



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY



Findings from the GIPA Alumni Pilot Survey (Fiscal Year 2012)

Prepared by the Federal Consulting Group

September 17, 2012

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 fourth round of the pilot-test survey of alumni from programs held in Fiscal Year 2012.

DESCRIPTION OF THE SURVEY

This study involved approximately 226 alumni who attended a GIPA-sponsored training in the United States in Fiscal Year 2012. Of the 226 eligible alumni, 222 had an active e-mail address (e-mail address that did not bounce back). Of the 222 alumni who received the survey, 88 responded to it, rendering a 39.6%¹ response rate. 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 and second deployment in 2009 and 2010 a few revisions were made to the survey. 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

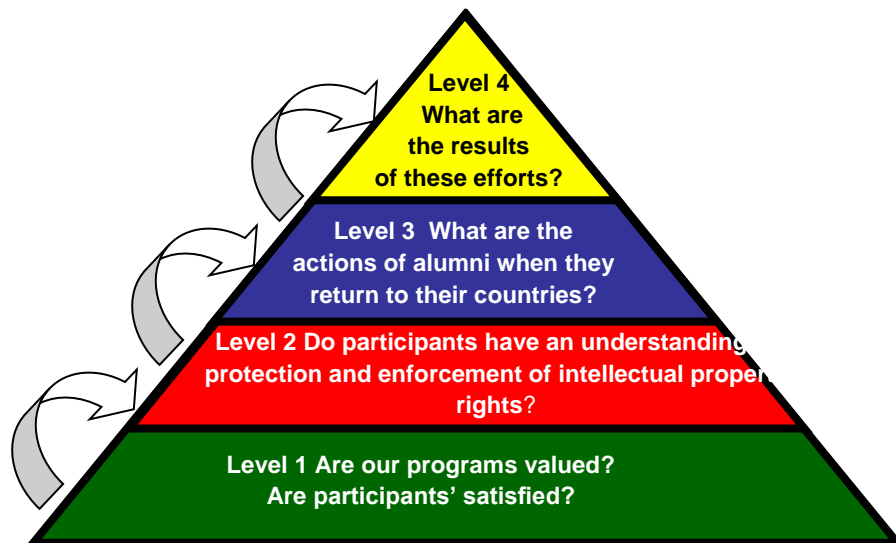
¹ This response rate was calculated using the number of respondents who began the survey but not necessarily completed it. It is important to note that many respondents did not answer every question in the survey; therefore the total N for several questions are different from the N used to calculate the response rate.

a definite set of measureable steps (intermediate objectives) toward the end-outcome goals. As described in previous reports, the proposed theory is as follows:

- **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.

SURVEY RESPONDENTS

Over the past year 226 people took part in a GIPA-sponsored training. The number of participants per program is broken down in Figure 2.²

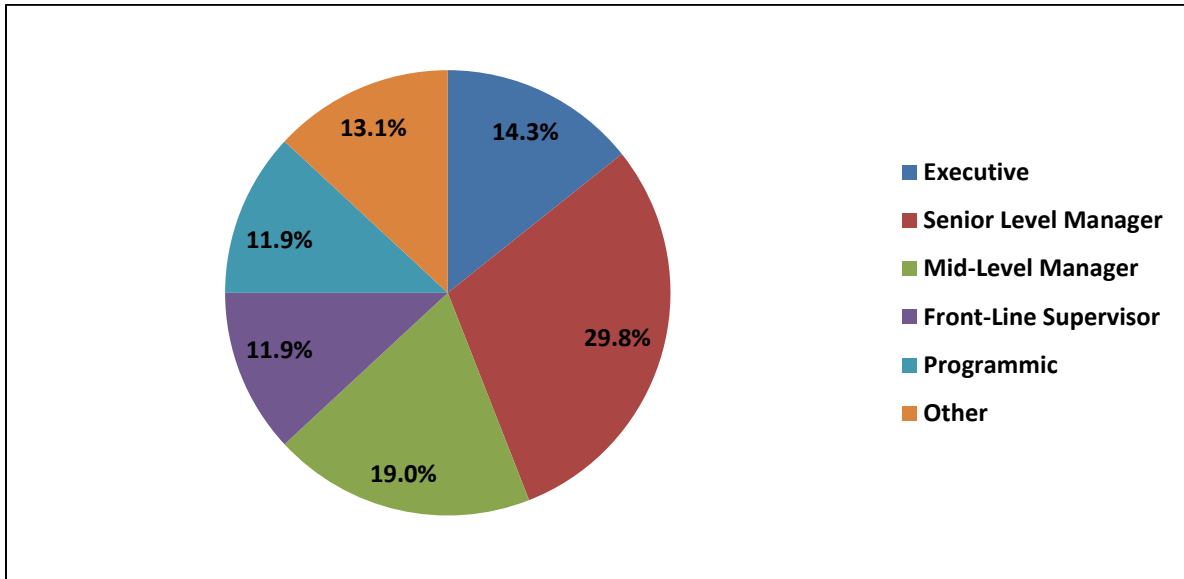
Figure 2: Number of Participants in GIPA Sponsored Trainings in FY 2012

GIPA Programs	# of People That Attended Each Program
Plant Variety Protection Under the UPOV Convention	18
WIPO Workshop on Enforcement of IPR	15
Advanced Patent Examination: Computer-Implemented Inventions	19
Intellectual Property Law and Strategic Management for Sustainable Economic Development	10
IP Protection of Industrial Design Program	17
Enforcement Program	26
WIPO Summer School on Intellectual Property (WASS)	34
Copyright in the Digital Age	38
Patent Cooperation Treaty (PCT) and ISA/IPEA Program	25
TOTAL	226

Respondents were asked to identify the level of position they currently hold. As shown in Figure 3, *Senior- Level Manager* was identified the most (29.8% or 25), followed by *Mid Level Manager* (19.0% or 16). The least represented position levels in the survey were *Front Line Supervisor* and *Programmatic*.

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

Figure 3: Position Level (N=84)



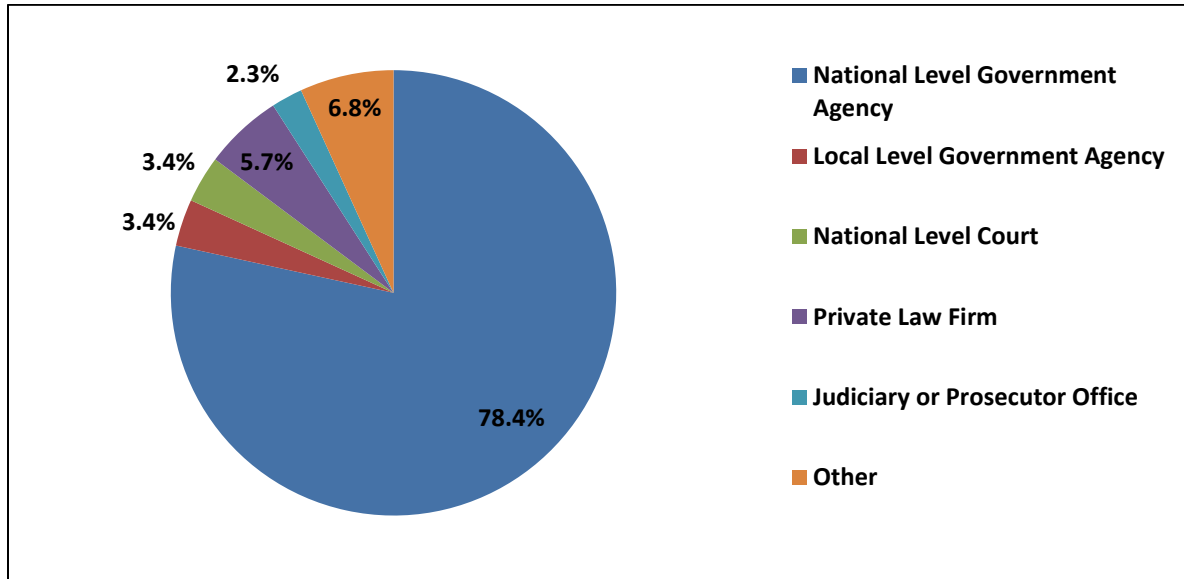
Eleven respondents chose *other* when asked what their position level was and eight of them indicated what their level was. They were:

- Chief Specialist (Examiner)
- Examiner of Patents & Designs
- High Court Judge
- Federal Judge in a Court Specializing in IP
- Legal Assistant
- Senior Level Technical
- Senior Patent Examiner
- Senior Pharmaceutical Examiner

Based on this list, some of the respondents may not have understood the question.

