



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY



Findings from the GIPA Alumni Survey (Fiscal Year 2013)

Prepared on behalf of the Federal Consulting Group by:

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BACKGROUND

The Global Intellectual Property Academy (GIPA) was created in 2005 to increase the United States Patent and Trademark (USPTO) Office's training and capacity-building initiatives on intellectual property protection and enforcement. Through GIPA, USPTO brings foreign government officials (including judges, prosecutors, police, customs officials, patent, trademark, and copyright officials and policy makers) to the United States to learn about global IPR protection and enforcement in hopes that they become equipped to improve protection and enforcement of intellectual property rights in their home countries. GIPA is housed under the Office of the Administrator of Policy and External Affairs (OAPEA) within USPTO.

In 2008, OAPEA retained the Federal Consulting Group (FCG) to conduct several evaluation-related projects, some of which included work with GIPA. In a May 2009 report to OAPEA, FCG recommended that GIPA develop a survey set, consisting of pre-program, post-program, alumni follow-up, and an internal management survey. FCG also recommended pilot testing the instruments to hone them further. This report summarizes the findings from the fifth round of the pilot-test survey of alumni from programs held in Fiscal Year 2013.

DESCRIPTION OF THE SURVEY

This study involved approximately 150 alumni who attended a GIPA-sponsored training in the United States in Fiscal Year 2013. Of the 150 eligible alumni, 46 responded to it, rendering a 30.6% response rate.¹ All respondents work in the IP field, holding various positions within national level government, local level government, national level courts, local level courts, private law firms, judiciary or prosecutor's offices, and private or business organizations.

The survey instrument was developed by FCG with input from GIPA staff members and based upon similar surveys conducted by other U.S. Government agencies that conduct exchanges and training. After the first two deployments in 2009 and 2010, a few revisions were made to the survey. As in the past, the survey was administered online. Alumni received an e-mail with a link to the survey which contained a combination of closed-ended questions (multiple choice and Likert scales) and open-ended questions allowing alumni to share their thoughts and offer more in-depth explanations of their responses. The survey was available online for one month, with six reminders sent during that time.

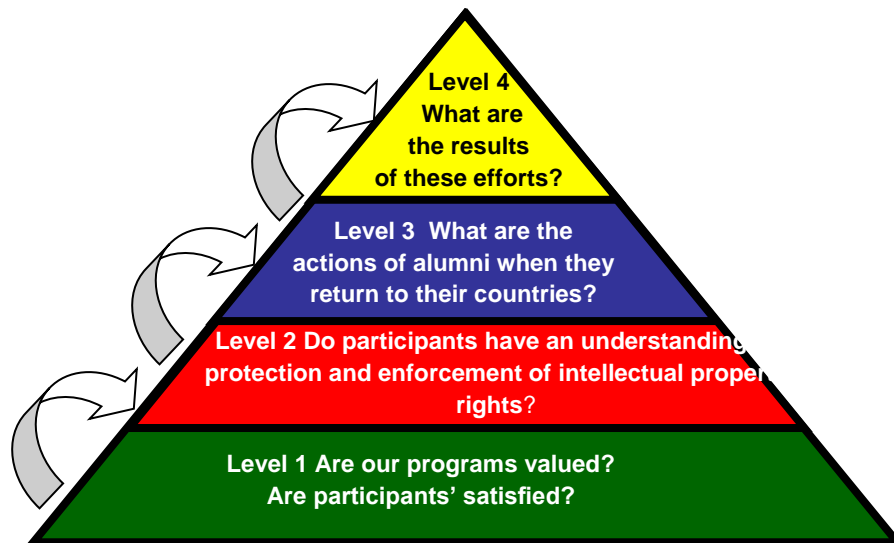
GIPA uses a strategy of linking means to ends in order to bring foreign government officials to the United States to learn, discuss, and strategize about global IPR protection and enforcement. Strategic planning thus depends on causal relationships; that is, how might preceding outcomes affect subsequent outcomes? By making the causal relationships clear, FCG developed a theory of change with a definite set of measureable steps (intermediate objectives) toward the end-outcome goals. As described in previous reports, the proposed theory is as follows:

¹ It is possible that some email addressed bounced back making the response rate higher. This information is not known though.

- **IF:** We expose foreign IP officials to new ideas, concepts, values, or information,
THEN: They will have enhanced knowledge, skills, and expertise about IP,
- **IF:** They have enhanced knowledge, skills and expertise in IP,
THEN: They are likely to change their on-the-job behavior or take action with the knowledge gained,
- **IF:** They change their on-the-job behavior or take action with the knowledge gained,
THEN: They will improve IP protection and enforcement in their countries, and
- **IF:** IP protection and enforcement is improved in their countries,
THEN: United States and foreign companies will increase participation in the global economy.

The GIPA model of program evaluation is shown in Figure 1. These four levels align with GIPA’s theory of change. If GIPA is valued by participants and stakeholders of IP, there will be a greater demand for the training programs. Consequently, through participation in the programs, people will increase their knowledge of global IPR protection and enforcement. Furthermore, if these people are educated and understand the issues, they are more likely to take action and influence those around them when they return to their home countries. Given time and positive conditions, changes in organizations and societies occur.

Figure 1: GIPA Model of Program Evaluation



While the purpose of this study was to determine outcomes at levels 3 and 4 (as shown in Figure 1), the survey instrument was specifically designed to show the causality across each level. Questions were carefully crafted to determine if participants valued GIPA, if the right participants were attending programs, if they learned something, and if they changed their views on specific issues. Only then could their actions be linked to the results of their GIPA training experience. FCG recognizes that not every action taken by alumni can be directly attributed to their experience at GIPA, but we suggest that sufficient evidence indicates a likely correlation between the graduates’ experiences at GIPA and the actions they take after returning home.

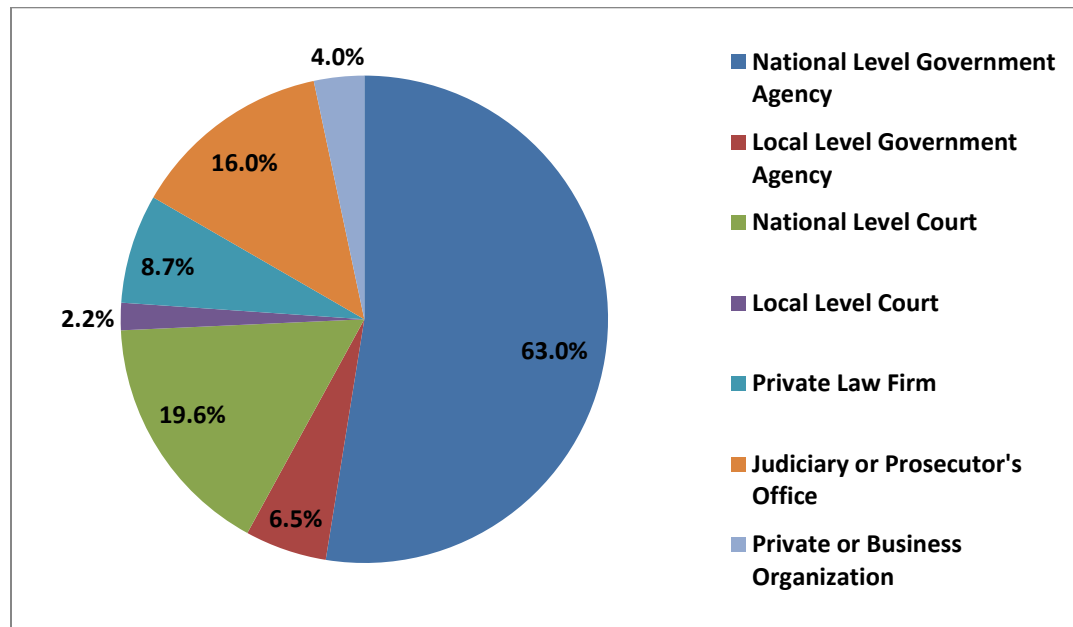
Over the past year, 150 people took part in a GIPA-sponsored training. The number of participants per program is broken down in Figure 2.²

Figure 2: Number of Participants in GIPA Sponsored Trainings in FY 2013

Program Title	# of Attendees
ASEAN/USPTO IPR Enforcement Workshop	26
General IP Enforcement	15
Madrid Protocol Implementation and Administration Program	16
Seminar on IP Property Rights for Members of Sri Lankan Judiciary	21
Plant Variety Protection Under the UPOV Convention-Train the Trainers	18
Copyright in the Digital Age Symposium	17
Trademark IT Training	6
Seminar and Workshop on IP Management and Technology Licensing Program	31
TOTAL	150

Respondents were asked to indicate what type of organization they work in. As shown in Figure 3, the highest percentage of survey respondents (63.0% or 29) work in National Level Government agencies.

Figure 3: Type of Organizations Respondents Work in (N=46)

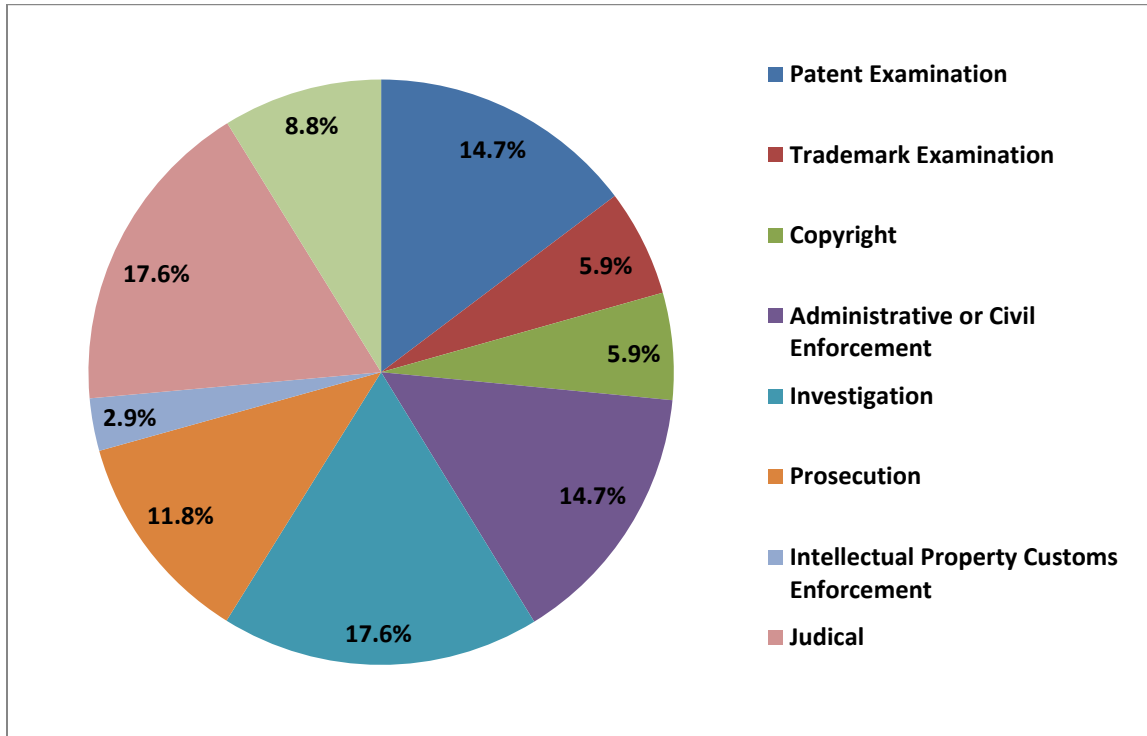


Survey respondents have been working in the Intellectual Property area for various lengths of time: 41.3% (19) said they have been working in the field for more than 10 years, 26.1% (12) said between 1-3 years, 21.7% (10) said between 4-7 years, three people said between 8-10 years, and two people said

² For this year's report, the breakdown of survey respondents and how many of them attended the different trainings is not available.

less than a year. Respondents were also asked to indicate what type of organization they work in. As shown in Figure 4, Investigation (17.6% or 6) and Judicial (17.6% or 6) were the most represented types of Intellectual Property functions represented by survey respondents. Intellectual Property Customs Enforcement was least represented.

