



AIPLA Committee Report and Workplan

DATE: January 2017

MEETING: 2017 Mid-Winter Institute

COMMITTEE NAME: Women in IP Law

COMMITTEE LEADERSHIP: Randi Karpinia (Chair), Bea Swedlow (Vice Chair), Denise DeFranco (board liaison)

DISCUSS THE OVERALL MISSION OF THE COMMITTEE AS IT RELATES TO AIPLA's **VISION, MISSION, and VALUES:**

Inspiring and empowering women in IP to reach their potential.

The Women in IP committee strives to be a leader in the awareness and understanding of women's issues in IP. We develop content to facilitate our members' professional development and to maximize a truly balanced and inspired life. Most importantly, we are committed to creating a community of empowered, connected members that support and celebrate one another.

PROJECTS:

Plans for stated meetings:

2017 Mid-Winter Meeting Committee Breakfast:

Joanna Bloor (www.joannabloor.com) will speak at the Women in IP Committee's Mid-Winter Breakfast.

"For today's executives and entrepreneurs, what you're known for is just as important as what your company is known for. Are you articulate and compelling with both? TED 2016 speaker and The Amplify Lab CEO Joanna Bloor is a people accelerator, scalability junkie and belief agent for brave and curious women. Join her as she talks about the idea of what you want to be known for, and the steps you need to take to build a compelling answer."

Sponsor: Fitzpatrick Cella Harper & Scinto

2017 Spring Meeting Breakfast: TBD

Plans for coordination between stated meetings:

AIPLA's 2016 and 2017 Women in IP Community Service Events (Carol Thorstad-Forsyth, Sylvia Chen and Judy Yee (co-chairs))

The 2016 AIPLA Women in IP Committee's Community Service Event ("the Event") was held for the first time in November and December of 2016. This Event will be a yearly event. The 2017 Community Service Event will occur in November and December of 2017.

The 2016 Community Service Event was a resounding success. The Event allowed AIPLA members, family and friends volunteer to make a positive impact in their local communities. The Community Service was held at 20 sites within the United States. These sites were located on the East and West Coast, as well as in the Midwest. The event offered women in IP the opportunity to establish and strengthen relationships in their respective geographic regions while helping those in need during the holiday season.

AIPLA's 2017 Women in IP Global Networking Events (Joy Mauthe and Katherine Keonig (co-chairs))

The 2017 AIPLA Women in IP Global Networking Event is being held for the tenth year on **May 4, 2017** for all locations. The event will be a meeting of women located around the globe who practice IP law and/or regularly face IP issues in the ordinary course of business. In this regard, numerous sub-events will be concurrently held in various geographic locations by law firms, corporations, and universities. These events may include seated dinners, cocktail parties, passed hors d'oeuvres, talks on topics of interests or other types of gathering. During the event, select groups of the individual locations (e.g., European locations, U.S. locations and the like) are joined together via a teleconference and/or video conference to undertake a roll call of the participating cities. The timing of the roll call has not been determined yet as we are looking at whether different times should be established, even within North America, in order to accommodate the growing number of participating cities.

Currently, we already have confirmed 42 hosts in 19 different countries. One of the goals for 2017 is to continue to expand the Event into Asia, Europe and South America.

Member Communications

- **Committee Microsite** – Arlene Neal (lead) – Update committee microsite to reflect current committee projects, contacts, and activities (letter from chair, subcommittee happenings, featured professional articles, member spotlight, book review, news and notes) previously presented in the newsletter.
- **Event communications** – Tiffany Fidler(lead) - Communicate information specific to each stated meeting, webinar, and the networking event via all social media formats at intervals before and during the meeting, webinar, or event.
- **Newsletter and Blog** – Kandis Gibson (lead) – 3 per year to coincide with the stated meetings; available at the conference breakfasts and also available on AIPLA committee microsite.

- **Social Media** – Tiffany Fidler(lead) – provide multiple social media avenues for committee members to share information and interact including Facebook, Twitter, LinkedIn, committee blog and committee microsite:
<https://www.facebook.com/pages/Women-in-IP-Law-AIPLA/290965038221>
<https://twitter.com/womeninip>
http://www.linkedin.com/groups?gid=2108091&goback=%2Eanp_2108091_1329526809020_1
<http://womeninip.wordpress.com/>
http://www.aipla.org/committees/committee_pages/Women_in_IP_Law/Pages/default.aspx
- **Book Club** – Justine Gozzi (lead) – The Women in IP Law Committee rejuvenated its book club in Q1 2016 and has over 60 members. The club reads one book per quarter followed by a teleconference to discuss the book. We also host an online discussion forum for its members at www.facebook.com/AIPLAWIIPBookClub.
- **Sponsorship Recognition** - Katherine Koenig (lead) - Many of the committee’s events are sponsored and we have created a subcommittee to ensure sponsors are recognized through various member communications. Committee members are looking at ways to create more interaction between different sites.
- **Internal communications coordination and support** - (Sabrina Miller (lead) - Responsible for managing internal communication between subcommittees within WIIP to maximize committee project exposure and collaboration. Sabrina has implemented a system to consolidate information from various subcommittees into a monthly “blast” email to the Lyris list.
- **Mission Statement** - Hetal Kushwaha (lead) - With input from the entire executive committee, we were able to identify the committee’s goals and articulate them into a concise Mission Statement that reflects what every event and action item aims to provide to members.

