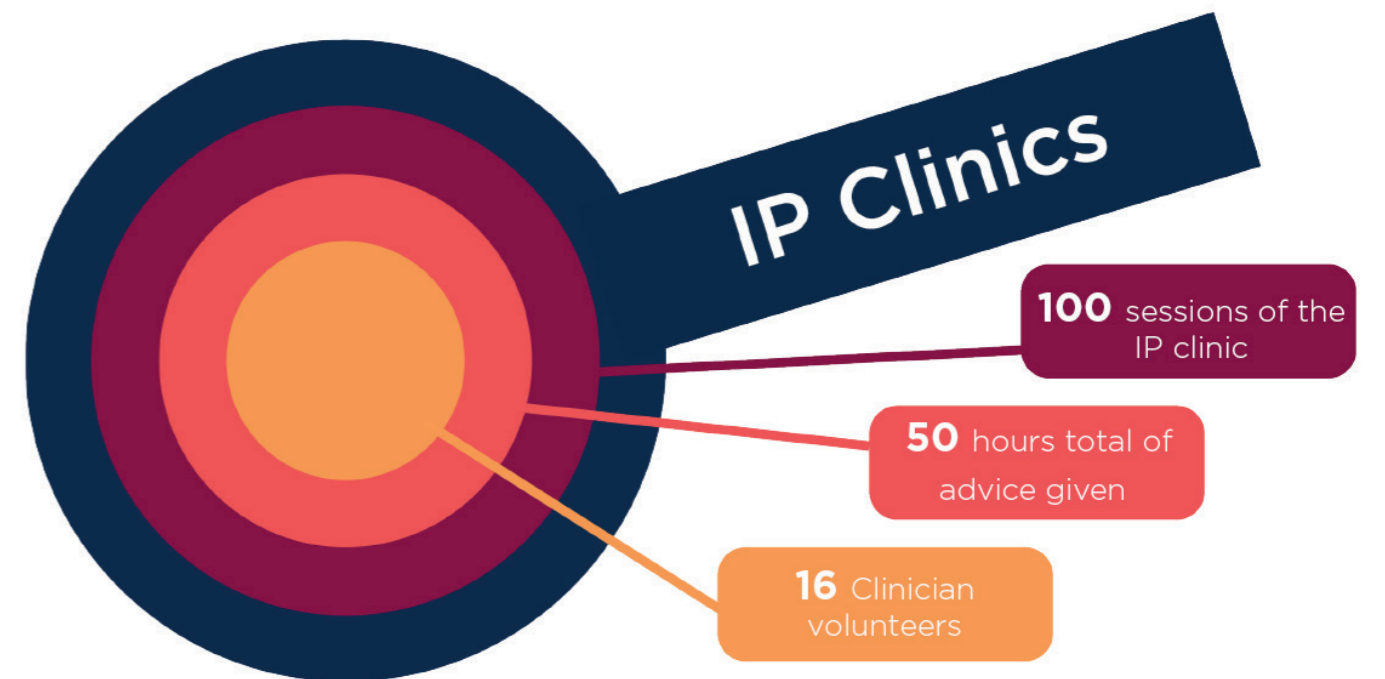
Volunteering by Chartered Patent Attorneys helps to sustain two important initiatives which provide free intellectual property advice to the public: IP Pro Bono and CIPA clinics.

IP Pro Bono provides advice and legal support for claimants and defendants in intellectual property disputes who cannot afford to pay.

The scheme is the collaboration of a number of leading IP organisations, including CIPA, the Chartered Institute of Trade Mark Attorneys (CITMA), the Intellectual Property Lawyers' Association (IPLA), the IP Bar Association and the Law Society. We manage the scheme.

Our IP Clinics are held at a number of sites around the UK to provide free basic advice to unrepresented innovators who are at the early stages of developing an idea. The Clinics team were quick to switch from face-to-face sessions to videoconference calls in March due to the COVID-19 pandemic.

The switch proved very successful with all involved and will be something we continue to offer after returning to the office. Despite the pandemic, the team managed to increase the number of sessions, hours of advice given and the number of volunteers compared to last year. See our infographic below for details.