Respondents were also asked to indicate what type of organization they work in. Figure 4 shows the response breakdown.

Figure 4: Type of Organizations Respondents Work in (N=88)

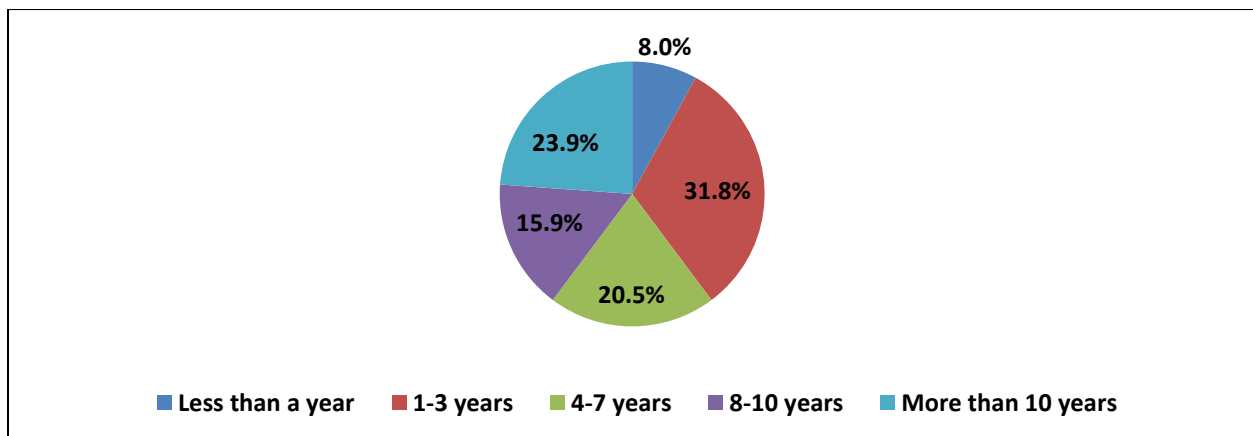


A large percentage (78.4% or 69) of respondents works in National Level Government Agencies. Six respondents said other and provided a statement as to where they worked:

- Inter Governmental Organization (European Union)
- International Organization
- IP Clinic at a Law School
- Private International Consulting Firm
- Still a Student
- University

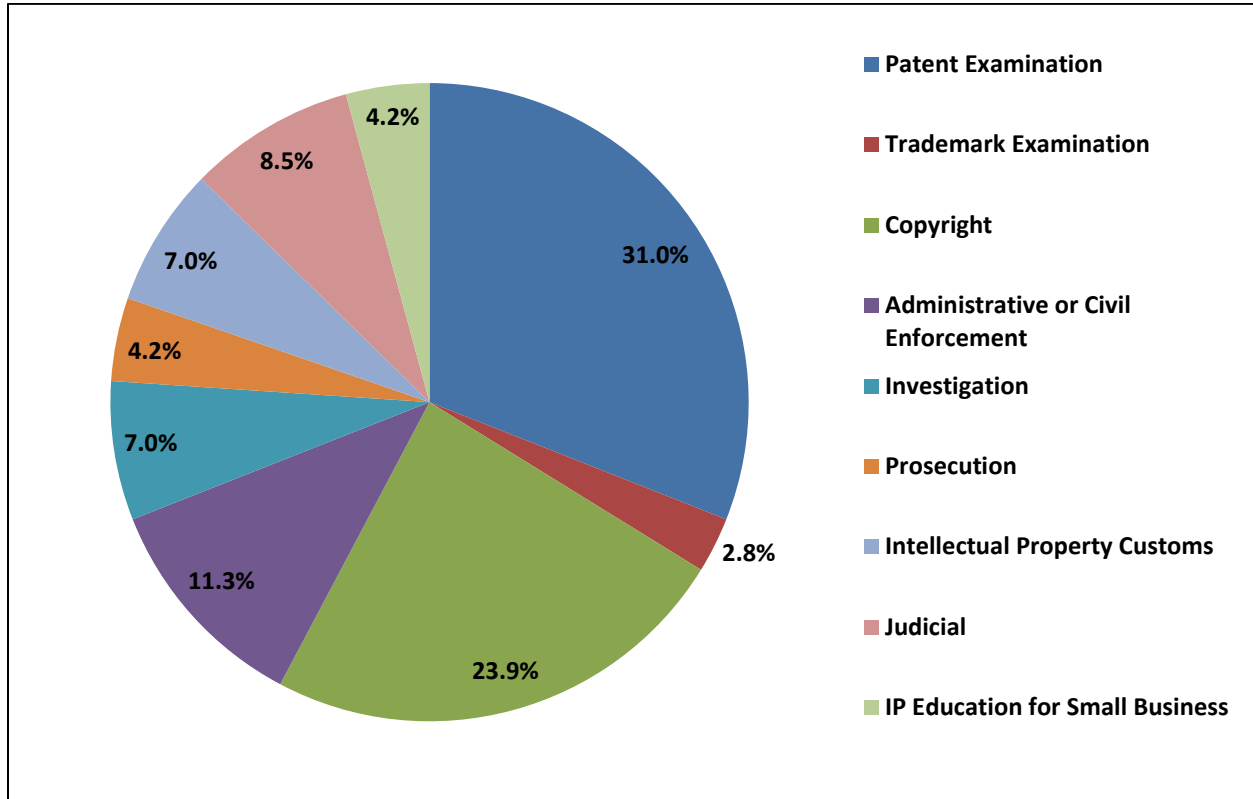
As show in Figure 5 below, 31.8% (28) of respondents have worked in the IP field between one and three years. Interestingly the next highest length of time respondents have worked in the IP field is more than ten years (23.9% or 21).

Figure 5: Length of Time Working in the Intellectual Property Area (N=88)



Participants were asked to identify the type of Intellectual Property Function they work in. Figure 6 shows the response breakdowns.

Figure 6: Type of Intellectual Property Functions (N=71)



A majority (31.0% or 22) of respondents work in Patent Examination followed by 23.9% (17) in Copyright.