Figure 4: Type of Organizations Respondents Work in (N=34)



LEVEL ONE OUTCOME– Many alumni are satisfied with their GIPA experience and also value it.

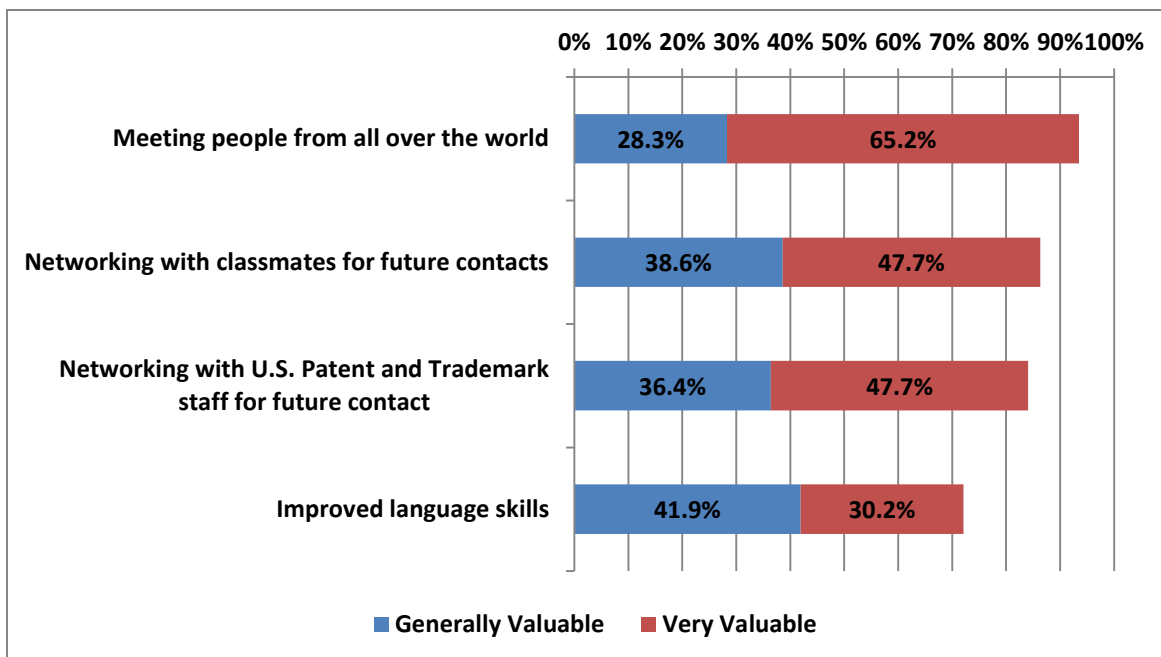
One of the strongest indicators of satisfaction and value for a program are whether participants would recommend it to a friend or colleague. Using a scale ranging from 0- *not at all likely* to 6-*average* to 10-*highly likely*, respondents were asked to rate their likeliness of recommending a GIPA training to a colleague. Seventeen alumni answered the question. As shown in Figure 5, 94.1% (16) of respondents rated their likeliness of recommending a GIPA training to a colleague as at least a seven, with many (41.1% or 7) saying highly likely, demonstrating high satisfaction and value. It is important to note that fewer than half of alumni respondents answered the question, meaning that a large percentage of respondents who submitted responses to other questions are not represented here. This is likely due to survey fatigue because this question is towards the end.

Figure 5: How likely are you to recommend a GIPA training to a colleague? (N=46)

0 - Not at all Likely	1	2	3	4	5	6-Average	7	8	9	10—Highly Likely
0%	0%	0%	0%	0%	0%	5.9%	11.8%	29.4%	11.8%	41.1%

Respondents also rated the value of four GIPA experiences: *networking with classmates for future contacts*, *networking with U.S. Patent and Trademark staff for future contact*, and *improved language skills*. Figure 6 displays the percentage of respondents that rated each experience as generally valuable and very valuable.

Figure 6: Percentage of Respondents Who Rated GIPA Experiences Generally Valuable and Very Valuable



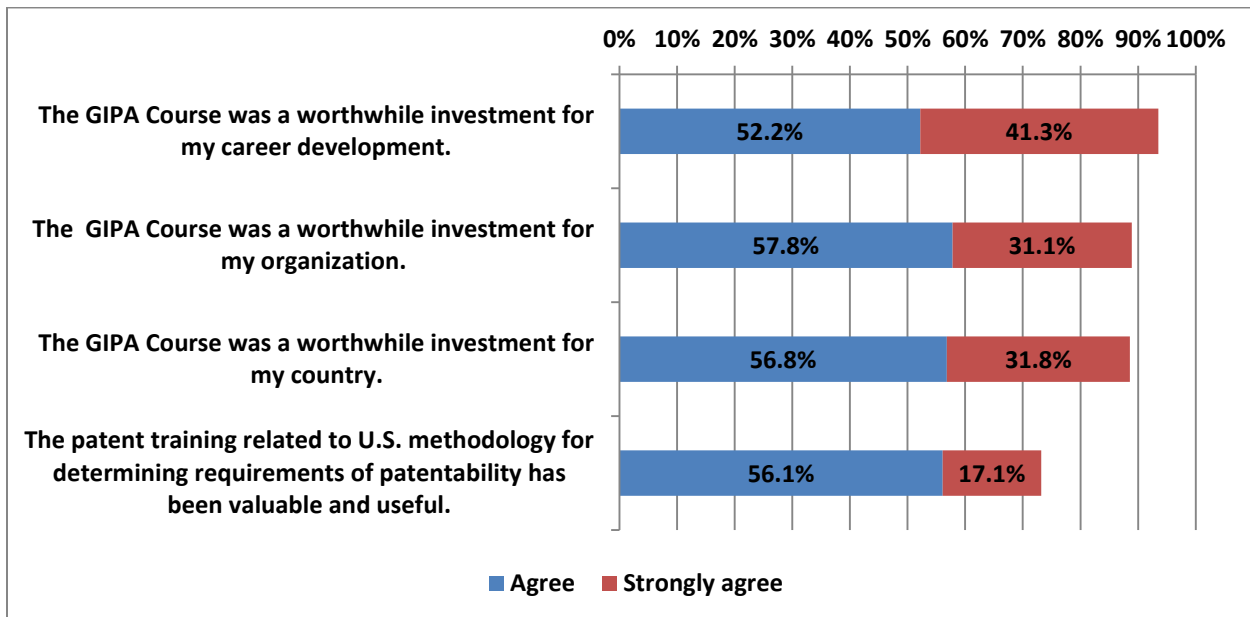
- 93.5% (43) of respondents indicated that *meeting people from all over the world* was generally valuable or valuable.
- 86.3% (38) of respondents indicated that *networking with classmates for future contacts* was generally valuable or very valuable.
- 84.1% (37) of respondents indicated that *networking with U.S. Patent and Trademark staff future contact* was generally valuable or very valuable.
- 72.1% (31) of respondents indicated that their *improved language skills* were generally valuable or very valuable.

Several respondents also provided a comment about other things they found to be valuable about their GIPA training experience. They are:

- *Creating more awareness reading the policy and rational of the legal systems*
- *Enforcement mechanism Patentability tests claim interpretation*
- *I have a well-stocked enough address notebook, what will allow me to some moments to ask some questions on some concepts that I don't master and also to discuss on some topics of the moment.*
- *Improved my knowledge in IP rights in the international arena.*
- *The greatest benefit of attending GIPA course is particularly related to the quality of program and the staff and trainers. The comparison of our countries position compared to this of US in knowledge and technology let us know how important is the effort and the will to undergo to make change for development in our country.*

To further discover the value that participants place on GIPA, alumni were asked to rate their level of agreement with statements about the worth of their GIPA experience. Figure 7 displays the results.

Figure 7: Respondents' Level of Agreement on the Worth of GIPA

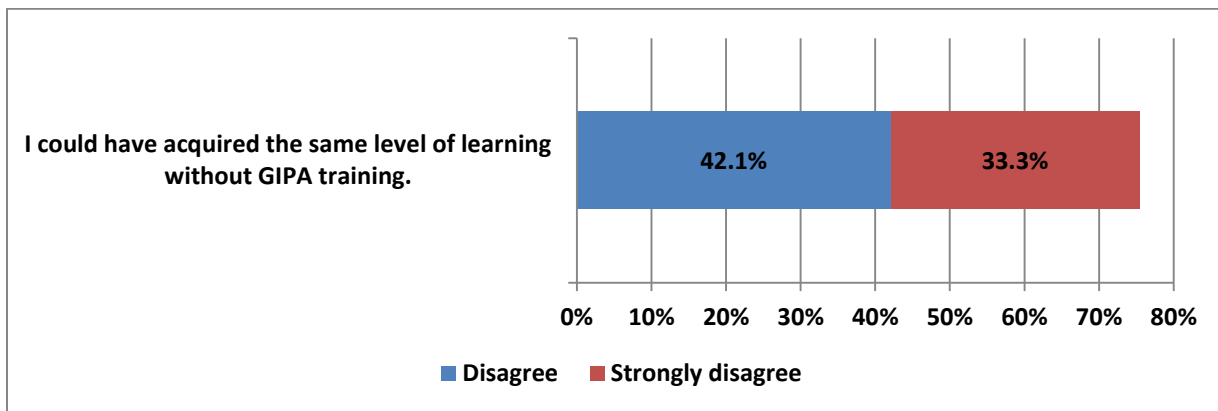


- 93.5% (43) of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their career development.
- 88.9% (40) of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their organization.
- 88.6% (39) of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their country.
- 73.2% (30) of respondents agreed or strongly agreed that the patent training related to U.S. methodology for determining requirements of patentability was valuable and useful.