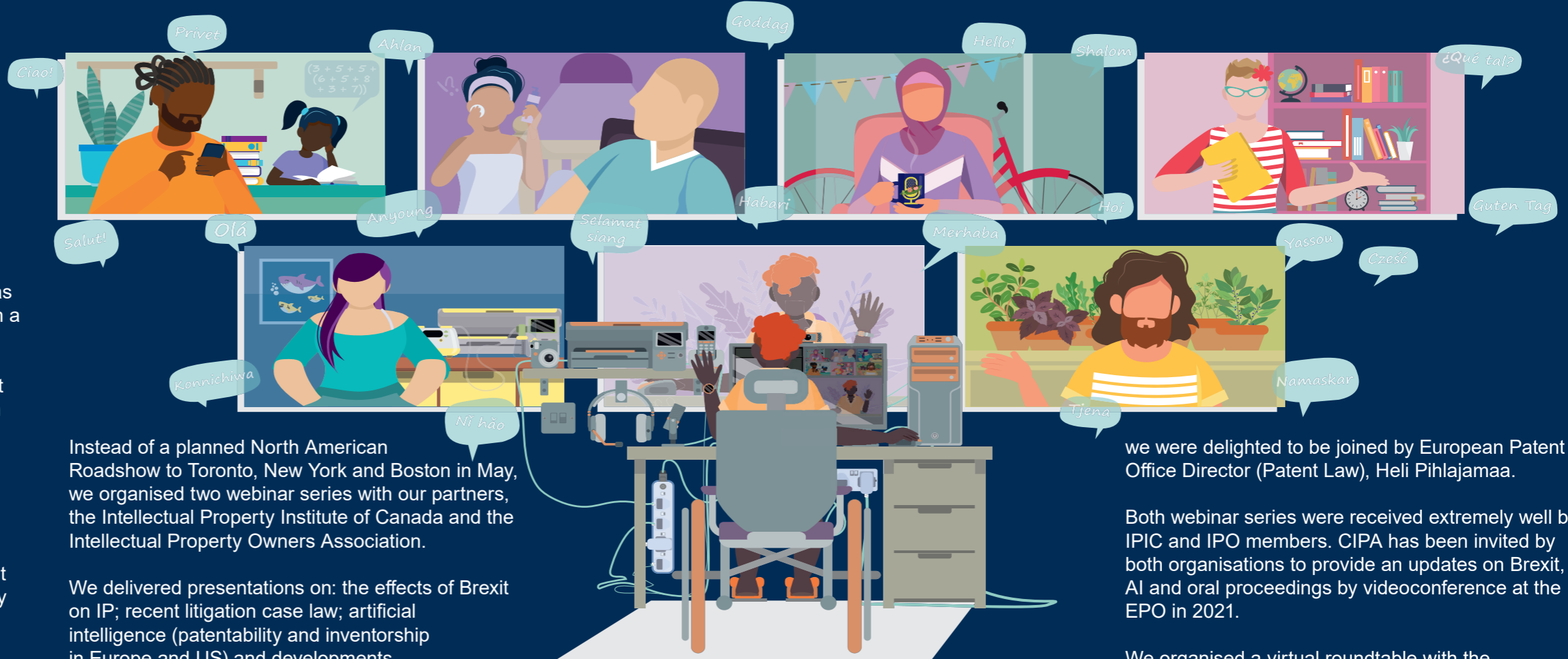
Influencing internationally

The pandemic forced us to adapt our extensive international activities in order to maintain our partnerships and ensure that the CIPA message continued to be heard overseas.

Throughout the Brexit transition period in 2020 we strengthened relationships with key international partners, highlighted the expertise of the profession and reinforced our “business as usual for UK patent attorneys” message through a programme of webinars and virtual meetings.

Our International Liaison Committee’s first event of the year was a virtual meeting with the Japan Patent Attorneys Association (JPAA) in March. The roundtable featured talks on Brexit, the Unified Patent Court and the future of the IP professions.

In October we organised a webinar for JPAA members on the Unwired Planet Supreme Court ruling on fair, reasonable and non-discriminatory global licencing rates. The highlight was an interview with Mr Justice Birss on his original judgement in the case, which the Supreme Court upheld.



Instead of a planned North American Roadshow to Toronto, New York and Boston in May, we organised two webinar series with our partners, the Intellectual Property Institute of Canada and the Intellectual Property Owners Association.

We delivered presentations on: the effects of Brexit on IP; recent litigation case law; artificial intelligence (patentability and inventorship in Europe and US) and developments in the life sciences. For the AI and Patentability presentations

we were delighted to be joined by European Patent Office Director (Patent Law), Heli Pihlajamaa.


Both webinar series were received extremely well by IPIC and IPO members. CIPA has been invited by both organisations to provide an updates on Brexit, AI and oral proceedings by videoconference at the EPO in 2021.

We organised a virtual roundtable with the American Intellectual Property Lawyers Association to replace the scheduled annual in-person meeting.



“It was a pleasure for IPO to host a joint European practice webinar series with CIPA in 2020. CIPA’s members who served on the discussion panels were well spoken and extremely knowledgeable. They provided wonderful insights on the topics addressed. IPO looks forward to continuing to work with CIPA on additional webinars in 2021.”

Tom Valente
Senior Director for Global Affairs, Intellectual Property Owners Association, USA



“The pandemic in 2020 shook the IP profession in Canada much like it did abroad. However, the collaboration between IPIC and CIPA did not waver. Thanks to creative efforts from CIPA, we were able to convert our in-person seminar on UK IP updates into a series of webinars for our members delivered by CIPA thought leaders. It was a such a success we are looking for opportunities to do regular webinars and virtual meetings where possible on UK initiatives. We also look forward to meeting in person with CIPA when safe to do so in, dare I say, 2021!”