Plans for communication with the committee clusters/board liaisons:

ADVOCACY:

The committee has a number of programs planned that advocate for women in the profession. In particular, the committee hosts programs at the three stated meetings, monthly Lean in Circle, free webinars, and the National Networking dinners that take place each spring. We have also created a “speakers bank” to provide speaking opportunities to committee members.

Women in IP Lean in Circle (Jessica Ergmann - lead)

The Women in IP Law Committee joined the emerging Lean In community by launching its own Lean in Circle in January 2014 where we provide a forum for peers to learn about and discuss a range of fascinating topics related to empowering women at home and in the workplace. We currently have over 200 members, both men and women, who participate in our monthly discussions, and each month, we invite a speaker to lead a discussion related to personal and professional development. The effort has received overwhelmingly positive feedback, and we look forward to continuing and expanding our circle.

Women in IP Law Speaker's Bank (Jessica Ergmann - lead)

The Women in IP Law Committee began working with AIPLA in June 2014 to increase participation by our members in the AIPLA educational programs as speakers and moderators at stated meetings, webinars, and other events by creating the Women in IP Law Speakers Bank. We refreshed the Bank in July 2016 with updated information. Today, the Women in IP Law Speakers Bank includes nearly 100 potential speakers and moderators, and we have assisted in selecting speakers for numerous AIPLA stated meetings, various AIPLA committee activities, seminars and webinars.

Women to Watch (Amy Schmid-lead)

The Women in IP Law Committee introduced the new Women to Watch program in January 2016. Each quarter, we will feature one of our members, highlighting, in her own words, her personal and professional development. This program encourages AIPLA to celebrate women and allows us to get to know our members.

Book Club (Justine Gozzi-lead)

The Women in IP Law Committee rejuvenated its book club in Q1 2016 and has over 60 members. The club reads one book per quarter followed by a teleconference to discuss the book. We also host an online discussion forum for its members at www.facebook.com/AIPLAWIIPBookClub.

Advancement and Retention Subcommittee - Meg Boulware and Melissa Buss (co- chairs)

The Advancement and Retention Subcommittee currently has 14 active, volunteer members, with representatives from corporations and law firms, both domestically and overseas. The subcommittee meets every 4-6 weeks with a scheduled conference call, with focus on the following common vision of sharing best practices among AIPLA members to:

- Better *retain* women IP lawyers in *law firms* and in *corporations*.
- Better *retain* women IP lawyers in *AIPLA* and increase the participation of women in AIPLA.
- Better *advance* women IP lawyers in *law firms* and in *corporations* into leadership positions.
- Better *advance* women IP lawyers in *AIPLA* into leadership positions, such as Program Speakers, Chairs and Vice Chairs of Committees, or Executive Committee members

For each part of the vision, we have aligned our members' personal passions of what we want to work on, and where best to focus our efforts. In alignment with this vision, we continue to advocate for the committee's members with many activities including:

- The subcommittee analyzed the data for the Membership and Economic Surveys. The analysis can be formulated into a report on gender trends in the profession including retention and advancement, but also compensation and other professional metrics. Currently, the subcommittee is looking to hire a statistician to analyze the data, which will be used to later

produce a white paper on this topic. Managing IP Magazine expressed interest in writing on this topic. (Meg Boulware, Eileen Mathews, Christine Genge, Cary Jordan)

- The subcommittee provided a speaker panel on companies and firms that promoted women into leadership in their IP groups, as well as in-house programs focused on promotion and retention of women. The panel included Evelyn Chen, Senior Counsel IP Rights & Licensing of Ericsson, Eloise Maki, Senior IP Manager of 3M Asia and previously 3M Europe, Barbara McCurdy, Chair of the Board of Finnegan, previously Firm Manager of Finnegan, and Celine Crowson –Head of IP for the Americas of Hogan Lovells. This program was presented at the Annual Meeting 2016 Women in IP Breakfast Meeting, and was well received. Afterwards, Meg Boulware and Randi Karpinia were interviewed by Managing IP. <http://www.managingip.com/Article/3606560/Managing-Patents-Archive/Interview-Randi-Karpinia-Meg-Boulware-and-the-AIPLA-Women-in-IP-Law-Committee.html> (Meg Boulware, Melissa Buss)
- The subcommittee is working with a college engineering program on a mentoring program on a beta test level to determine if the format is helpful for college students and other academic settings to keep women in the pipeline toward an IP or STEM career. We are in early stages on this project, and AIPLA members have participated in multiple webinars. (Meg Boulware, Vickie Norton, Cary Jordan, Laura Bozek)
- Thick Pink Line Project - One of the reasons not commonly mentioned relating to reasons that attorneys might not advance is the way in which supervised attorneys, agents and staff react to “hard-driving” women partners. That is, supervised attorneys, agents and staff are more likely to complain about a hard-driving woman than a hard-driving male. The subcommittee is analyzing non-anecdotal evidence to support the stereotyping women face in the workplace. (Amie Peele Carter, Vickie Norton, Suzannah Sundby)