Only a handful of respondents commented on their level of agreement with the statements in Figure 7. Two respondents pointed out that the concept of “patents” was not discussed in their trainings. One person said, “Patent was not discussed. I believe in the developing countries the main issue with regard to US policy is with Patents. I believe GIPA should provide more awareness in this aspect, which would ensure more compliance.”

GIPA Alumni also rated their level of agreement with the statement *I could have acquired the same level of learning without the GIPA training.* As shown in Figure 8, 75.4% disagreed or strongly disagreed with the statement.

Figure 8: Level of Agreement of Whether Respondents Could Have Acquired the Same Level of Learning without the GIPA Training (N=45)



Participants also rated (from one- poor to ten-excellent) how the GIPA training they attended compared to their idea of an ideal training experience. See Figure 9.

Figure 9: How does GIPA program compare to your idea of an ideal training experience? (N=23)

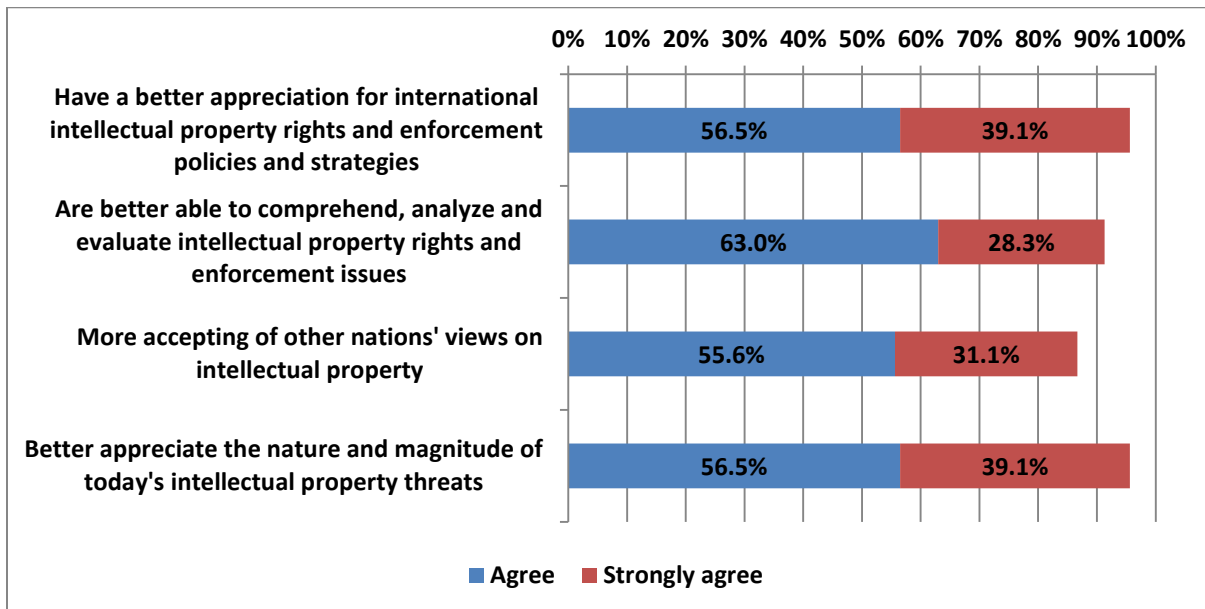
1- Poor	2	3	4	5	6	7	8	9	10- Excellent
0.0%	0.0%	0.0%	3.0%	0.0%	17.4%	13.0%	30.4%	39.1%	0%

As shown in Figure 9, it is evident that respondents value their GIPA experience and view it as very close to their ideal training experience because 82.6% rated the GIPA program between a seven and a nine. Interestingly, no one this year rated it a 10. It is evident from the alumni responses that they valued their GIPA experiences and found the program to be a successful and worthwhile experience. As with Figure 5, it is important to note that only half of alumni respondents answered the question, meaning that a large percentage of respondents who submitted responses to other questions are not represented here. This is likely due to survey fatigue because this question is one of the last.

LEVEL TWO OUTCOME – Participants believe they learned a great deal on selected topics.

To assess the level two outcome of learning effectiveness, respondents were asked to rate their level of agreement on several statements. Specifically, one question explored four critical areas needed to meet GIPA’s strategic goals of creating a more harmonized IP system worldwide. For example, for long term international IP protection to be strong, it is imperative that different countries not only appreciate international IPR and enforcement policies and strategies, but also can comprehend and analyze issues. To create a more coordinated IP system, key officials need to be accepting of other’s views on IP and for there to be ultimate long-term international IP protection; countries need to appreciate the nature and magnitude of today’s IP threats. As shown in Figure 10, a high majority of respondents agreed or strongly agreed that GIPA helped them advance in these four areas.

Figure 10: Level of Agreement with Attitude and Ability Changes as a Result of GIPA

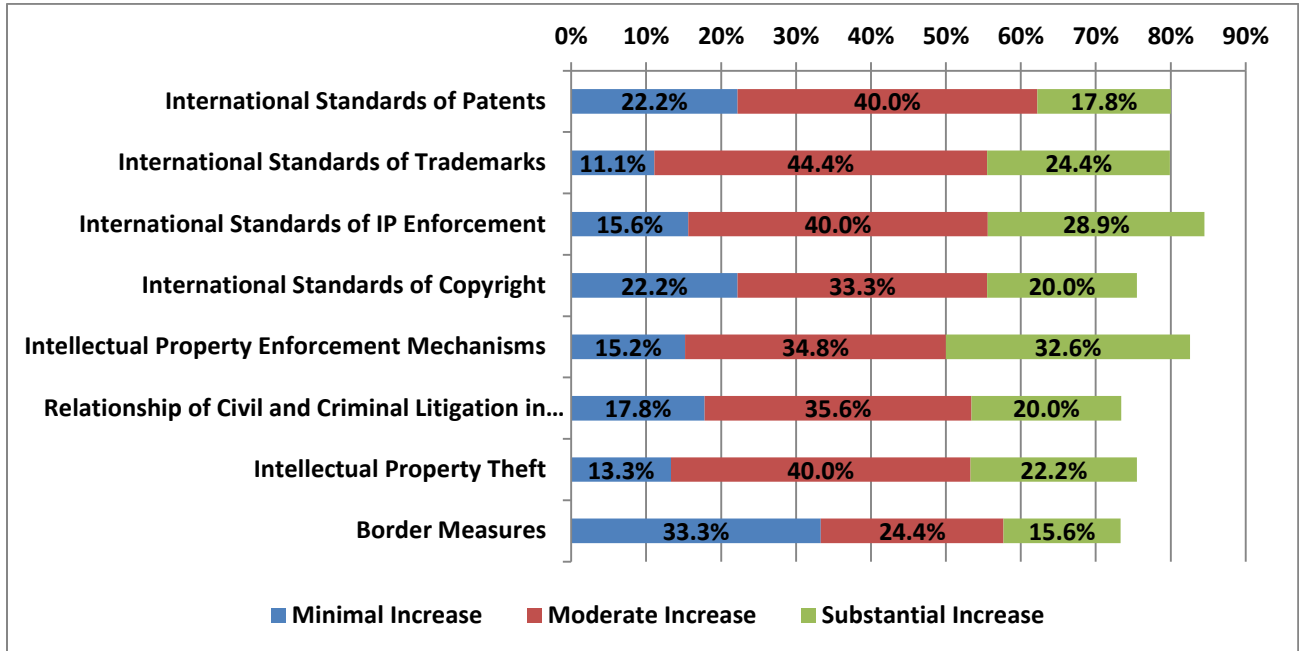


- 95.6% (44) of respondents agreed or strongly agreed that they have a better appreciation for intellectual property rights and strategies as a result of the GIPA training.
- 91.3% (42) of respondents agreed or strongly agreed that they are better able to comprehend, analyze and evaluate intellectual property rights and enforcement issues as a result of the GIPA training.
- 86.7% (39) of respondents agreed or strongly agreed that they are more accepting of other nations’ views on intellectual property as a result of the GIPA training.
- 95.6% (44) of respondents agreed or strongly agreed that they better appreciate the nature and magnitude of today’s intellectual property threats as a result of the GIPA training.

Respondents also rated their knowledge increase in eight areas as a result of GIPA using a four point scale of *no change*, *minimal increase*, *moderate increase*, and *substantial increase*. Figure 11 shows the

level of change for the majority of respondents that said *minimal increase*, *moderate increase*, or *substantial increase*.

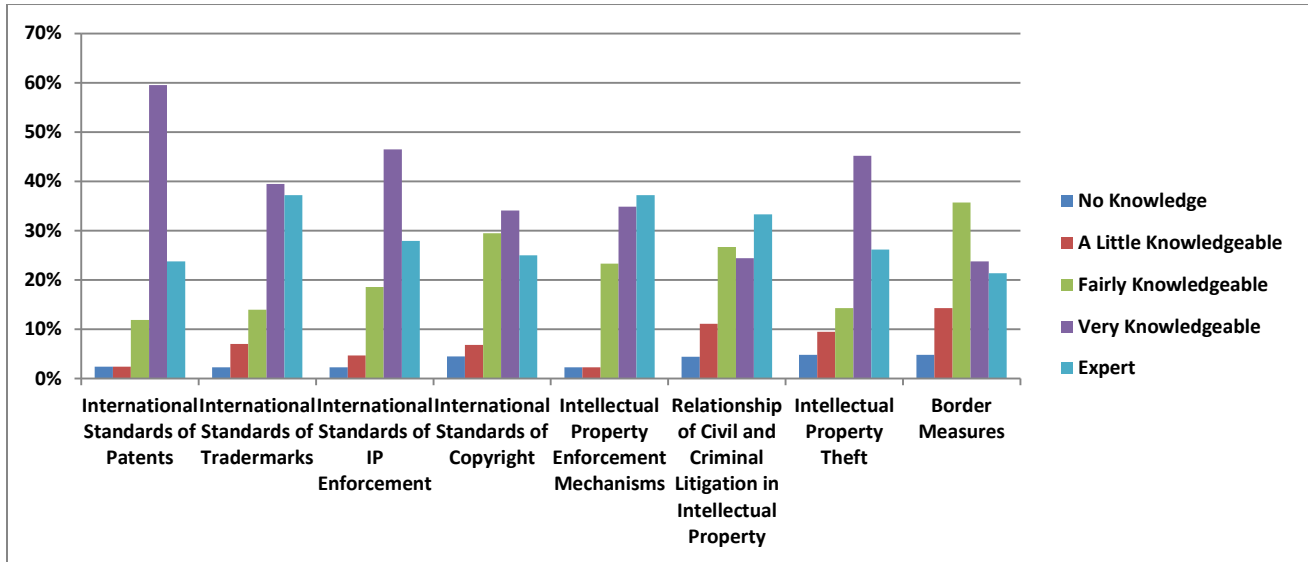
Figure 11: Respondent Level of Knowledge Increase of IP-Related Topics



- 80.0% of respondents indicated their knowledge about the International Standards of Patents at least minimally increased as a result of their GIPA training experience.
- 79.9% of respondents indicated their knowledge about the International Standards of Trademarks at least minimally increased as a result of their GIPA training experience.
- 84.5% of respondents indicated their knowledge about the International Standards of IP Enforcement at least minimally increased as a result of their GIPA training experience.
- 75.5% of respondents indicated their knowledge about the International Standards of Copyright at least minimally increased as a result of their GIPA training experience.
- 82.6% of respondents indicated their knowledge about Intellectual Property Enforcement Mechanisms at least minimally increased as a result of their GIPA training experience.
- 73.4% of respondents indicated their knowledge of the Relationship of Civil and Criminal Litigation in Intellectual Property at least minimally increased as a result of their GIPA training experience.
- 75.5% of respondents indicated their knowledge about Intellectual Property Theft at least minimally increased as a result of their GIPA training experience.
- 73.3% of respondents indicated their knowledge about Border Measures at least minimally increased as a result of their GIPA training experience.