Adam Kingsley
Chief Executive, Intellectual Property Institute of Canada (IPIC)

Policy and public affairs

Throughout 2020 we worked on many policy initiatives, with a particular focus on protecting the interests of the profession as a result of leaving the EU and future UK trade agreements.

In February, CIPA President Richard Mair was notified, via a telephone call from UK IPO Chief Executive Tim Moss, that the UK would no longer seek to participate in the Unitary Patent or Unified Patent Court (UPC) system. We published the sad news, which marked the end of years of UK support for this pan-European project.

Our Immediate Past President, Julia Florence, gave evidence to the House of Lords' EU Justice Sub-Committee on the impact of Brexit on the patent system. Giving evidence alongside Julia was Daniel Alexander QC, Chair of the Intellectual Property Bar Association. Their Lordships were keen to understand the effects of the Government's decision not to participate in the UPC system. Julia told the sub-committee that CIPA had found the decision "extremely disappointing".

Throughout 2020 the Government sought to agree Free Trade Agreements (FTAs) with various countries around the world in order to build a new trading future independent of the EU. An FTA with the USA was seen as a priority.

Both countries have world-class leading IP frameworks but their respective negotiating objectives on intellectual property were not fully aligned. Because this carried the risk of creating damaging uncertainty about the UK's continuing membership of the European Patent Convention (EPC), CIPA and the IP Federation jointly published an impact assessment from Tony Clayton, former Chief Economist of the UK IPO, entitled [The European Patent Convention and its Impact on the UK Economy and Innovation](#).

This independent report - shared and discussed with Government - shows that the UK's commitment to maintaining its membership of the EPC (a non-EU international treaty) is vitally important for the UK economy *and* for US companies, not least because US inventors working with UK patent attorneys are the biggest users of the EPC system.

Liaison with the European Patent Office moved up a gear during the response to the pandemic. This was reflected by President António Campinos guesting on our new podcast, announcing that the 2021 European Qualifying Examinations would be held online for the first time, and his delivery of the keynote speech at the first virtual CIPA Congress, in September.



The Intellectual Property Bar Association congratulates CIPA on another successful year. It can look to the future with confidence. Barristers and attorneys have a long successful history of successful co-operation both in the UK and in the EPO. We have been working particularly closely with CIPA in the past few years to facilitate the common goals of ensuring continuity and certainty in IP law and that the UK remains at the top of the game in the IP field.

Daniel Alexander QC
Chair, Intellectual Property Bar Association

Regulation of the profession

It is 10 years since the introduction of the Intellectual Property Regulation Board (IPReg) - CIPA and CITMA's independent regulatory body created as a result of both institutes being named Approved Regulators under the 2007 Legal Services Act.

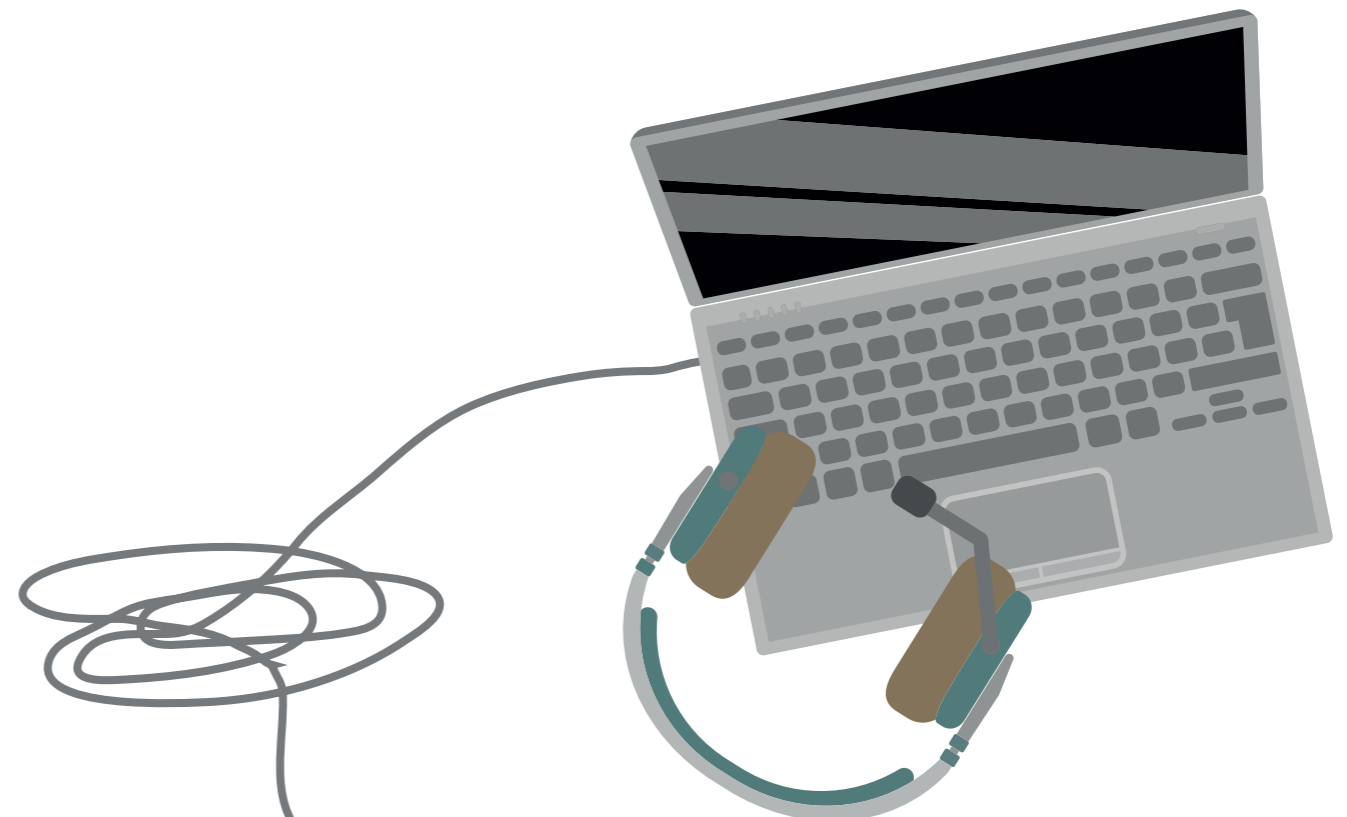
The relationship between CIPA and IPReg has developed over the decade. At times there has been disagreement, as IPReg's approach to regulation has evolved and CIPA has robustly challenged its regulatory body.