LEVEL ONE OUTCOME– Alumni are satisfied with their GIPA experience and also value it

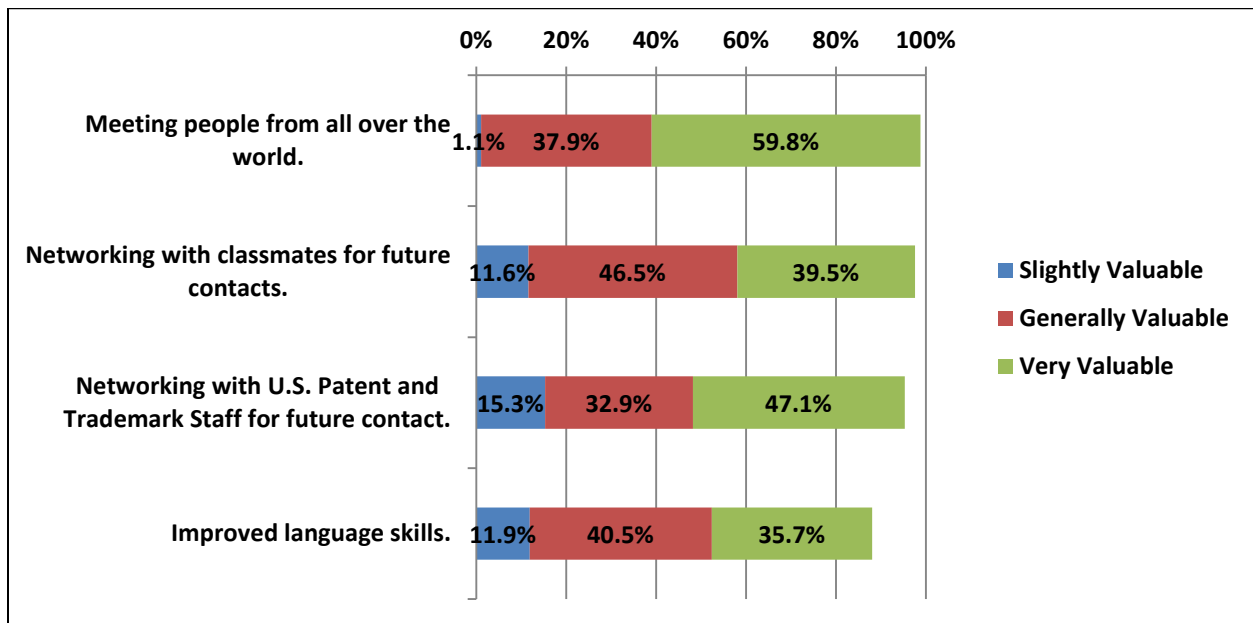
One of the strongest indicators of satisfaction and value for a program are whether participants would recommend it to a friend or colleague. Using a scale ranging from 0- *not at all likely* to 5-*average* to 10-*highly likely*, respondents were asked to rate their likeliness of recommending a GIPA training to a colleague. As shown in Figure 7, 92.8% (39) of respondents rated their likeliness of recommending a GIPA training to a colleague as at least a seven, with many (38.1% or 16) saying highly likely, demonstrating high satisfaction and value. It is important to note that just fewer than 50% (42) of alumni responded to this question, meaning that a slightly higher percentage of respondents who submitted responses to other questions are not represented here.

Figure 7: How likely are you to recommend a GIPA training to a colleague? (N=46)

0 - Not at all Likely	1	2	3	4	5-Average	6	7	8	9	10— Highly Likely
0%	0%	0%	0%	2.4%	0%	4.8%	7.1%	21.4%	26.2%	38.1%

Respondents also rated the value of four GIPA experiences: *meeting people from around the world*, *networking with classmates for future contacts*, *networking with U.S. Patent and Trademark staff for future contact*, and *improved language skills*. Figure 8 displays the percentage of respondents that rated each experience as generally valuable, valuable, or very valuable.

Figure 8: Percentage of Respondents Who Rated GIPA Experiences Slightly Valuable, Generally Valuable, or Very Valuable³

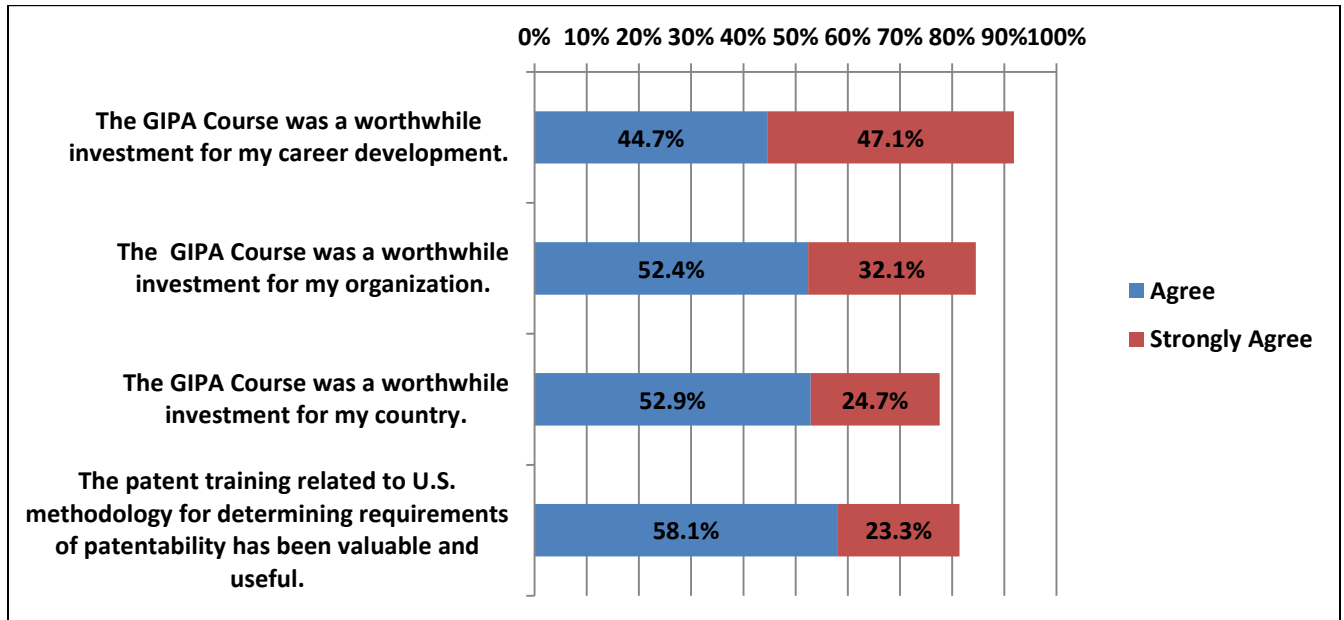


- 98.8% (86) of respondents said that meeting people from all over the world was slightly valuable, generally valuable, or very valuable.
- 97.6% (84) of respondents said that networking with classmates for future contacts was slightly valuable, generally valuable, or very valuable.
- 95.3% (81) of respondents said that networking with U.S. Patent and Trademark staff future contact was slightly valuable, generally valuable, or very valuable.
- 88.1% (74) of respondents said that having improved language skills was slightly valuable, generally valuable, or very valuable.

³ With this survey item and all that follow that use a rating scale, a different number of respondents answered each item (some skipped statements); therefore the N for each statement is different.

To further discover the value that participants place on GIPA, the survey asked alumni to rate their level of agreement with statements about the worth of their GIPA experience. Figure 9 displays the results.

