



As of January 13, 2017

## AIPLA Strategic Plan

### VISION

AIPLA will be an innovator, powerful advocate, and visible global leader in intellectual property law through our commitment to education, outreach, member service, and advocacy.

### MISSION

**We serve our members**, fostering their professional and leadership development, helping nurture and mentor them as they advance within our profession, keeping them informed in an ever-evolving legal environment, and enriching the diversity of the profession in which we practice, while responding to their personal and professional needs;

**We serve public policy leaders**, whose mission is to develop, implement and maintain our intellectual property system, assisting them with objective and unbiased analysis, and helping establish and maintain fair and effective global laws and policies that stimulate and reward innovation and creative works in keeping with the public interest;

**We serve the public**, providing education as to the daily value and benefits of a strong intellectual property system that fosters incentives for creativity & innovation, while balancing the public's interest in healthy competition, reasonable costs and basic fairness; and

**We serve our association and its employees**, providing sound management, financial stability, stable succession, and a vibrant, respectful and collaborative workplace environment, delivering opportunities and support for all to lead, create and thrive.

### VALUES

#### *Passion about Intellectual Property*

- Enduring belief in the importance of intellectual property
- Encompassing the full spectrum of intellectual property, with a global reach and a balanced pragmatic perspective
- Demonstrating integrity, trust and objectivity by acting with clarity and transparency

#### *A Strong Community*

- Open minded
- Inclusive & compassionate
- Collaborative

## **VALUES**

### *Committed and Visionary Professionals*

- A commitment to exceptional and pragmatic, integrated positions
- High standards of quality & excellence
- Demonstrating strong leadership in the field of intellectual property law
- Seeking the engagement, development & mentoring of future intellectual property law leaders

## **STRATEGIES & GOALS**

**Member Service:** AIPLA will support the professional and intellectual growth of its members through a flexible organizational framework and innovative channels of communication, delivering outstanding services, cost-effective programs and mentoring opportunities, thereby ensuring that AIPLA remains the premier intellectual property law association, and attracts IP professionals from around the world.

**Goal: Member Services** will place an emphasis on a proactive process to determine the high level areas of focus - the human, capital and time resources will be developed with the awareness that each of these resources is finite. Resources will remain nimble and open to changes in the landscape and requests to consider by membership and the Board

The process for determining the proactive high level of focus will be managed by professional staff with input sought from multiple sources including Board liaisons and committees, subject to review and approval by the Board.

We will work with our professional leadership to continue to evolve to meet the needs of the next generation of IP Professionals and new ways to engage members.

We understand WHY membership is important to AIPLA – There is strength in numbers. It supports advocacy, ideas, energy & carries out our work. Diversity in membership elevates discourse about IP law practice.

**Advocacy:** AIPLA will provide crucial leadership and unbiased analysis leading the way for world-class policy and decision-making, while attracting membership, ideas, and resources as a highly sought after and respected thought leader.

**Goal: Advocacy** will place an emphasis on a proactive process to determine the high level areas of focus – the human, capital and time resources will be developed around these areas to some percentage. Resources will remain nimble and open to changes in the landscape and requests to consider by membership and the Board.

The process for determining the proactive high level of focus will be managed by professional staff with input sought from multiple sources including Board liaisons and committees, subject to review and approval by the Board.

**Global Outreach:** AIPLA will provide crucial leadership and unbiased analysis leading the way for the world-class policy and decision-making, for the development of sound global intellectual property standards, laws and policies, while attracting membership, ideas, and resources as a highly sought after and respected thought leader to the global community

**Goal: Global Outreach** will place emphasis on enhancing a proactive process to determine the high level areas of focus - the human, capital and time resources will be developed with the awareness that each of these resources is finite. Resources will remain nimble and open to changes in the landscape and requests to be considered by membership and the Board.

The process for determining the proactive high level of focus will be managed by professional staff with input sought from multiple sources including Board liaisons and committees, subject to review & approval by the Board.

We will focus on foundational advocacy supporting AIPLA's mission

We will prioritize our activities based on supporting foundational advocacy and as appropriate, member services

### **CROSS CUTTING STRATEGIES**

- AIPLA integrates financial sustainability into all of its activities undertaken in support of the strategic initiatives, but also evaluates all activities through the lens of our Strategic Plan
- Governance and organizational structure will continue to be examined to streamline the operation of AIPLA.
- A commitment to public education and raising public awareness in all aspects of intellectual property law will be considered within each strategy area.