Ten years on, having navigated a number of disputes and differences, the relationship is a highly effective one. IPReg has established itself as a regulatory body and, throughout 2019, has refined to its resources and infrastructure in order to continually improve.

CIPA has come to terms with its residual supervisory role and has the belief that IPReg is on the road to becoming a regulator the profession can have confidence in. Importantly, the Officers and senior staff of CIPA, CITMA and IPReg meet on a regular basis in an atmosphere of trust and candour.

CIPA's role is one of critical challenge and monitoring from an appropriate distance, to make sure that all is well.

The Legal Services Board's new Internal Governance Rules help to set out the nature of this supervisory relationship. CIPA's task is to put in place systems and processes to ensure it does this well.



Changes to member learning

In a normal year, CIPA holds events for our members in all parts of the UK. The pandemic resulted in many challenges for our member learning activities and, from March, all physical events were cancelled or postponed.

However, this gave us an opportunity to focus on and enhance our webinar programme.

With the vast majority of the profession working remotely, there was a particular focus to deliver more online content to ensure that members were still able to gain information on updates and changes relevant to their work.

Some of these virtual events focussed on:

- The mental health impact of working from home, with 154 delegates attending.
- How videoconferencing at the EPO has changed the way hearings are conducted, with 131 people signing up.
- Patent Examination Board Qualifying Exam update, garnering the highest attendance of 425 delegates.

Events staff continued to work alongside the **Professional Development Working Group** and **Paralegals Committee** to address the lack of physical events in the CPD programme and arranged 68 webinars in 2020 - a record number of webinars delivered in a calendar year.

We look forward to see what new challenges 2021 will bring and are happy to introduce free webinars, as a benefit for our members.

Around the CIPA conferences

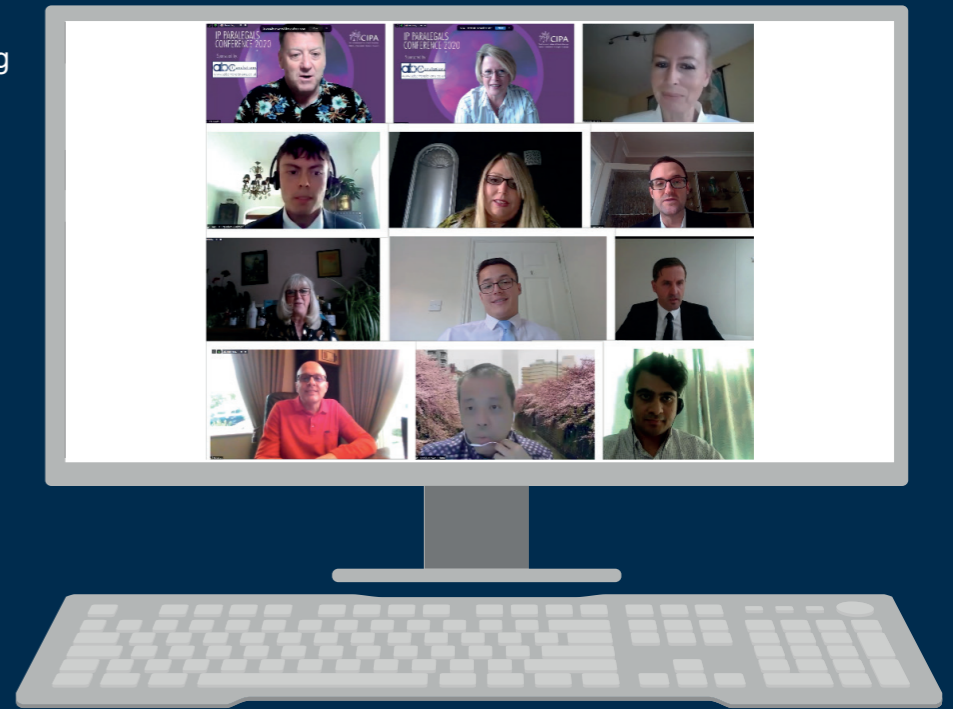
In March CIPA made the decision to move all events online, including our conferences. CIPA Congress and Paralegals Conference were attended by members remotely.