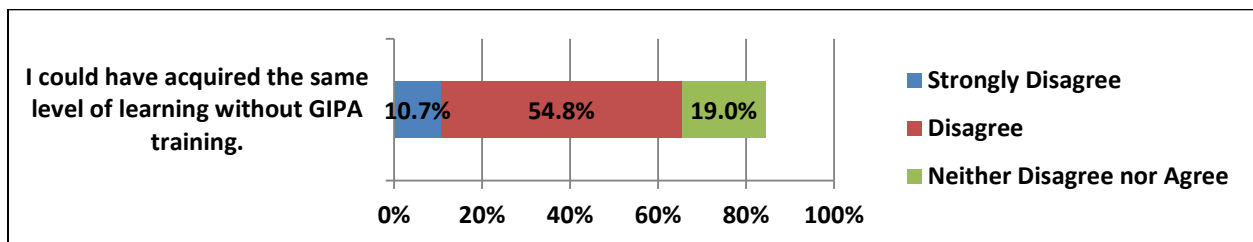
Figure 9: Respondents’ Level of Agreement on the Worth of GIPA



- 91.8% (78) of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their career development.
- 84.5% (71) of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their organization.
- 77.6% (66) of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their country.
- 81.4% (60) of respondents agreed or strongly agreed that the patent training related to U.S. methodology for determining requirements of patentability was valuable and useful.

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 10, 65.5% disagreed or strongly disagreed with the statement. 19.0% took a neutral stance.

Figure 10: Level of Agreement of Whether Respondents Could Have Acquired the Same Level of Learning without the GIPA Training (N=86)



Participants also rated how the GIPA training they attended from one (poor) to ten (excellent) compared to their idea of an ideal training experience. See Figure 11.

Figure 11: How does GIPA program compare to your idea of an ideal training experience? (N=71)

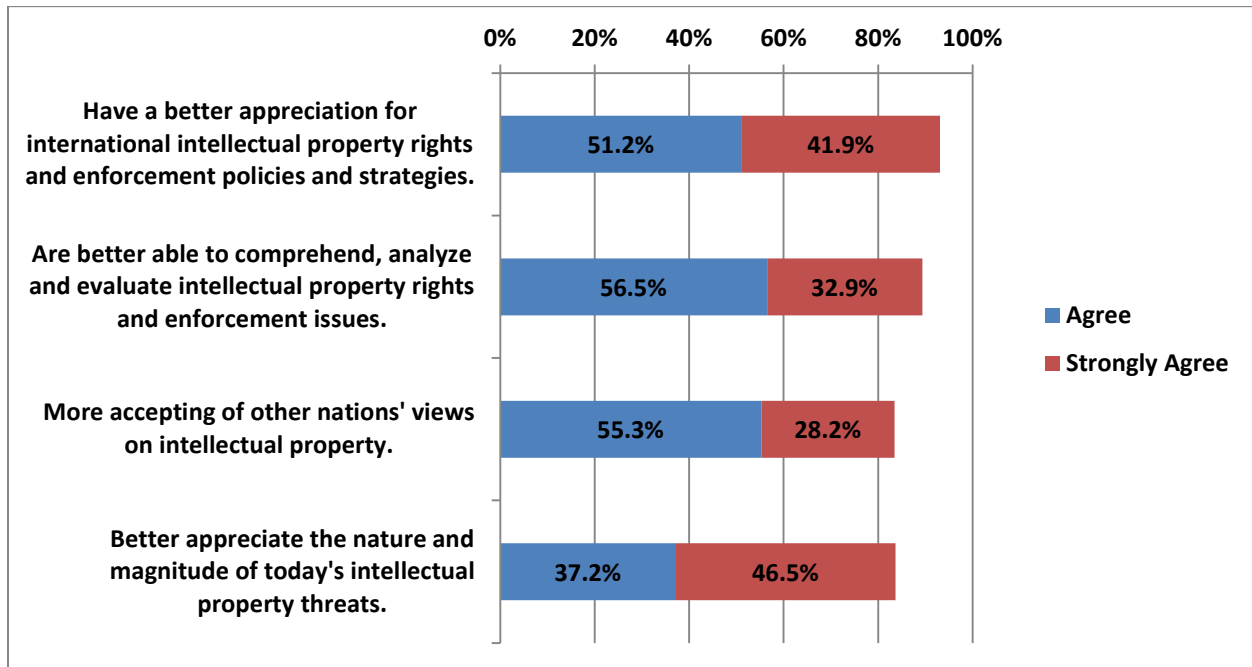
1- Poor	2	3	4	5	6	7	8	9	10- Excellent
0.0%	0.0%	0.0%	3.0%	0.0%	4.5%	3.0%	25.4%	38.8%	25.4%

As shown in Figure 11, it is evident that respondents value their GIPA experience and view it as very close to their ideal training experience because 92.6% rated the GIPA program as at least a seven. It is evident from the alumni responses that they valued their GIPA experiences and found the program to be a successful and worthwhile experience.

LEVEL TWO OUTCOME – Participants perceive 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 seen in Figure 12, most respondents agreed or strongly agreed that GIPA helped them advance in these four areas.

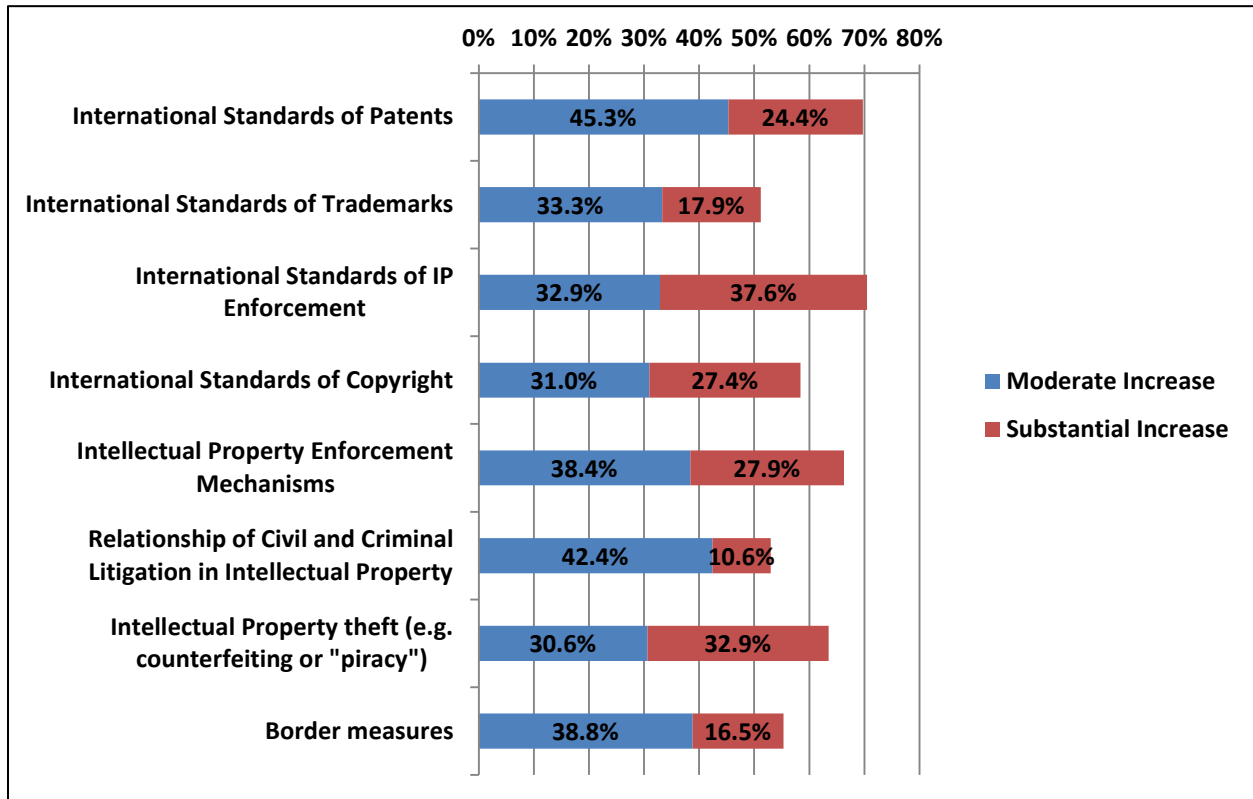
Figure 12: Level of Agreement with Attitude and Ability Changes as a Result of GIPA



- 93.1% (80) 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.
- 89.4% (76) 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.
- 83.5% (71) 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.
- 83.7% (72) 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 13 shows the level of change for the majority of respondents that said moderate increase or substantial increase.