Retention Sub-team/ Membership Growth: In an effort to improve retention in AIPLA and increase membership and active participation in the Women in IP Committee (WIIP), WIIP collaborated with the Membership Committee to connect all female first-time attendees of the 2015 Annual Meeting with a WIIP member. It is known that the AIPLA retention rate improves when members attend the stated meetings and are actively involved in at least one committee. Accordingly, WIIP saw an opportunity to reach out to female first-time attendees at all stated meetings to introduce these women to other AIPLA members, WIIP and our various activities. Specifically, at both the 2016 Annual Meeting and the 2016 Mid-Winter meeting, WIIP members met these women at the New Member Reception, invited them out for dinner, or simply met them for coffee. Also, many of these women were encouraged to and did attend the associated WIIP Breakfast. With these gestures, connections were made, the women felt welcomed and interest in AIPLA and WIIP was generated. After each stated meeting, an email was sent with a list of WIIP activities, and women responded expressing interest in becoming actively involved in WIIP. We are currently in the process of talking with those women to find the best fit. This effort will continue at all stated meetings in the future.

In addition to new members and first-time attendees, WIIP reached out to its current members at the stated meeting breakfasts to encourage more active participation and has received interest from several members.

Overall, WIIP's efforts to increase its membership and active participation by its members has been extremely successful.

WIIP Leaders Offsite Meeting Sponsored by 3M Company. Just prior to the Spring Meeting in Minneapolis, 3M Company sponsored a day meeting for all current members of the WIIP at its worldwide, corporate headquarters in St. Paul, Minnesota. This was the first time that the majority of WIIP members were together for face-to-face meetings. The meeting was very energizing, focused on building strong relationships between all the various committee members, and building synergy between the members' efforts. 3M sponsored a luncheon and tour of its Customer Innovation Center for both WIIP committee members and AIPLA Board Members. Afterwards, Faegre Baker Daniels sponsored transportation to the Spring Meeting location and a happy hour/tasting social hour. Although this was a first of kind event sponsored by 3M Company and Faegre Baker Daniels, we are hopeful that other corporations and law firms will sponsor similar WIIP leadership opportunities at other stated meetings.

Women in IP Liaisons (Arlene Neal and Bea Koempel-Thomas - co-leads)

The TSC Liaison program links members of the Women in IP Law Committee with leaders of substantive committees within AIPLA to promote a diverse group working on important issues facing AIPLA. The TSC Liaison Program's goal includes increased member participation, mentoring, and leadership of women in the substantive work of AIPLA. The current liaisons are active in the above-referenced subcommittees, and we look forward to providing a consolidated update on their activities at the Annual meeting. We are also looking for TSC Liaisons for the numerous additional substantive committees.

PUBLIC EDUCATION:

As noted above, the committee hosts a number of free webinars on topics of interest to female members and the committee hosts the National Networking events to help educate the public about AIPLA and the benefits of membership.

MEMBER SERVICE:

- **Newsletter** – Arlene Neal (lead) – 1 per year – directed to the Global Network Events - mailed to all committee membership and also available on AIPLA committee microsite. Includes: letter from chair, subcommittee happenings, featured professional articles, member spotlight, book review, news and notes. Example:
http://www.aipla.org/committees/committee_pages/Women_in_IP_Law/newsletters/sp2013newsletter/Pages/default.aspx

- **2016 Women in IP Law Networking Event** – April 21, 2016 –Yelena Morozova and Joy Mauthe (co-chairs) – Each city host provides a program – some of which are educational programs. See above for more information.
- **Women in IP Lean In Circle** (Jessica Ergmann-lead) – monthly conference calls following the Lean In progression which include inviting a speaker to lead a discussion related to our passion of inspiring and empowering women in their personal and professional development along with the opportunity for discussion and sharing.

GLOBAL OUTREACH:

- **2016 Women in IP Law Community Service Project** - November/December 2016 - Carol Thorstad-Forsyth, Judy Yee, Sylvia Chen (co-chairs).
- **2017 Women in IP Law Networking Event** – May 4, 2017 – Joy Mauthe and Katherine Koenig (co-chairs).
- **Collaboration with various organizations** (Jessica Ergmann, Galya Blachman, Cassie Gourash, and Jessica Lancia) Beginning in 2016, AIPLA through the Women in IP Committee will collaborate with various organizations having a shared passion for promoting women. To date, WIIP has met with the USPTO, NAWL and the ABA to discuss potential collaborative activities. To further our collaborative efforts, the USPTO and NAWL joined efforts with the Community Service Event. Notably, NAWL co-hosted a Community Service Event in New York with our members.

SUBCOMMITTEES:

- o **Outreach Subcommittee** – Carol Thorstad-Forsyth (Chair)
- o **Advancement and Retention Subcommittee** - Meg Boulware and Melissa Buss (co- chairs)
- o **Personal and Professional Development** – Jessica Ergmann (Chair)
- o **Presence and Branding** – Hetal Kushwaha (Chair)