Delegates at the IP Paralegals Conference heard sessions on topics including:

- Updates from the EPO, UK IPO and WIPO
- PCT latest developments and challenges
- Transition arrangements for registered Community Trade Marks and Designs,
- Electronic filing at the EPO
- Overseas formalities for the USA, India and China.

We were pleased with attendance across the conference with over 150 delegates tuning in for sessions.

CIPA congress was also well attended with over 130 delegates tuning in remotely.



IP Paralegals Online Conference

Over the four days, delegates enjoyed sessions on topics including:

- Claims against IP professionals
- Challenges and opportunities at the EPO
- The Supreme Court's Unwired Planet decision; mental health and wellbeing
- IP and international trade and harmonisation of European patent law after Brexit

Speakers included Antonio Campinos, President of the EPO, Tim Moss, Chief Executive of the IPO, and Lord Smith, Chairman of IPReg

Delegates also had the opportunity to network in our breakout chat rooms.

Despite an unprecedented year, the Institute is delighted to be able to continue to share quality content and high standard events in new ways with our members.

The work of our committees

In establishing its priorities for the period, Council identified promoting the UK's continuing membership of the European Patent Convention and business as usual at the European Patent Office; the loss of rights of representation at the European Union Intellectual Property Office in respect of trade marks and designs; and the UK's participation in free trade negotiations as three important work streams.

To support this work, guided by its **Laws Committees**, the **International Liaison Committee** and the **Media & Public Relations Committee**, Council approved a programme of events, visits and other activities to promote the UK profession at home and internationally. The **IP Commercialisation Committee** picked up the important responsibility of representing Council in discussions about free trade agreements, joining the government's IP Expert Trade Advisory Group.

The **Congress Committee**, **IP Paralegal Committee** and **Life Sciences Committee** successfully delivered CIPA's three flagship conferences in 2018 and 2019, and set about the planning for 2020. The **Education Committee**, through its Professional Development Working Group, put in place a varied programme of seminars and webinars, to facilitate the continuing professional development of members and advise on the impact of Brexit. The CIPA membership team began the planning necessary to deliver the seminar and webinar programme and the traditional series of regional educational and social events.

CIPA made the arrangements for the UK European Qualifying Examinations in 2019, for the benefit of CIPA's student members, and planning was well-advanced to host the examinations again in 2020. The Patent Examination Board (PEB) set out its plans for delivering the 2020 UK qualifying examinations and the IP Paralegal qualifying examinations.

And then the virus came.

Moving CIPA's flagship events online was a challenge and Council recognises the tremendous work of the Congress Committee, the IP Paralegal Committee and the Life Sciences Committee, with the unflinching support and expertise of CIPA staff, to run CIPA Congress, the IP Paralegal Conference and the Life Sciences Conference successfully

using web and videoconferencing technologies.

As disruptive as COVID-19 has been, it has allowed us to try new and different ways to engage with members. Council was delighted to support the opening of 'the Three Graces', a virtual pub quiz that saw hundreds of members pit their wits against each other. The pandemic was also the spur for the launch of [Two IPs in a Pod](#), a podcast hosted by Gwilym Roberts and Lee Davies, with illustrious guests including Tim Moss, CEO of the UK IPO; António Campinos, President of the EPO; judges Sir Colin Birss, Sir Robin Jacob and His Honour Richard Hacon; together with inventors, CIPA members and many others.

The European Qualifying Examinations were an early victim of the pandemic, with the EPO understandably taking the decision that these could not be held safely at a time when COVID-19 transmission was increasing and restrictions were being put in place in most European countries. With a longer lead-in time for the UK examinations, the PEB was able to convert the traditional papers sat in examination halls into an online examination. This required a huge effort on the part of the Board, students and their employers and we applaud all those who made this happen.