Figure 13: Respondent Level of Knowledge Increase of IP-Related Topics

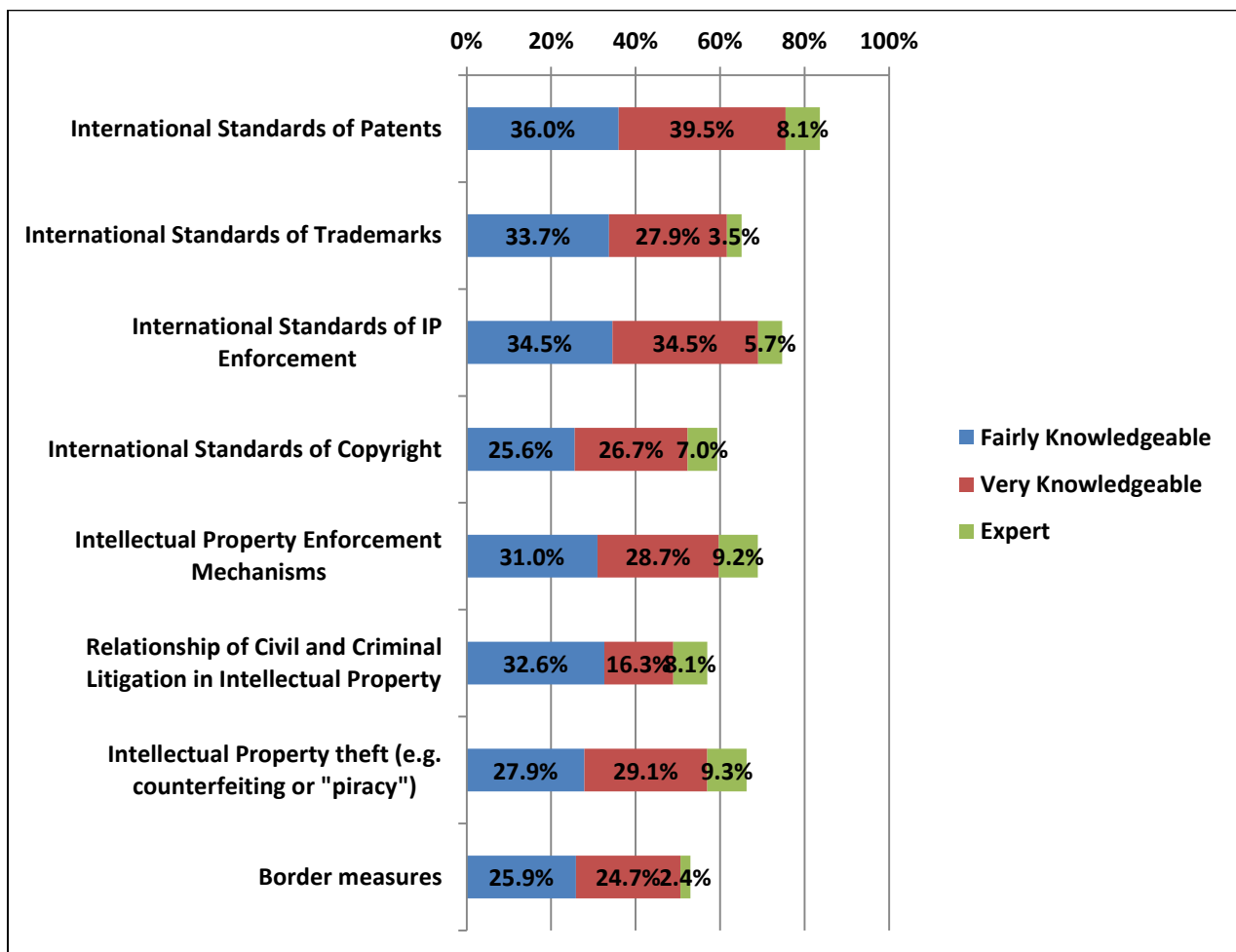


- 69.7% (60) of respondents stated their level of understanding of international standards of patents moderately or substantially increased or improved as a result of their GIPA experience.
- 51.2% (43) of respondents stated their level of understanding of international standards of trademarks moderately or substantially increased or improved as a result of their GIPA experience.
- 70.5% (60) of respondents stated their level of understanding of international standards of IP Enforcement moderately or substantially increased or improved as a result of their GIPA experience.
- 58.4% (49) of respondents stated their level of understanding of international standards of copyright moderately or substantially increased or improved as a result of their GIPA experience.
- 66.3% (57) of respondents stated their level of understanding of intellectual property enforcement mechanisms moderately or substantially increased or improved as a result of their GIPA experience.

- 53.0% (52) of respondents stated their level of understanding of the relationship of civil and criminal litigation in intellectual property moderately or substantially increased or improved as a result of their GIPA experience.
- 63.5% (54) of respondents stated their level of understanding of intellectual property theft moderately or substantially increased or improved as a result of their GIPA experience.
- 55.3% (47) of respondents stated their level of understanding of border measures moderately or substantially increased or improved as a result of their GIPA 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 13. Responses were wide ranging; however for all items, the majority of respondents indicated they were at least fairly knowledgeable in areas. Very few individuals stated they were experts or had no knowledge of the topics. See Figure 14 for all response breakdowns.