Following this question, respondents were asked to provide an assessment of how they see their knowledge currently in the same areas shown in Figure 11. See Figure 12 for all response breakdowns.

Figure 12: How Respondents See Their Knowledge Currently In Eight IP-Related Topic Areas (N=45/46)³

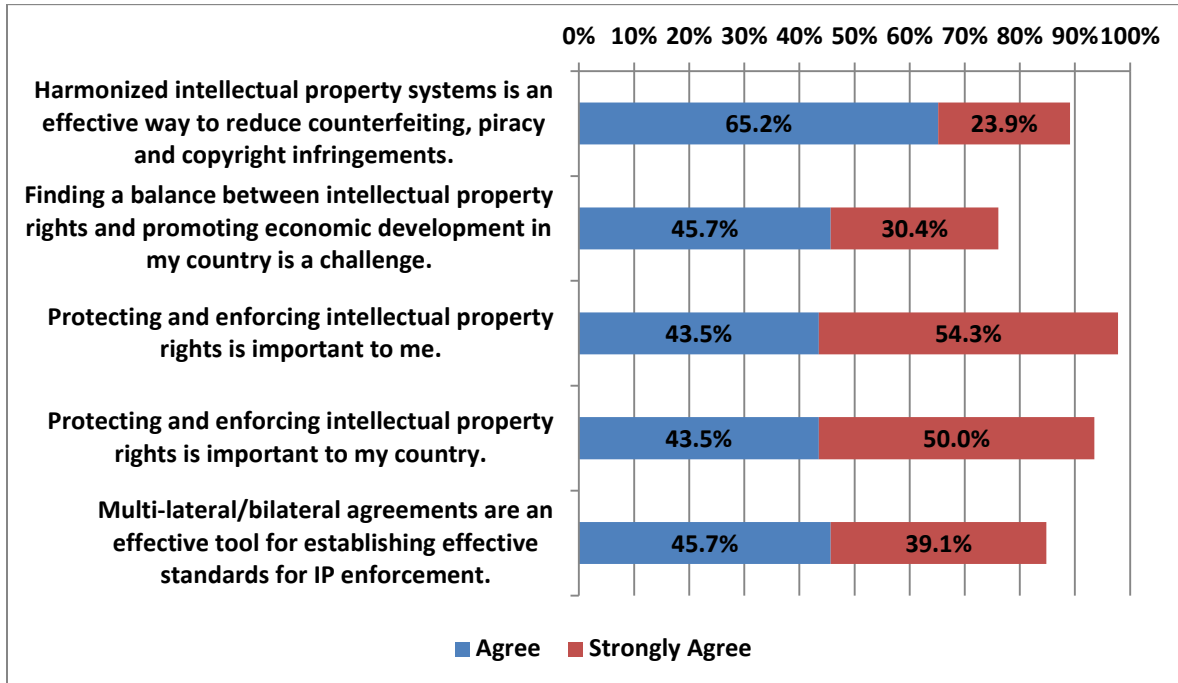


- A majority of respondents (59.5%) view themselves as being *very knowledgeable* about International Standards of Patents, International Standards of IP Trademarks (39.5%), International Standards of IP Enforcement (46.5%), International Standards of Copyright (34.1%), Intellectual Property Theft (45.2%), and Border Measures (23.8%).
- A majority of respondents (33.3%) view themselves as *experts* about the Relationship of Civil and Criminal Litigation in Intellectual Property.
- Very few respondents indicated they have *no knowledge* of any of the areas asked about.

Participants were asked to indicate their level of agreement with five statements that represent views of various IP-related issues. As shown in Figure 13, at least 76.1% (35) of respondents agreed or strongly agreed with each statement.

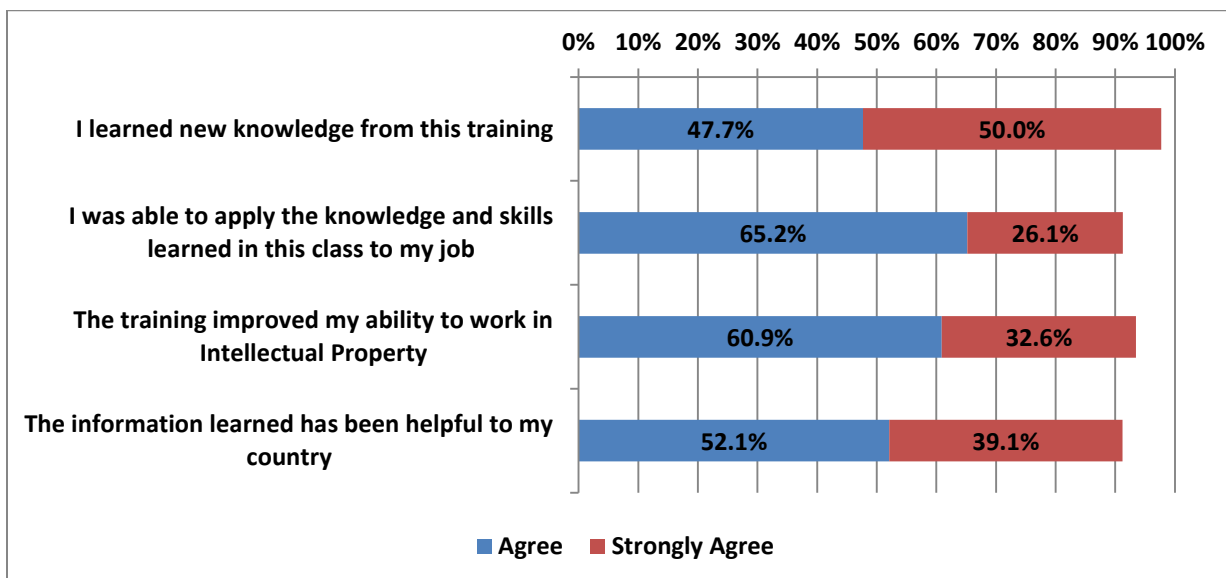
³ For some items, 45 alumni provided a response and for others all 46 did.

Figure 13: Level of Agreement with Views Regarding IP-Related Issues



Another question that assessed participant learning used direct statements about the knowledge they may or may not have acquired. The results for this question are quite positive that 91.2% or above of respondents agreed or strongly agreed with all of the statements. See Figure 14.

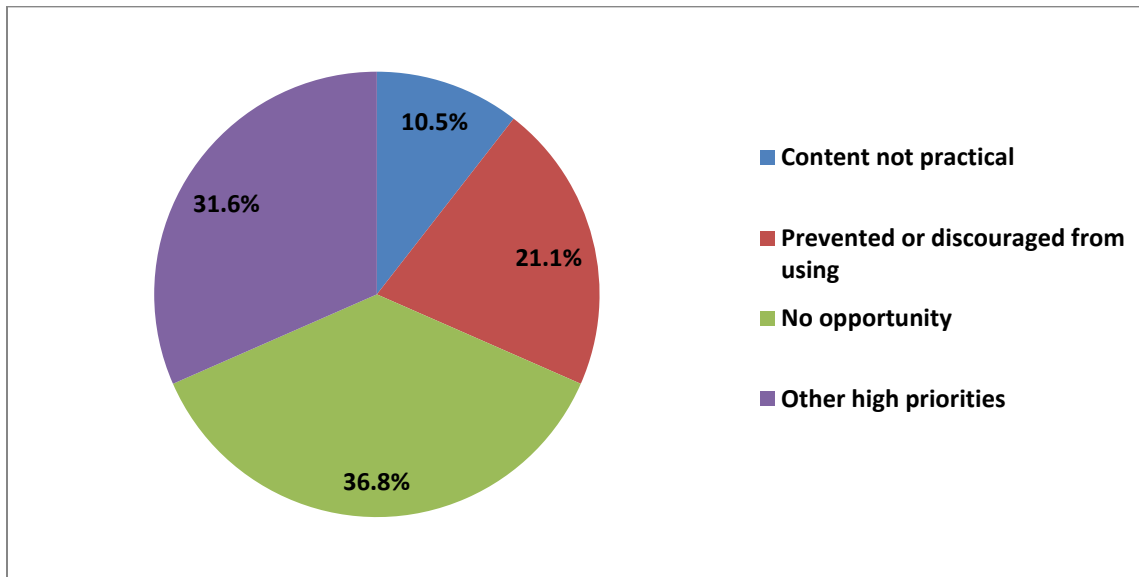
Figure 14: Level of Agreement with Statements about Learning Effectiveness



Because some respondents are inevitably unable to use apply the knowledge and skills they learned from GIPA, a follow-up question is asked. Nineteen people answered a question about why they were

unable to successfully apply the knowledge they gained in their GIPA training. The most frequent response was that respondents had not had the opportunity yet to use their knowledge (36.8%) followed by they have had other high priorities (31.6%). See Figure 15.