On the policy front, attention has been firmly fixed on the UK's exit from the EU, and the UK government's free trade negotiations. The IP Commercialisation Committee has been extensively involved in this critical area of work, participating in consultations and working groups. It became apparent early on that there was a need to make government aware of the importance of the UK's membership of the EPC and that any future trade agreement should not place this at risk.

With CIPA as a founding member, we have continued our support for [IP Inclusive](#), including a commitment to contribute towards its operational costs. Council has received regular reports from Past President Andrea Brewster, the Lead Executive Officer of IP Inclusive, and has been represented on IP Inclusive Management (IPIM) by Julia Florence. Council has been challenged by IP Inclusive to set out what it can do to promote diversity and inclusion (D&I) and is pleased to announce the establishment of a **Diversity & Inclusion Committee** to lead this important area of work and take forward projects on

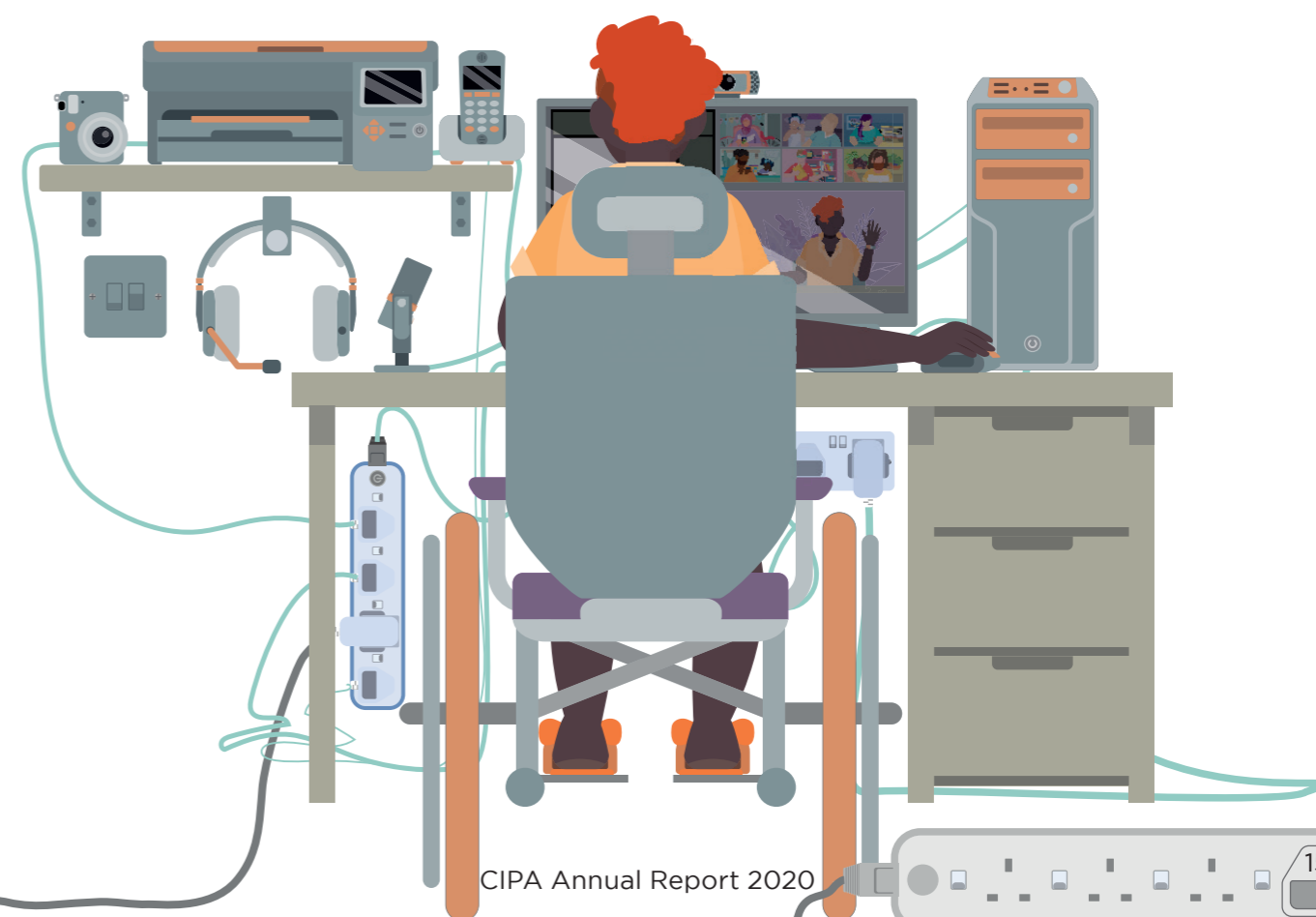
data gathering and analysis as well as mentoring and sponsorship programmes.