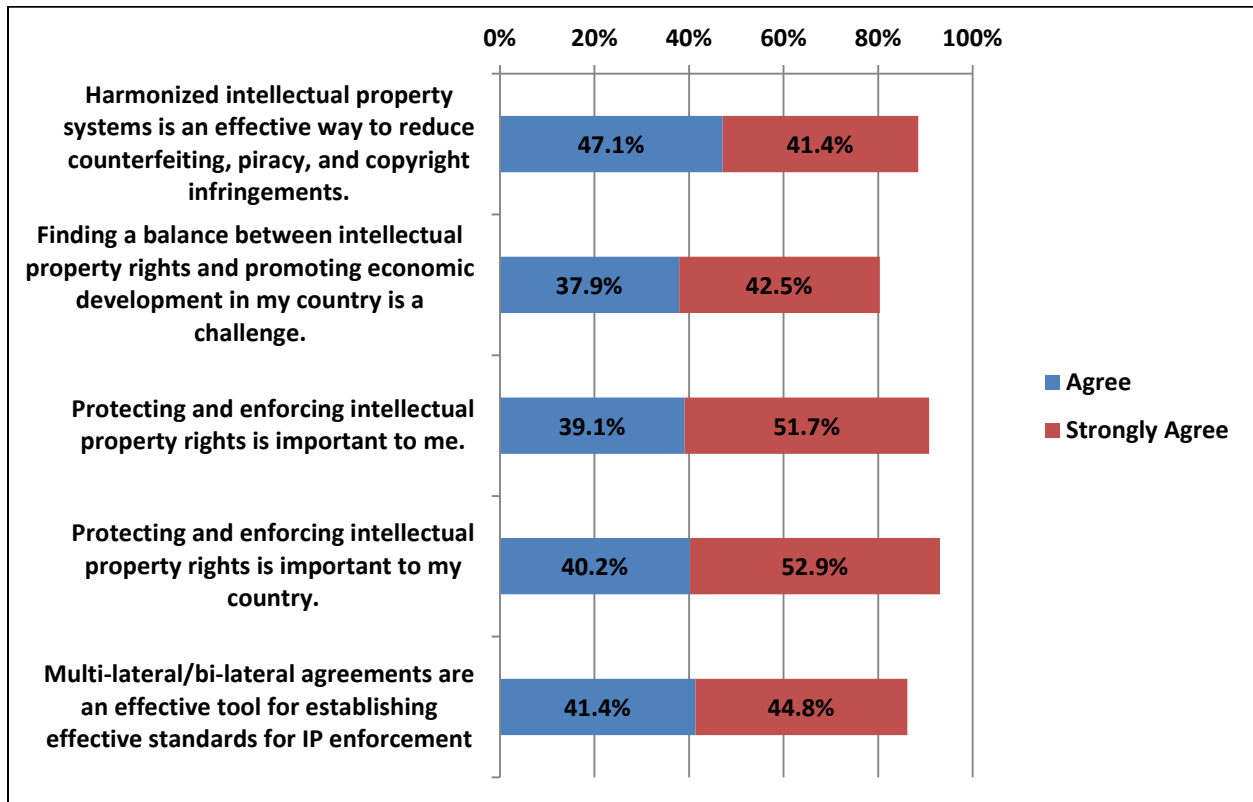
Figure 14: How Respondents See Their Knowledge Currently In Eight IP-Related Topic Areas



- 83.6% (72) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of patents.
- 65.1% (56) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of trademarks.
- 74.7% (65) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of IP enforcement.
- 59.3% (51) of respondents said they are said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of copyright.
- 68.9% (60) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about intellectual property enforcement mechanisms.
- 57.0% (49) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about the Relationship of civil and criminal litigation in intellectual property.
- 66.3% (57) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about intellectual property theft.
- 53.0% (45) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about border measures.

Participants were asked to indicate their level of agreement with five statements that represent views of various IP-related issues. As shown in Figure 15, at least 87.0% of respondents agreed or strongly agreed with each statement.

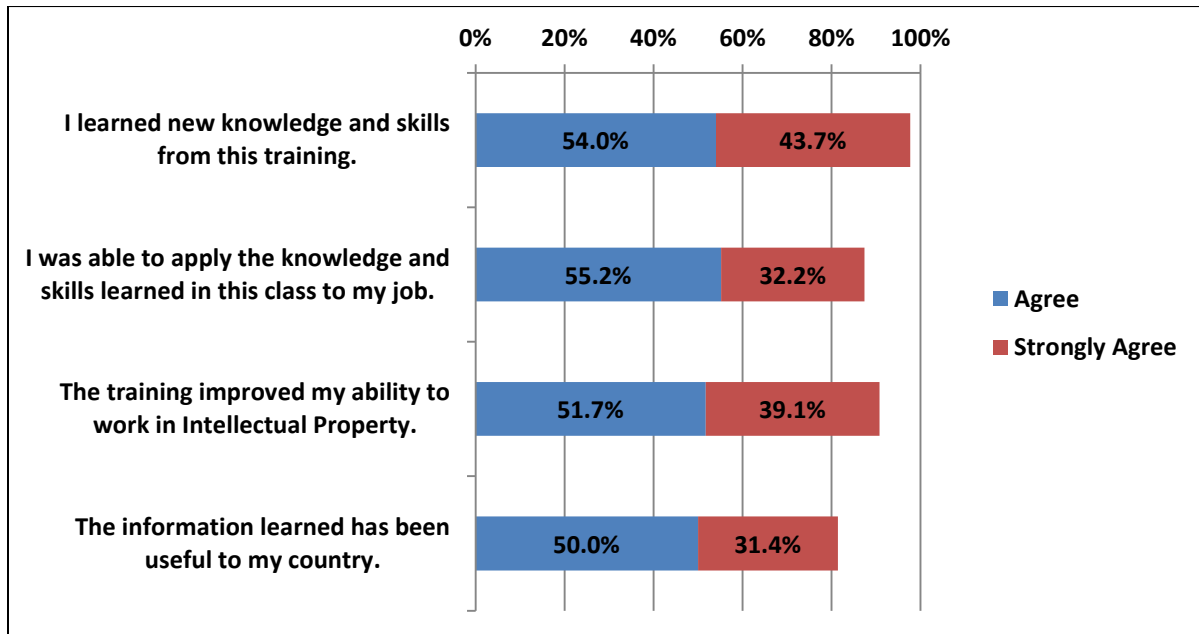
Figure 15: Level of Agreement with Views Regarding IP-Related Issues



- 88.5% (77) of respondents agreed or strongly agreed that harmonized intellectual property systems are an effective way to reduce counterfeiting, piracy and copyright infringements.
- 80.4% (70) of respondents agreed or strongly agreed that finding a balance between intellectual property rights and promoting economic development in their country is a challenge.
- 90.8% (79) of respondents agreed or strongly agree that protecting and enforcing intellectual property rights is important to them.
- 93.1% (81) of respondents agreed or strongly agreed that protecting and enforcing intellectual property rights is important to their country.
- 86.2% (75) of respondents agreed or strongly agreed that multi-lateral/bilateral agreements are an effective tool for establishing effective standards for IP enforcement.

Another question that assessed participant learning used direct statements about the knowledge participants acquired. The results for this question are quite positive in that no less than 80.2% of respondents agreed or strongly agreed with all of the statements. See Figure 16.

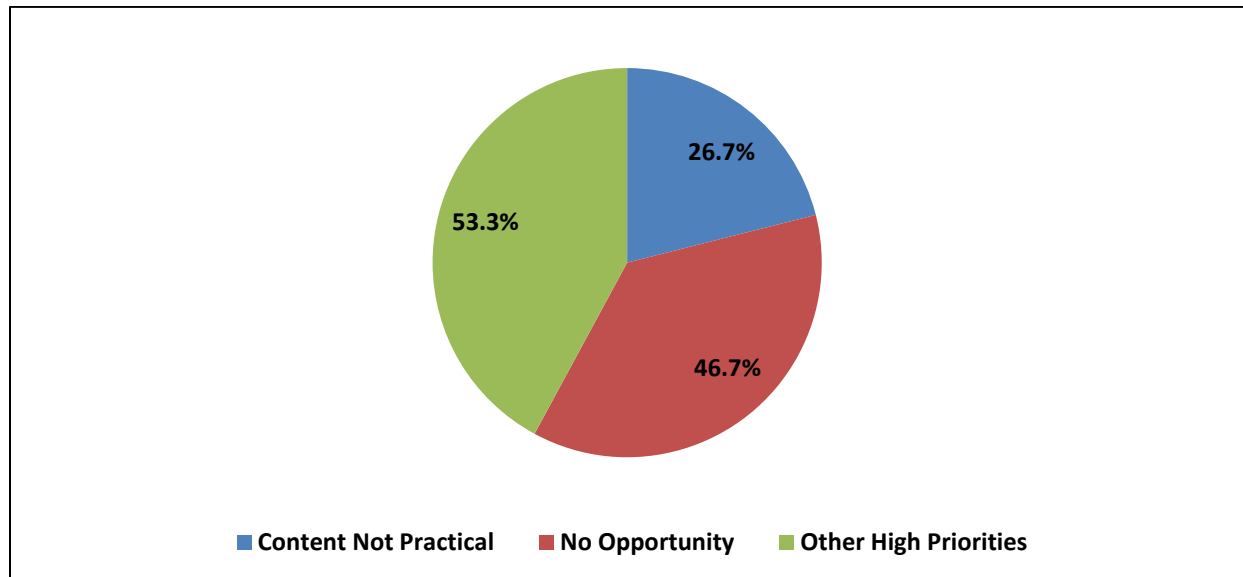
Figure 16: Level of Agreement with Statements about Learning Effectiveness



- 97.7% (85) of respondents agreed or strongly agreed that they acquired new knowledge and skills from the training they attended.
- 87.4% (76) of respondents agreed or strongly agreed that they were able to apply what they learned in their training to their job).
- 90.8% (79) of respondents agreed or strongly agreed that the training improved their ability to work in IP.
- 81.4% (70) of respondents agreed or strongly agreed that the information they learned is useful to their country.