Figure 15: Reasons for Being Unable to Successfully Apply Knowledge Gained from GIPA (N=19)



Eight respondents commented on their response to why they haven't been able to apply their knowledge gained from GIPA to their work. One person said it takes a longer time for them to apply knowledge. "The knowledge gained from GIPA is very important and is in progress for application, it needs time." Another respondent said that he/she has changed jobs since attending the training. Other interesting comments are:

- *The USA's experiences are way too advanced compared to our situation. Nevertheless [the training] was important.*
- *Meeting with IPR Enforcement bodies directly has been insufficient; therefore a working visit at such units would be welcome for future perspective.*
- *I extend my deep gratitude to all the persons/officials of GIPA and all other people who kindly and generously hosted us and made it very comfortable for us to learn what we did not know. Once again I say a big thank you from the bottom of my heart.*

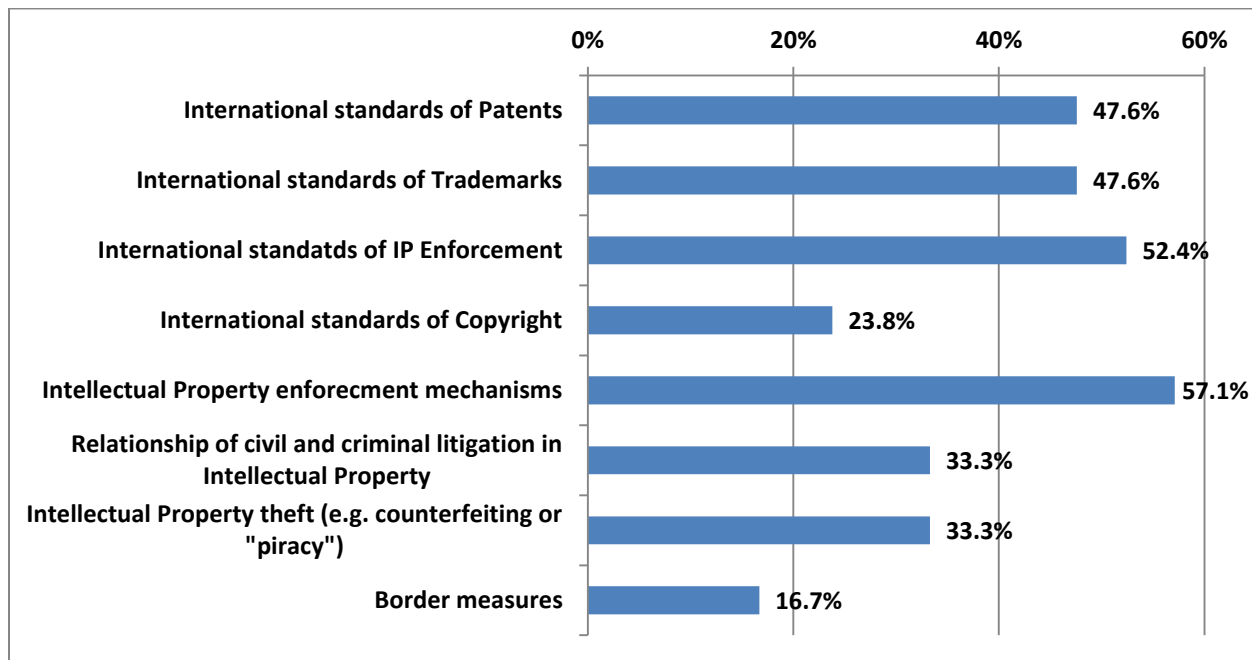
LEVEL THREE OUTCOME – Alumni are sharing and applying their new knowledge after returning home.

An important goal for most training programs is that participants not only increase their knowledge and understanding of a subject matter, but also are able to share it and apply it in the field. GIPA hopes that participants return to their home countries and begin to use the information they learned.

To assess whether this occurred, participants were asked, *Since completing the program, in which of the following areas do you feel you have used the knowledge gained from the program?* The data show that participants are using the knowledge they learned in a variety of areas.

Slightly less than half (47.6% or 20) of the 46 respondents to this question reported that they have used their knowledge related to *International standards of Patents and International standards of Trademarks* after returning home and more than half (57.1% or 24) have used knowledge gained in *Intellectual Property Enforcement Mechanisms*. Figure 17 displays the responses for all topics.

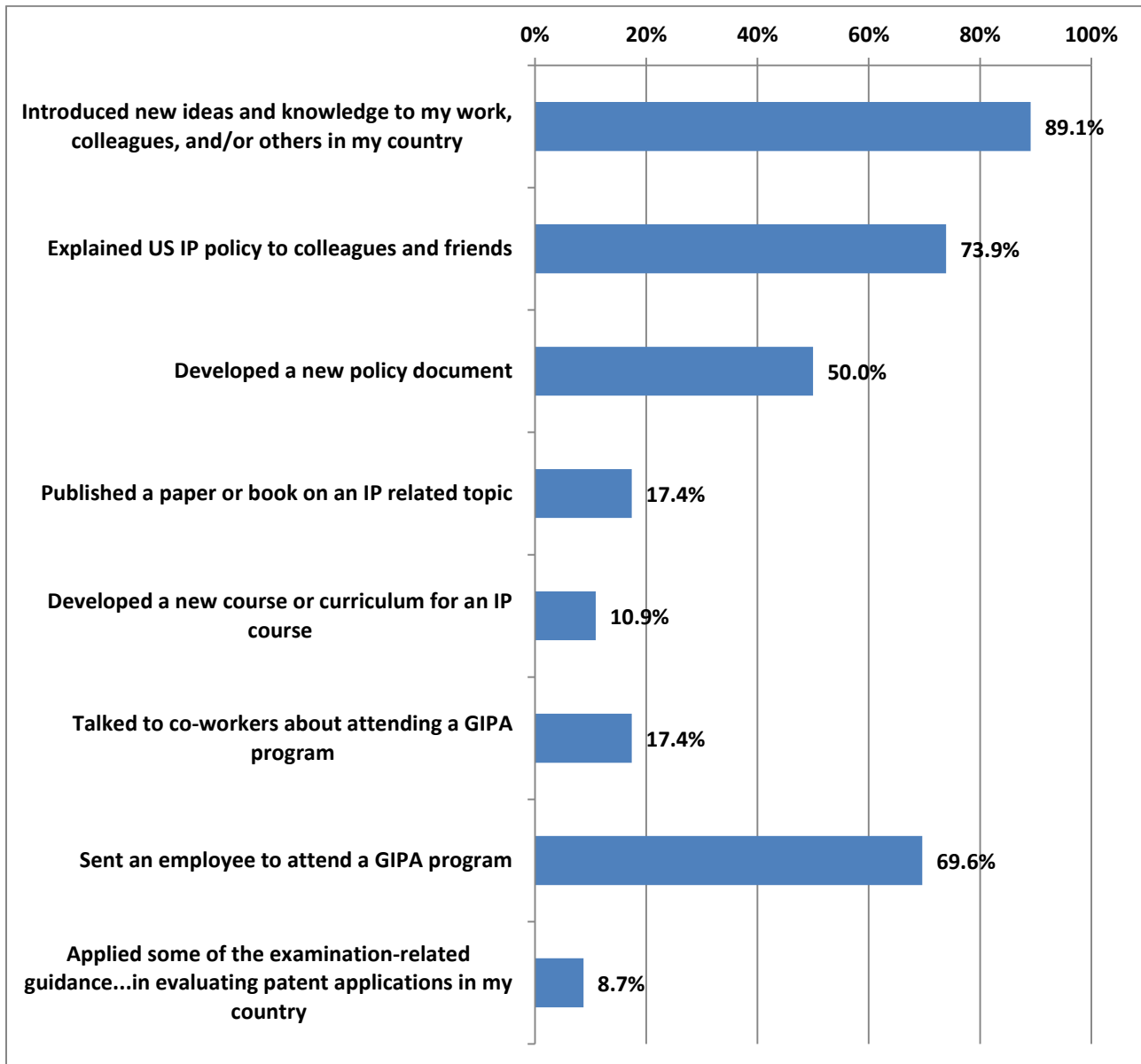
Figure 17: Use Knowledge Learned at GIPA in These Topical Areas (N=46)



Eleven respondents offered additional comments, describing other areas in which they have used the knowledge gained through GIPA. Two cited knowledge plant variety protection, another mentioned applying knowledge in developing systems that answer his/her organization's needs related to IP standards, one cited supporting SMEs in technology transfer and developing IP assets, and one said he/she is reviving his/her organization's act.

To further explore the sharing and application of knowledge and skills gained at GIPA, respondents were asked if they used what they learned at GIPA to conduct any of a list of specific actions. High percentages of respondents reported that they used what they learned at GIPA to conduct several actions related to communication and information sharing. Among the 46 respondents, more than three-quarters (89.1% or 41) reported that they *introduced new ideas and knowledge to my work, colleagues, and/or others in my country* and 73.9% (34) said they *explained US IP policy to colleagues and friends*. Meanwhile, more than half (69.6% or 32) *sent an employee to attend a GIPA program*. Figure 18 shows the response distribution.

Figure 18: Use Knowledge and Skills Gained at GIPA to Do the Following (N=46)



Ten respondents offered more details about the activities above. Key comments included the following:

- Before I attended the GIPA course I had negative sentiments about US policy related to IP in respect of Copyright and Patent. Although I still have reservations regarding the strong arm tactics of the US policy on enforcement, I gained a certain degree of respect for the rationale behind some policy considerations. I have shared this with my friends. In fact the old copyright duration of 28 years which could be renewed for another 28 year term and some of the exceptions for Libraries and the right to make a new cover of audio visual works provided proves US system was always built on Utilitarian principles. Unfortunately the European Courts on the basis of personality theory are less conducive for such principles. I have discussed with my colleagues and applied these principles in my work. I have also fully endorsed the GIPA program*

to my colleagues. Also the knowledge I gained about how the prosecution of mega upload helped in my work as a prosecutor. I am also planning to publish an article discussing an amended copyright law to ensure that there will be a much bigger public domain (such as by resorting to opt in compulsory licensing system) in the Bar Association Law Journal.

- I have planned to deliver a lecture at the Institute of Advance Legal Studies this month and also do a paper.
- I applied for a course on the marks and design in Strasbourg through OAPI. I await for the answer.
- I have used USPTO and GIPA material for my biotechnology law thesis submitted to Colombo University and strongly hoping to use the knowledge and skills gained at GIPA for my PhD in Biotechnology and hope to get more support from GIPA for my research work for PhD thesis.

LEVEL THREE OUTCOME- Alumni are using the contacts made at GIPA to network and collaborate.

Many alumni continue their relationships with GIPA staff and fellow alumni after they return home. Among the 46 respondents to this question, half of alumni (50.0% or 23) indicated they have been contacted by or have themselves contacted other GIPA alumni or staff. Alumni continue their relationship with GIPA in a number of ways, as seen in Figure 20. Among the 46 respondents to this question, more than half 57.5% have been in contact with GIPA classmates from other countries and 40.0% have been in contact with classmates from their home countries, while 42.5% have been in contact with U.S. Embassy personnel.