CIPA is also a founding member of [IP Pro Bono](#), an initiative that was launched by Past President Tony Rollins and led by Past President Stephen Jones. IP Pro Bono provides advice and legal support for claimants and defendants in IP disputes who would not otherwise be able to afford representation. IP Pro Bono brings together partner organisations from across the IP system, with CIPA providing the infrastructure and resources. Council is pleased to be able to continue to support IP Pro Bono and urges members and firms to consider becoming involved as case officers or advising firms.

Throughout the pandemic, all committees have continued to address matters of importance for our members. We do not have space here to refer to all of the activities undertaken and so Council wishes to record its gratitude to all members who gave freely of their time and expertise. One of CIPA's great strengths is the readiness of members to involve themselves in committees, working groups and other activities and the importance of this to the success of CIPA cannot be overstated.

Consultation responses and other representations made by committees on behalf of Council include:

- The LSB's call for evidence into the ongoing competence of legal professionals;
- The EPO's move to conduct oral proceedings by video-conference in examination and opposition;
- IPReg's consultation on the withdrawal of accreditation of a qualification pathway;
- BEIS consultation on the recognition of professional qualifications and regulation of professions;
- The LSB's consultation on its annual budget and business plan;
- The UK IPO's consultation on changes to address for service rules;
- MoJ consultation on the departure of the courts from retained EU case law;
- IPReg's consultation on its annual budget and business plan;
- HM Treasury's consultation on the introduction of an economic crime levy;
- EU Commission's proposed roadmap for its Intellectual Property Action Plan.



Podcast: Two IPs In A Pod



In April, CIPA launched a podcast **Two IPs In A Pod**. The pod sees hosts Chief Executive Lee Davies and Honorary Secretary Gwilym Roberts chat with entrepreneurs, creatives, patent attorneys and the occasional judge about how patents, trade marks, designs and copyright can improve our lives and solve problems for humanity.

So far, guests have included high profile members of the IP profession including Antonio Campinos, President of the EPO, HH Judge Hacon, Lord Justice Birss, Judge Rader from USA and Tim Moss, Chief Executive of the IPO. We have also had the pleasure of welcoming CIPA members and their clients on to discuss their inventions, how they navigated the patent process and why IP is important to their business model.

Since its launch, the podcast has gone from strength to strength with nearly 10,000 downloads over 26 episodes. We are currently in the top 25% of podcasts on Buzzsprout, as measured by downloads, and have averaged over 1,000 downloads each 30-day period.

Our most downloaded episode is our interview with President Campinos of the EPO which is currently at over 800. To boost these downloads/listens we post short soundbites of the podcast onto our social media channels. For example, a soundbite shared on LinkedIn of Darren Smyth from EIP reached 498 Organic Impressions and 178 views of the clip. This led to 26 clicks on the link to the episode and a 6.43% Engagement rate.

"It was an honour and a huge pleasure to be interviewed by Lee and Gwilym for the Two IPs in a Pod podcast. I got quite nervous about doing it, but it was very worthwhile. The recording was made at a tricky stage of lockdown, and I felt it was really important to be open about finding the isolation quite difficult to cope with, as well as share some of my strategies to try to handle the situation."

Darren Smyth, EIP, Season 1 - Episode 6



"IP Ability were thrilled to have the opportunity to be the subject of one of the Podcasts. We really enjoyed chatting to Lee and Gwilym about some of our key passions – disabilities, both visible and invisible, neurodiversity, and caring; as well as tortoises, of course! We're hoping to be invited back one day!"

IP Ability, Season 2 - Episode 1



"Thoroughly enjoyed my first ever podcast recording. A fun and informative way to get IP messages out to a wide audience. A great initiative by CIPA, and in particular, Lee & Gwilym."

Adam Williams, IPO, Season 2 - Episode 8



Social media growth

Another of our goals for 2020 was to continue our work on expanding and developing our presence on social media. We continued to work hard to bring our members and the public important updates and interesting information on Intellectual Property via our social media channels.

Twitter

@TheCIPA

@TheCIPAMembers

Over the course of the year, our public Twitter page (aimed at businesses and members of the public) reached over 4,000 followers, 421,500 tweet impressions (number of times users saw the tweet on Twitter) and saw over 11,000 profile visits. Our private members Twitter page (which features more focussed information to our members) reached 140 followers, 29,500 tweet impressions and saw over 1,700 profile visits.

YouTube

We added 6 new videos to our YouTube channel. Three of these were case study videos looking at how working with a patent attorney is central to

the business strategies of successful, innovative companies. We also launched an animation explaining to the public how a patent will ensure that your invention is protected and help you to generate income. Our YouTube videos earned over 15,000 views in 2020 alone, taking our overall channel views to 43,970. We also gained over 150 subscribers taking our total to 355.

LinkedIn

Our LinkedIn page gained over 1000 new followers, taking our total follower number to 2,501. We received over 3,500 page views.