Interestingly, one respondent indicated that (s)he disagreed with the statement that (s)he was able to apply the knowledge and skills learned in this class to his/her job and twelve respondents said neither disagree nor agree. Despite these numbers, 16 people answered the question that asked alumni why they were unable to successfully apply the knowledge they gained in their GIPA training. The most frequent response chosen (of the three that were provided) was that they had other high priorities (53.3% or 8). See Figure 17.

Figure 17: Reasons for Being Unable to Successfully Apply Knowledge Gained from GIPA (N=15)



When asked what was most significant about attending a GIPA course, responses typically either were about collaborating with colleagues from other countries or identified a specific topic area they learned about. Sixty-nine alumni answered the question.

Some responses are:

- *It was fascinating to hear so many different views on topics we have discussed, because of the many nationalities participating in the program.*
- *One of the many things I learned were the strategies and the organization that conducted in other countries to protect intellectual property and copyrights.*
- *The importance of copyright protection and the benefits of enforcement using international standards.*
- *How the IP Enforcement is performed in practice, the work of IP Center, the institutional cooperation in practice - the coordination, the way of communication, how different is the overall perception of this issue in USA comparing to Europe.*
- *International perspective of IPRs and IP enforcement as well as it enables me to be able to compare how IPRs are important for each countries that need IP protection.*
- *It was fascinating to hear so many different views on topics we have discussed, because of the many nationalities participating in the program.*

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

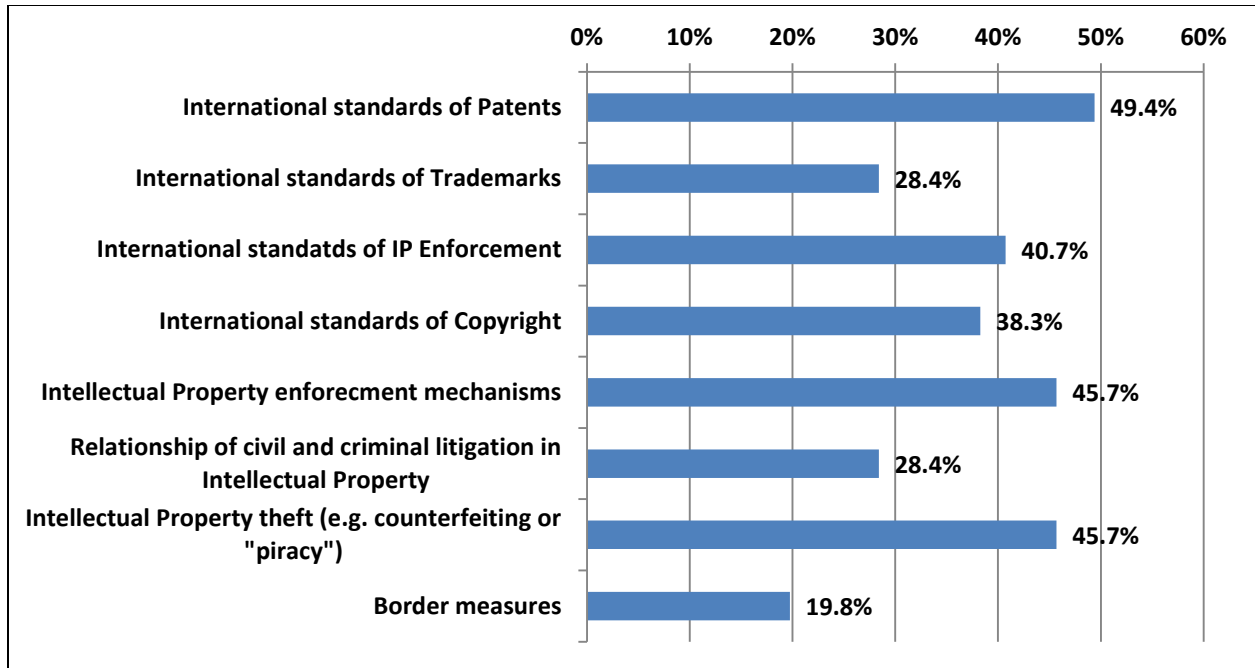
An important goal for most training programs is that participants not only increase their knowledge and understanding of a subject matter, but also are able to share it and apply it in the field. GIPA hopes that participants return to their home countries and begin to use the information they learned.

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.

Nearly half (49.4% or 40) of the 81 respondents to this question reported that they have used their knowledge related to *International standards of Patents* after returning home; 45.7% (37) have used knowledge gained in *Intellectual Property Enforcement Mechanisms* and *Intellectual Property theft*. Figure 18 displays the responses for all topics.