Figure 19: Respondents Who Have Been in Contact With GIPA-Related Audiences (N=46)

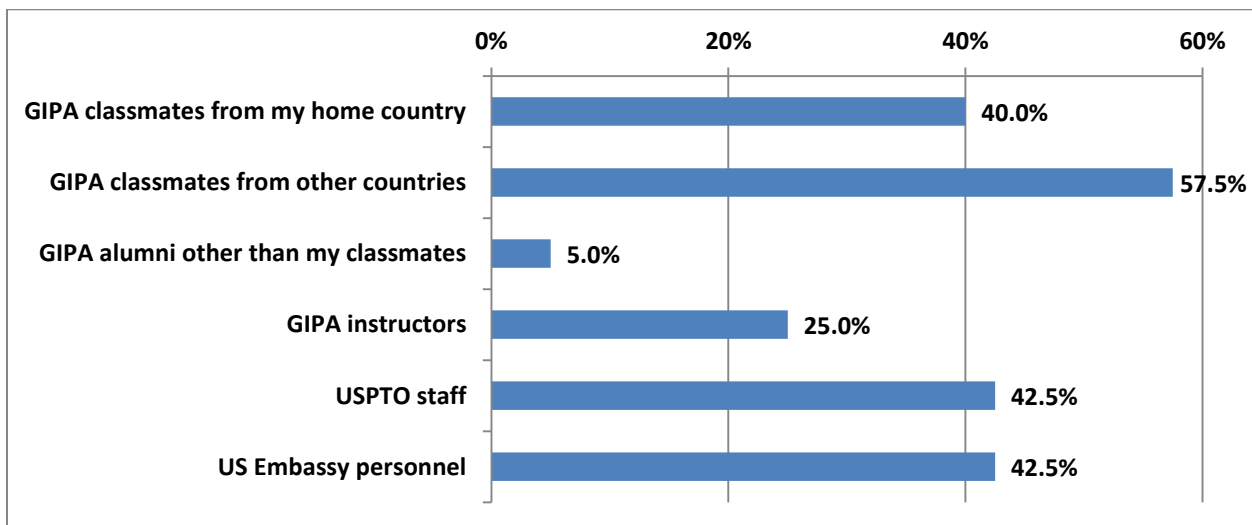
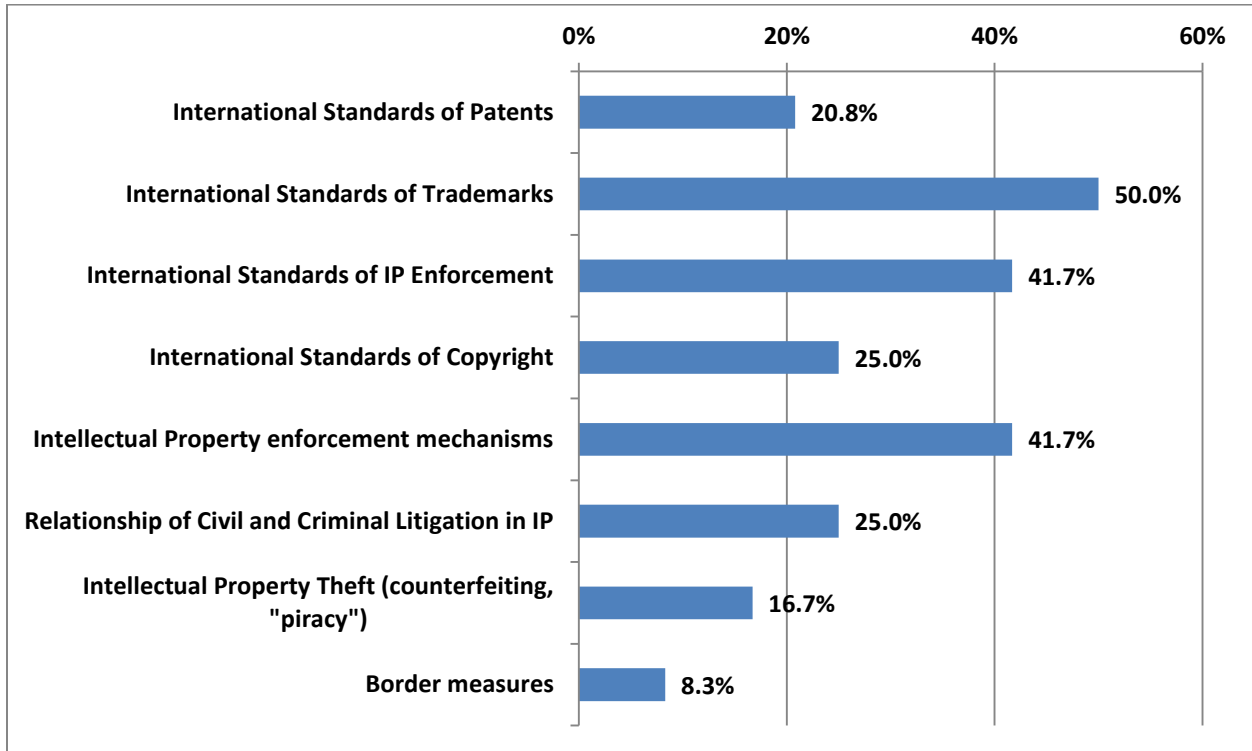


Figure 20 below illustrates the topics on which GIPA alumni maintain contact with each other, their instructors, and USPTO and U.S. Embassy staff. Among the 46 respondents to this question, 50.0% said they collaborated on *International Standards of Trademark*, 41.7% said they have collaborated with

GIPA alumni regarding *Intellectual Property Enforcement Mechanisms* and *International Standards of IP Enforcement* while 25.0% have collaborated on *International Standards of Copyright*.

Figure 20: Collaboration with GIPA Alumni on These Topics (N=46)



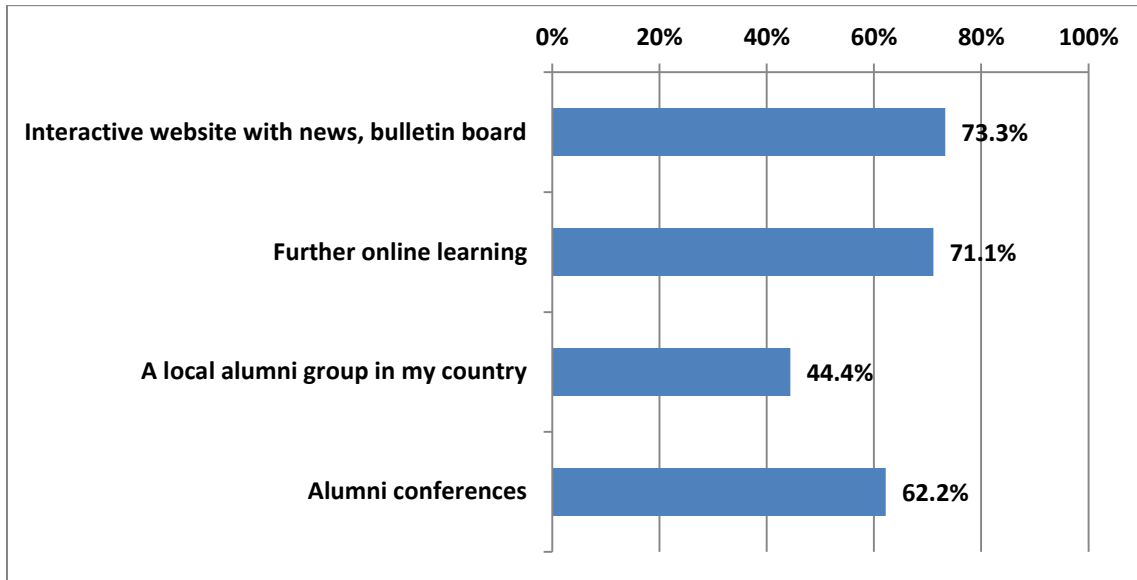
A few respondents offered additional comments on the ways in which they have been working with other alumni. A few highlights include:

- *Contacted UPOV to get assistance to prepare lecture notes*
- *I am from the U.S. and have discussed with my U.S. colleague the relationship between UPOV and patents.*
- *I hope to contact on the above mentioned matter and get their support for the betterment of my country in my area.*

To further encourage alumni to connect with one another, GIPA is considering the creation of an alumni association. To assess the interest of its graduates, respondents were asked if they would be interested in joining an alumni association. Responses among the 46 respondents were favorable, with 93.5% (43) answering affirmatively. Twenty-nine respondents offered current contact information, should GIPA launch such an association.

Respondents were then asked to identify their preferred alumni activities from a list. Figure 21 illustrates their responses. Among the 46 respondents to this question, *interactive Web site with news/bulletin board* generated the greatest interest, with 73.3% (33) respondents choosing that option. *Further online learning* received the second greatest interest with 71.1% (32) respondents choosing it.

Figure 21: Respondents' Interest in Alumni Activities (N=46)



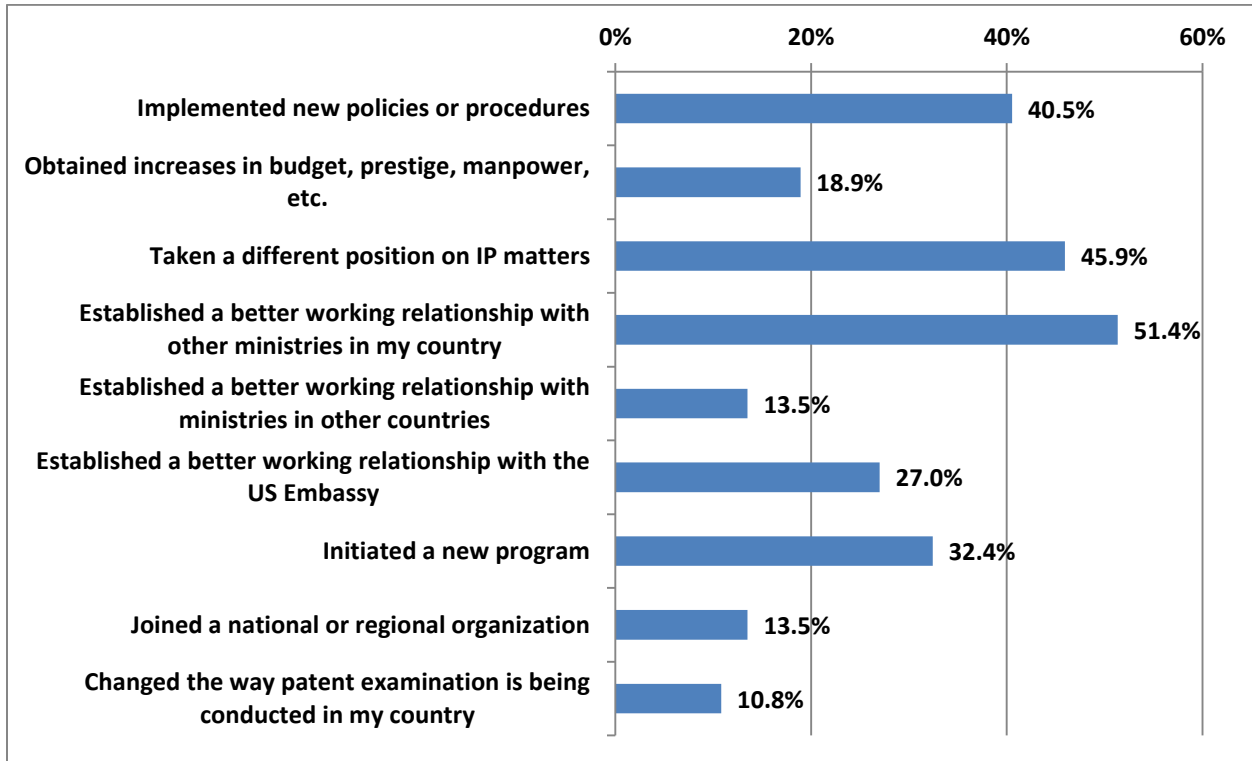
A few respondents shared other activities including:

- *Collaborative activities within country and internationally.*
- *Contributing to the academic and training needs in building the IPR subject, and discussions in IPR policy area.*
- *Enforcement Issues especially in copyright & Trademarks Enforcement.*
- *Further training program is very useful.*
- *GIPA Alumni Association in Republic of Moldova would be more interactive and interesting for all IPRs holders.*

LEVEL FOUR OUTCOME- Alumni are beginning to influence their institutions and countries.

