

Education Strategies

January 2018 Board/Leadership Update

AIPLA

Serving the

Creative and **Legal** Communities

- 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.

- 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