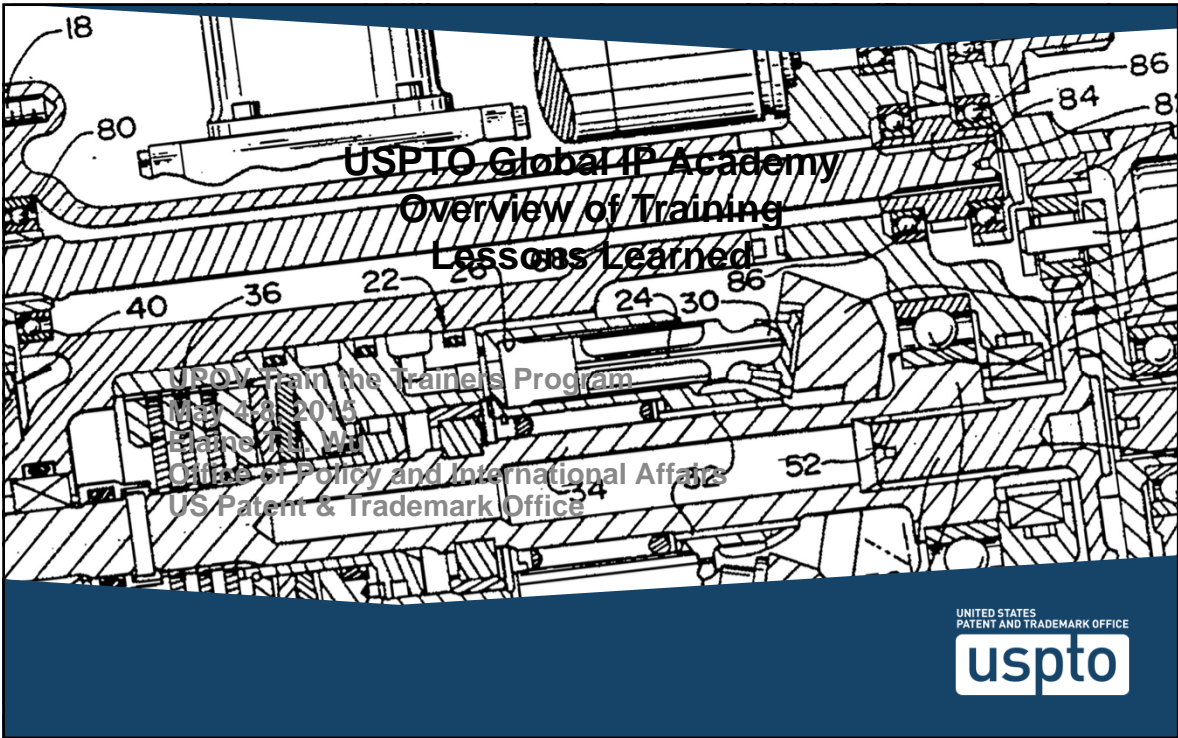


UNITED STATES
PATENT AND TRADEMARK OFFICE



Global IP Academy Overview

- Formally established in 2005
- Located at the USPTO
- Provides training on a variety of IP topics focused on patents, trademarks, copyrights, trade secrets, plant related IP protection and enforcement
 - Other topics: technology transfer, IP commercialization, IP valuation



Global IP Academy - Overview

- Two Main Components:
 - Training of government IP officials, university students and faculty, university technology office personnel
 - Who is trained: patent, trademark, copyright officials, judges, prosecutors, police, customs personnel, patent and trademark examiners, and college students and faculty in IP related programs of study
 - Raising IP awareness among SMEs



Overview – Fiscal Year 2014

- 119 training programs
- 20 programs for SMEs
- 4,960 foreign government officials and academic groups were trained
- 1,543 people associated with U.S. SMEs were trained

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Most Common Training Methodologies

- Presentations from government experts, rights holders, trade associations, attorneys
- Case studies
- Group exercises
- Roundtable and panel discussions
- Webinars
- E-Learning
- Digital Video Conference

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Lessons Learned

- Tips
 - Mix it up!
 - Use different teaching techniques and don't rely only on lectures but start with in person training, if possible
 - Use DVC or Webinar to reinforce what has been learned
 - Utilize "ice breakers" so that participants get to know each other
 - Arrange tables in a "U" shaped format or in groups to increase interaction
 - Use hypotheticals, case studies, practical tips
 - Depending on the training program, try to aim for a diversity of "trainees" to promote more lively exchange
 - Try to follow up on the training to reinforce

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Challenges

- Are we training the right people?
- How to follow up?
- How to gauge success of training?
 - Surveys
 - Questionnaires?

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THANK YOU
elaine.wu@uspto.gov