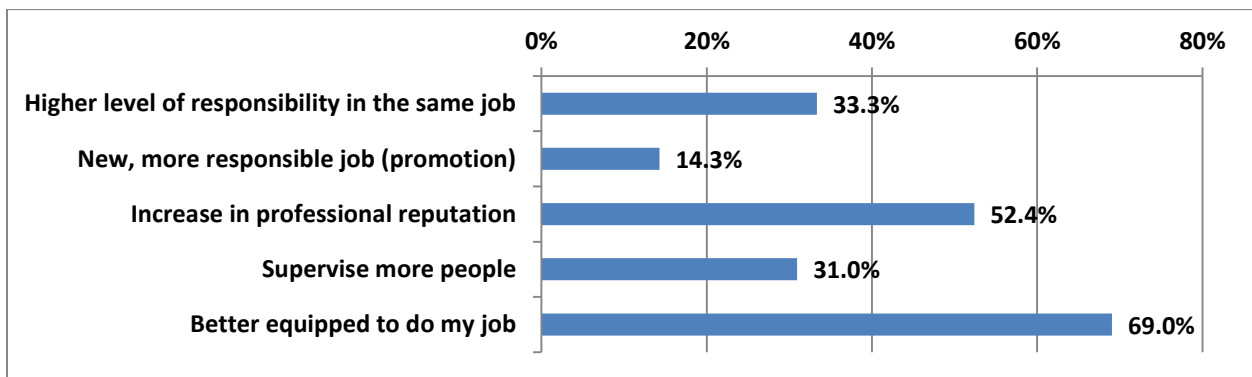
The survey also probed the ways in which the organizations where the alumni work have taken actions as a result of the participants' contributions from knowledge gained at GIPA. The 46 respondents that answered a question on organizational changes reported change in all areas. More than half (51.4%) said they had *established a better working relationship with other ministries in their countries*, a bit less than half (45.9%) said they had *taken a different position on IP matters*. Figure 22 displays all the responses.

Figure 22: Organizational Changes since Participating in GIPA (N=61)



Participants were asked to indicate whether certain types of changes have occurred for them at work since participating in GIPA. Among the 46 respondents to this question, 69.0% reported that they are *better equipped to do my job* and 52.4% said they have seen an *increase in professional reputation*. Figure 23 displays response breakdowns.

Figure 23: Changes for Participants at Work since Participating in GIPA (N=46)



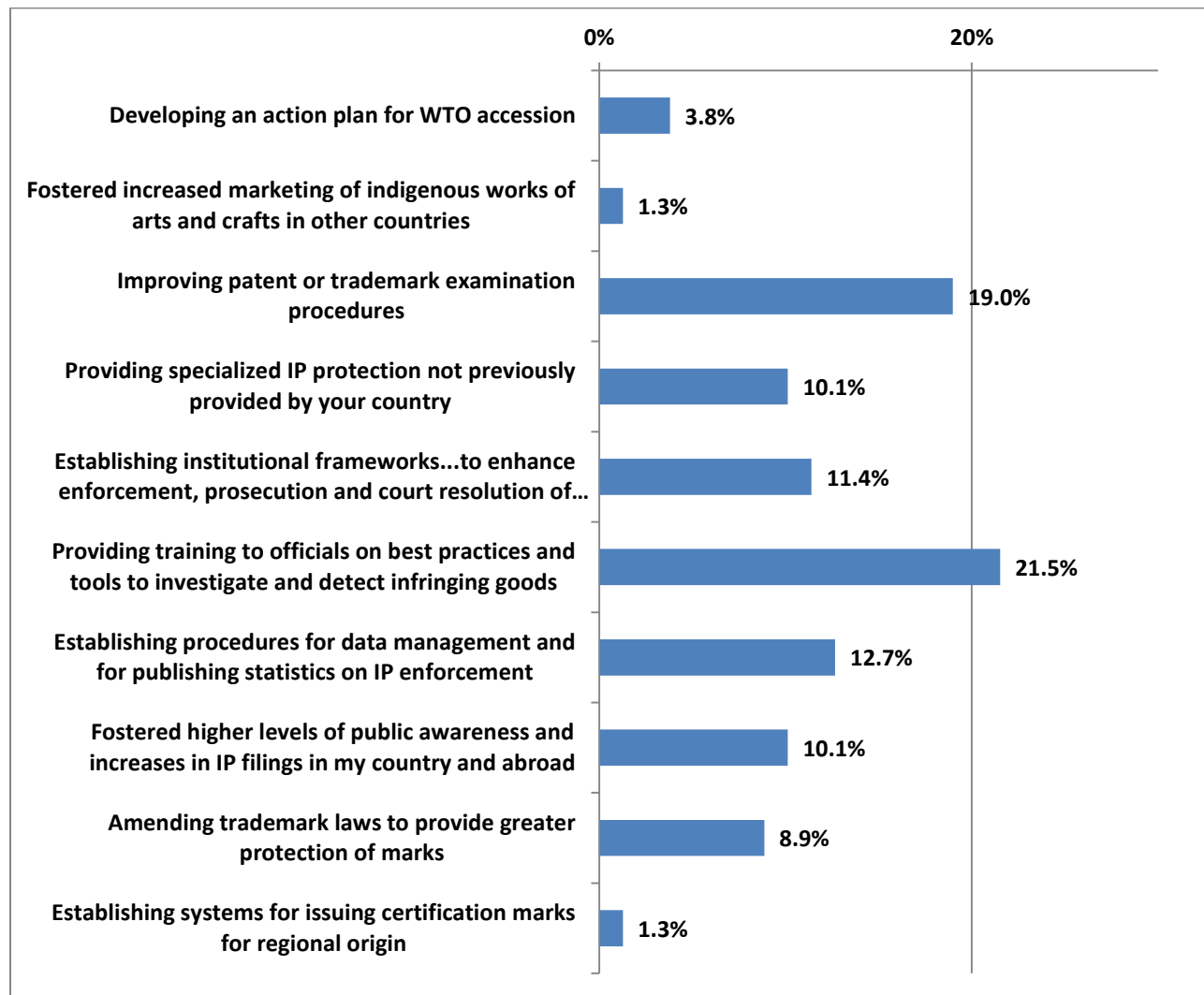
A few respondents offered additional details on changes at work and/or general comments. Key comments include the following:

- *A five day program is too short for any of the above result; however it was useful.*

- *As Director of Sri Lankan Judges' Institute, I have included IP as a compulsory subject in training manual.*
- *I am not the director of intellectual property.*

Some participants report that they are collaborating with others in their countries on IP-related work. Among the 46 respondents to this question, 21.5% say they are *providing training to officials on best practices and tools to investigate and detect infringing goods* and 19.0% say they are *improving patent or trademark examination procedures*. Figure 24 displays the breakdown of responses.

Figure 24: Respondents Work with Others in Their Countries since GIPA (N=46)

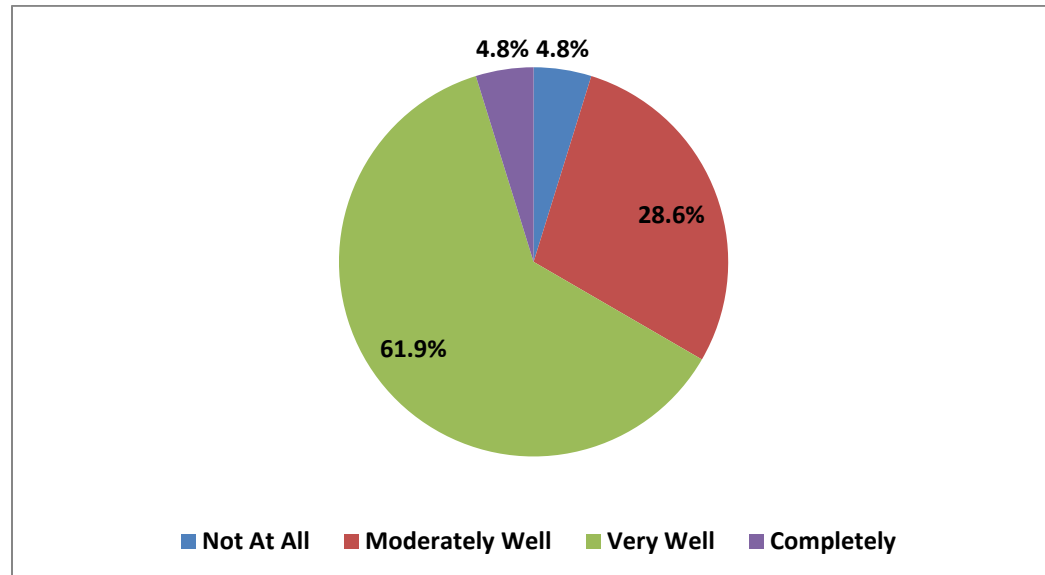


One respondent added a comment, “We are planning to contribute to a program that brings together the Intellectual Property Organization, the Law makers and researchers to improve the IPR scenario in Pakistan.”

Participants were asked whether their GIPA experience prepared them for the work involved in the actions above. Responses were mostly positive, with 4.8% (2) of the 46 respondents saying they were

prepared *completely* and a majority, 61.9% (26) saying they were prepared *very well*. Figure 25 shows these data.

