Education Strategies

January 2018 Board/Leadership Update
Perception of AIPLA

- Professional, with a strong network of IP professionals
- Highly focused
- High-quality programming
- More local events are requested
- AIPLA distinguishes itself from other organizations with its focus and specialization with IP Law, both locally and globally.
- AIPLA differentiates itself through the resources it provides, the committee memberships available, and the size and breadth of the organization itself
Education and Networking, along with the Economic Survey, are top reasons why members remain in the association, and all are considered high-quality.

Specialized education and committee memberships are considered unique among similar associations.
Professional and Industry Challenges

- **Industry**
  - Legislation and regulation issues such as patent eligibility and obviousness
  - Shifting policies, and inconsistencies in the interpretations and enforcement of law (PTAB and IPRs)
  - Conflicting legal precedents
  - Changes internally at the USPTO
  - Newly appointed judges
  - Poorly trained examiners

- **Professional**
  - Staying competitive globally
  - Keeping up with new technologies
  - Business development
  - Corporations bringing more work in-house
  - Working around conflicts
• Policy updates
• Case law review
• Specialized topic areas
• Best practices

• Intermediate or advanced levels of education focused on software patents, claims construction issues, damages, and licensing
• Topics
  • Attendee feedback, compiled and shared with programming leadership
• Meeting Content - what do registrants expect?
  • Substantive papers
  • Thorough slide presentations
  • Cutting-edge information
• Speakers - Balancing presentation and overall content
• CLE - understanding the requirements
Policies
- Where do they come from? The AIPLA Board of Directors
- Who enforces them? Program Chairs and Coordinators and AIPLA Staff
- Where can I find them? Committee Leadership Resources

Deadlines
- Road show proposals – July 31
- Pre-meeting programs – 6 months before each stated meeting
- Online programs – rolling/monthly planning calls
Where do our members get CLE and Why?

- Professional Associations (AIPLA, AUTM, ABA, CSUSA)
  - Networking, volunteering, directly relevant content
- Current Firm
  - Convenience, costs (free)
- Private Provider (PLI, Bloomberg, others)
  - Convenience, cost (subscription service, one fee)
- State Bar
  - Convenience
- Agencies (USPTO, NIH, NIST)
  - Interaction with government agencies/staff
- Local Events
  - Convenience, costs (often free)
• YouTube Instructional Videos
  • Great when there’s time
  • Good for training
• Podcasts
  • Good for commuting (on the go)
  • In-depth analysis/discussion
• Blogs
  • More immediate commentary
  • Advice on substantive law
Get involved in Education

- Stated Meetings
- Road Shows
- Committee Educational Sessions
- Webinars
- Podcasts (launching February 2018)

**TALK TO THE COMMITTEES THAT HELP!**

- Professional Programs
- Online Programs
- Education
- Special Committee on Education Coordination