Instagram

@TheCIPA_

Our Instagram page reached over 5000 impressions and our total followers increased to 151.

Diversity and Inclusion

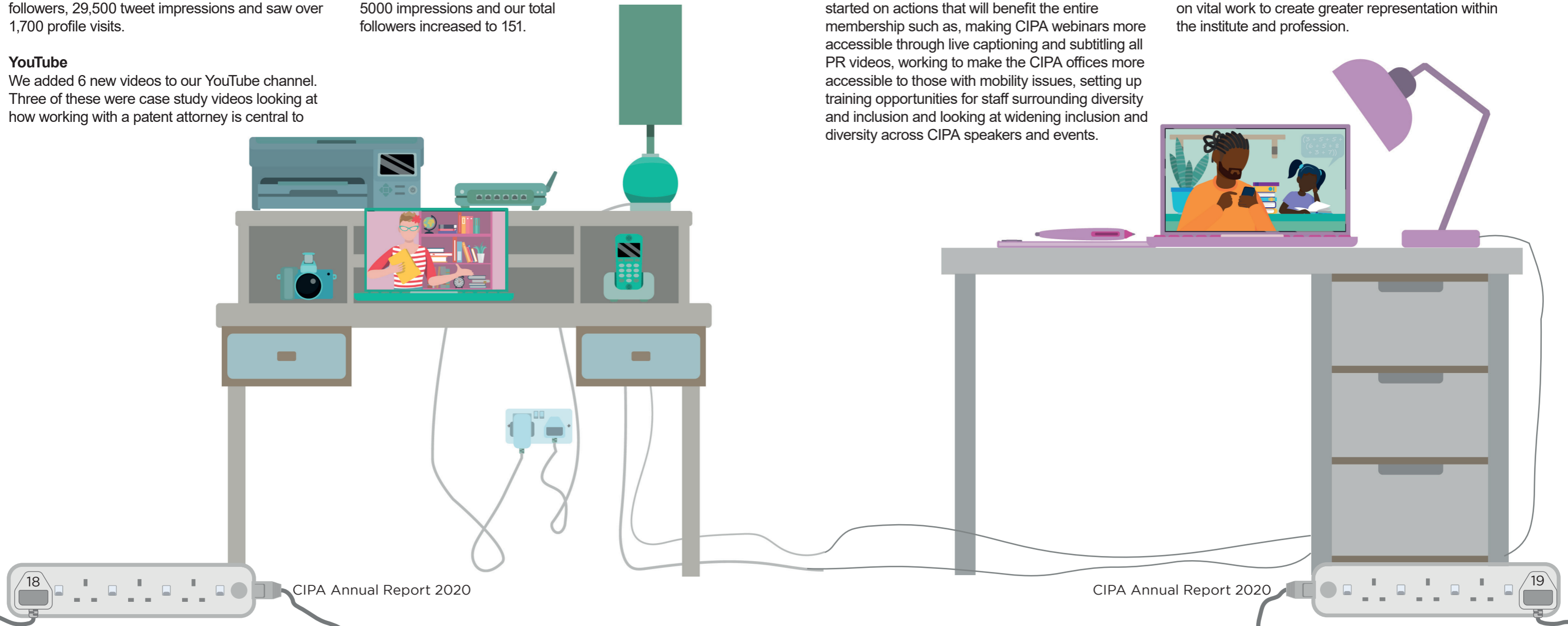
Following the death of George Floyd and the subsequent Black Lives Matter protests of the summer, CIPA staff started open conversations surrounding racism and wider issues of diversity and inclusion both within society and the institute.

These conversations led to the recording of "The R word" episode of Two Ips in a Pod where staff members Dwaine, Kereiss and Kathryn shared their personal experiences of racism which gained a positive reaction from the membership.

Following on from these discussions CIPA staff members decided to form a D&I committee to advocate for greater diversity and inclusion across all CIPA actions and events going forward. Since forming in June, the committee has immediately started on actions that will benefit the entire membership such as, making CIPA webinars more accessible through live captioning and subtitling all PR videos, working to make the CIPA offices more accessible to those with mobility issues, setting up training opportunities for staff surrounding diversity and inclusion and looking at widening inclusion and diversity across CIPA speakers and events.

In addition to this, the committee partnered with Jonathan's Voice charity on mental health awareness campaigns and posted a series of informative videos on social media as part of National Inclusion Week's Each One Reach One campaign.

The committee has passionately engaged with opportunities to improve and bring awareness to issues of Diversity and Inclusion and look forward to building on this foundation to ensure that all CIPA staff and members feel valued and welcome. Throughout the year CIPA and its Council have continued to support the work of IP Inclusive through joint webinars, events and continued support of running costs. To align more closely on leadership within D&I, Council established a committee to lead on vital work to create greater representation within the institute and profession.





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