Figure 25: Level of Preparedness from GIPA to Conduct Work in Their Countries (N=46)



Two respondents offered additional comments regarding this topic. They are:

- *Especially the exchange of views with the other participants and experience sharing, as well as topical discussions with the resource persons/lecturers.*
- *It opens your mind on the opportunities that intellectual property has if well managed.*

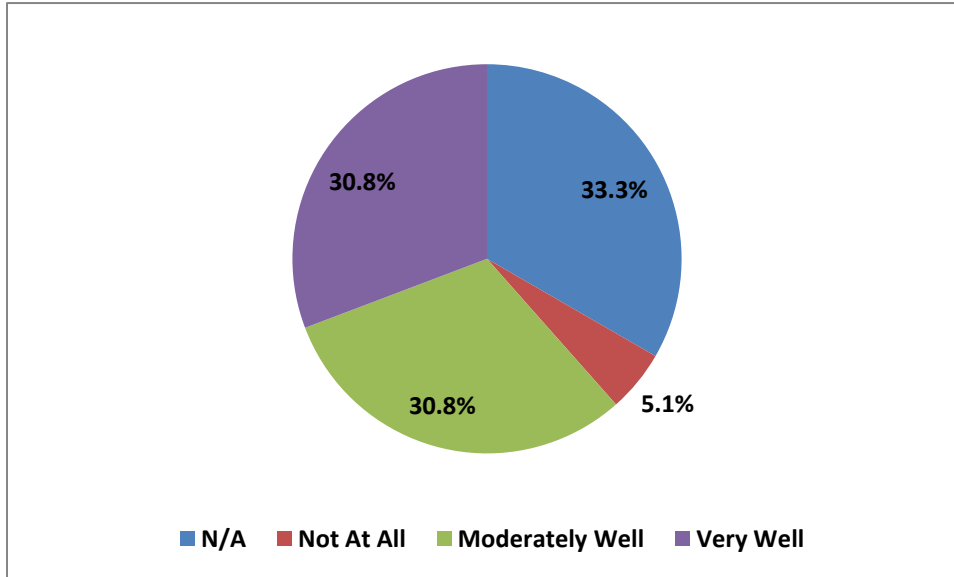
In addition to asking about specific activities conducted within their home countries, alumni were asked whether or not they have worked to advance IP issues in international forums such as WIPO since participating in GIPA. If they had, they were also asked to identify their roles. Among the 46 respondents to this question, 17.8% (or 8) said they had.

Examples provided by respondents are:

- *I attended a distance learning course in (general IP DL 101 and in advanced copyright DL 201) and I will participate a work shop in building respect IP next month.*
- *I was an invited Speaker in the Symposium on How Public and Private Sectors use their IP for enhancement of productivity in agriculture.*
- *On May 29 and 30, 2012, I worked in WIPO Regional Forum on Intellectual Property (IP) and Environmentally Sound Technologies (ESTs) in Colombo (Sri Lanka).*
- *I participated in workshop on building respect for IP held on February 2013 and presented a Sri Lankan report of anti-counterfeiting and piracy. I also prepared the final report with recommendations in the area to IP office, Sri Lanka.*
- *WIPO asked me to make a presentation at Korea Women's Inventors Association Convention in Seoul in May 2012 on National Policies that support women inventors.*

In describing how well GIPA prepared them to advance IP issues in an international forum such as WIPO, responses were mostly positive among the 46 respondents with only 5.1% saying they were *not prepared at all*. Figure 26 displays the breakdowns.

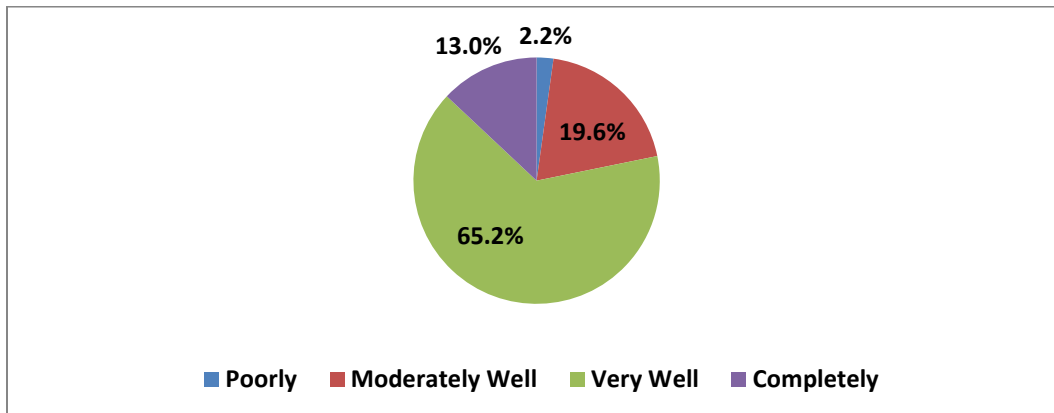
Figure 26: Level of Preparedness from GIPA to Conduct International Work (N=46)



The survey asked alumni if, after attending a GIPA course, they developed an action plan for WTO accession. Three respondents (or 6.7%) reported that they have. Respondents were then asked how well GIPA prepared them for that process. Slightly less than half (47.4%) of the 46 respondents to this question said the question did not apply. Two respondents (5.3%) said it prepared them *not at all*. Nine respondents (23.7%) said it prepared them *moderately well* and another 23.7% said *very well*.

Among the 46 respondents to a question related to GIPA’s mission, 65.2% (30) respondents said they are achieving it *very well*. See Figure 27 for a complete response breakdown.

Figure 27: Respondent Rating of How Well GIPA is Achieving Its Mission



Several respondents offered additional comments on this topic. They include the following:

- *Inclusion of more Asian and African countries is required, as these are the countries where most of IP needs to be protected.*
- *It encourages countries like Sri Lanka to familiarize IP knowledge and apply them in court work and also to develop action plans for Sri Lanka in all IP related issues. It helped a Sri Lankan researcher like me to apply the materials and other contacts with USPTO to develop research work for higher degrees such as PhD.*
- *Most of the participants attend for enhancement of their own career prospects rather than using it for their national systems. Secondly, countries may not be able to match the capacity and organization of facilities and information at USPTO which the GIPA explains to them as model.*

Participants were asked for changes they would recommend to improve GIPA training. Several of the 46 respondents to this question said that they had no recommendations because they appreciated the program as delivered.

Among those who offered recommendations, most related to enhancing the program delivery or design, extending the duration of the programs, or adding new content to the program. Examples of the most commonly shared recommendations are listed below.

- *Extend time to 2 weeks*
- *I would include longer workshops on plant patent examination as well as plant utility patent examination.*
- *It would be more effective to provide the people who attend the meetings a field trip instead of staying in one meeting room. Also, the period of the time of training should be longer than five days.*
- *More discussion between the participants about their local realities.*

The survey concluded with an open-ended question asking alumni to think three to five years into the future and to provide their assessment of the direction of international intellectual property protection and what kinds of information or programs would be most valuable for GIPA to provide. Thirty-one respondents provide an answer. Responses varied a lot and therefore, did not yield any themes or consistency. Below is a list of comments that seem to be the most informative.

- *Bio-technology law programs especially, for PhD research students in the Sri Lankan Judiciary as Sri Lankan Universities are unable to find good supervisors in the area of biotechnology law. Please organize Bio-Technology Law program either at GIPA or at the US Embassy in Sri Lanka.*
- *Courses that would help an IP Manager do his job (like programs or courses on policy and decision making).*
- *Cyber Crime*
- *GIPA should create more courses related to IP enforcement and provide opportunities for developing countries to participate.*
- *Clearly, a two pronged strategy needs to be followed: (i) IP lessons (preparedness) for US Companies who wish to invest their inventions abroad, and (ii) IP lessons (requirement/information/facilitation/support) for foreign individuals/companies/organizations/universities/Government Officials who may like to enter US jurisdiction for business/enterprising/venture.*

- *Patents and technology transfer*
- *Plant patent examination courses*
- *What mechanisms can be put in place to fight efficiently against counterfeiting? Our country endures this phenomenon. The struggle doesn't give a conclusive result.*

CONCLUSION

As demonstrated throughout this report, GIPA has had an impact on many of its alumni, the organizations they work for, and their countries. These impacts fall into five key areas: 1. Alumni satisfaction, 2. Value placed on GIPA experiences, 3. Learning effectiveness, 4. Networking and collaboration among alumni, and 5. Alumni influence on their organizations, and countries.

The data yielded from the survey demonstrate that GIPA has achieved results in each of the five key areas. For example:

1. GIPA Alumni are satisfied with their experiences.

As demonstrated by:

- 94.1% of respondents rated their likeliness of recommending a GIPA training to a colleague as at least a seven on a 0-10 scale (0=poor and 10=excellent).
- 82.6% rated the GIPA program as at least a seven on a 1-10 scale (1=poor and 10=excellent) when asked to compare it to their view of the ideal training.

2. Alumni highly value their experiences with GIPA.

As demonstrated by:

- 93.5% of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their career development.
- 88.9% of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their organization.
- 88.6% of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their country.
- 75.4% of GIPA alumni disagreed or strongly disagreed that they could have acquired the same level of learning without the GIPA training.

3. GIPA has increased the learning of its alumni.

As demonstrated by:

- 80.0% of respondents indicated their knowledge about the International Standards of Patents at least minimally increased as a result of their GIPA training experience.

- 79.9% of respondents indicated their knowledge about the International Standards of Trademarks at least minimally increased as a result of their GIPA training experience.
- 84.5% of respondents indicated their knowledge about the International Standards of IP Enforcement at least minimally increased as a result of their GIPA training experience.
- 75.5% of respondents indicated their knowledge about the International Standards of Copyright at least minimally increased as a result of their GIPA training experience.
- 82.6% of respondents indicated their knowledge about Intellectual Property Enforcement Mechanisms at least minimally increased as a result of their GIPA training experience.
- 73.4% of respondents indicated their knowledge of the Relationship of Civil and Criminal Litigation in Intellectual Property at least minimally increased as a result of their GIPA training experience.
- 75.5% of respondents indicated their knowledge about Intellectual Property Theft at least minimally increased as a result of their GIPA training experience.
- 73.3% of respondents indicated their knowledge about Border Measures at least minimally increased as a result of their GIPA training experience.

4. Some GIPA alumni have begun to network and collaborate with each other beyond their GIPA training experience.

As demonstrated by:

- 27.1% of respondents have been in contact with alumni from other countries.
- 18.8% have been in contact with classmates from their home countries.
- 93.5% of respondents are interested in being part of a GIPA alumni network.

5. Alumni have begun to influence their organizations and countries.

As demonstrated by:

- 89.1% of respondents reported that they introduced new ideas and knowledge at their work to colleagues, and/or others in their country.
- 73.9% of respondents reported that they explained US IP policy to colleagues and friends.
- 91.3% of respondents agreed or strongly agreed that they have used their knowledge of International Standards of Patents after they returned to their jobs.
- 45.9% of respondents said that as a result of their contributions from knowledge gained at GIPA, their organizations had taken a different position on IP matters.

- 40.5% of respondents said that as a result of their contributions from knowledge gained at GIPA, their organizations have implemented new policies or procedures.