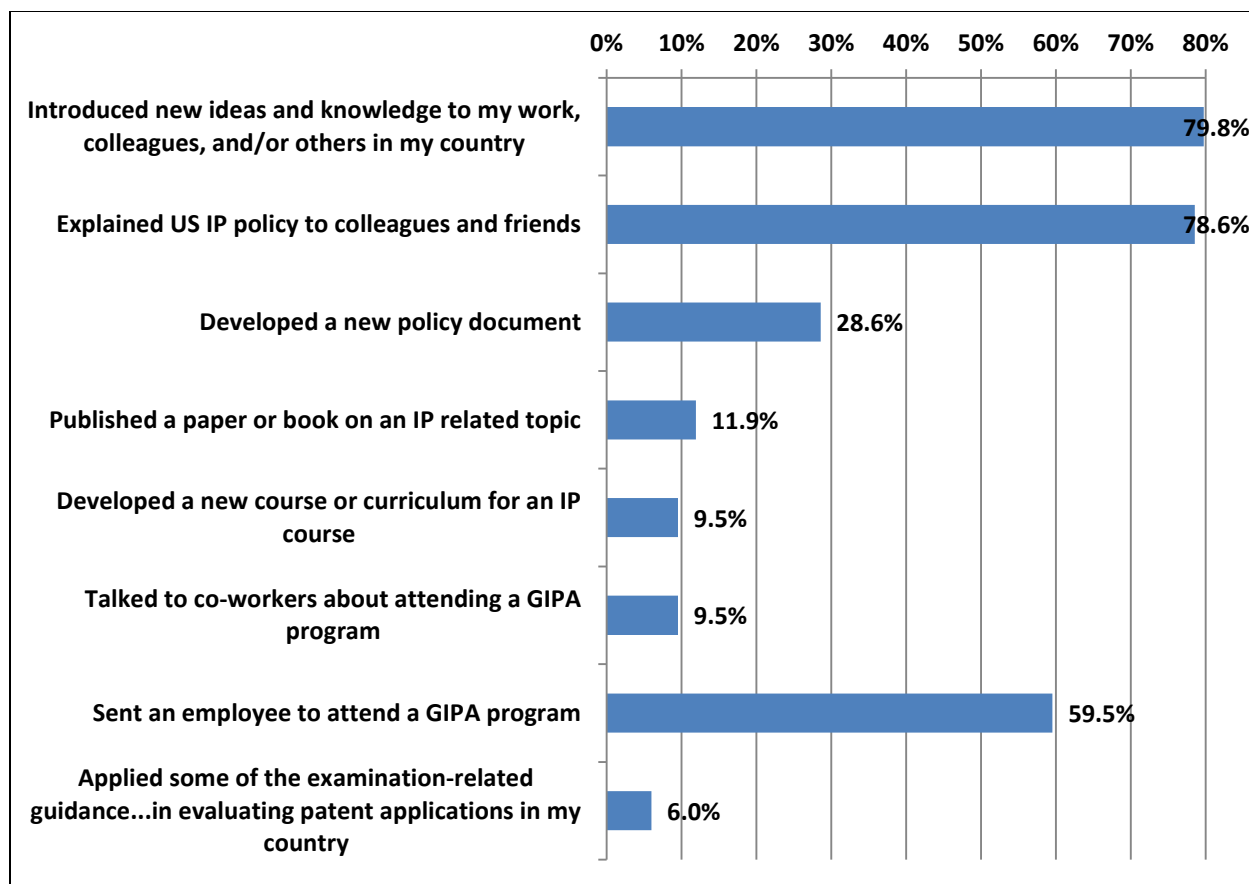
Nine respondents offered additional comments, describing other areas in which they have used the knowledge gained through GIPA. Three cited knowledge related to International Standards of Industrial Design, three cited plant variety protection, another mentioned applying knowledge in drafting proposed IP legislation, one cited copyright investigations, and a ninth said he/she is applying the knowledge in multiple areas.

Figure 18: Use Knowledge Learned at GIPA in These Topical Areas (N=81)



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 84 respondents, more than three-quarters (79.8% or 67) reported that they *introduced new ideas and knowledge to my work, colleagues, and/or others in my country* and 78.6% (66) said they *explained US IP policy to colleagues and friends*. Meanwhile, more than half (59.5% or 50) *sent an employee to attend a GIPA program*. Figure x shows the response distribution.

Figure 19: Use Knowledge and Skills Gained at GIPA to Do the Following (N=84)



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

- *Introduced new ways of investigating, and enforcing the copyright laws of my country.*
- *Involved in training of colleagues and members of the public on plant variety protection.*
- *We will be developing a new policy on IP based on what I learnt at GIPA.*
- *Because of the knowledge and skills gained at GIPA which I have exercised in my workplace today, we have undertaken many investigative assistance from multinational companies and organizations. I was able to make a presentation at an INTERPOL organized IP workshop...*
- *I led a robust review of [my country's] IP laws and used the skills learned from the GIPA training to do a better job. I have also had discussions with my colleagues at the Law Reform Commission and have been working with a Law School...to include IP as a part of the curriculum.*

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 87 respondents to this question, about half of alumni (50.6% or 44) 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 70 respondents to this question, more than half 58.6% (or 41) have been in contact with GIPA classmates from other countries and 42.9% (or 30) have been in contact with classmates from their home countries, while more than a quarter have been in contact with U.S. Embassy personnel (28.6% or 20).

Figure 20: Respondents Who Have Been in Contact With GIPA-Related Audiences (N=70)

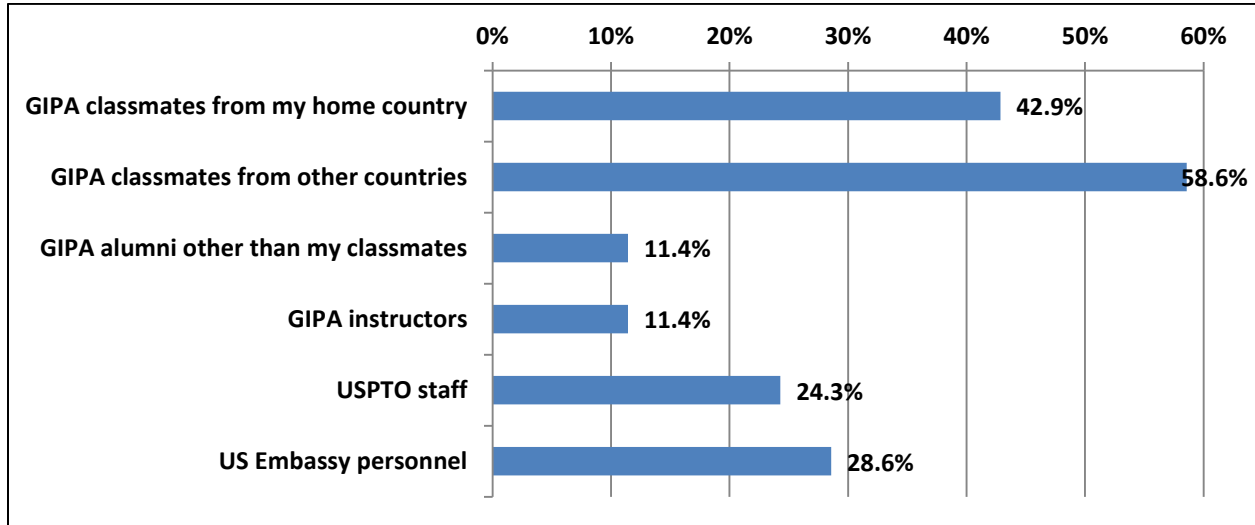
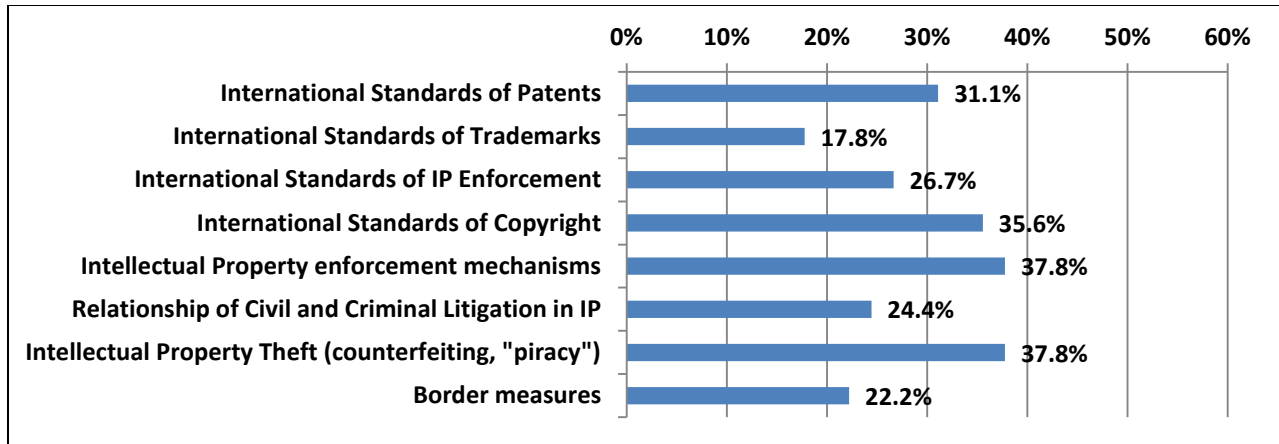


Figure 21 below illustrates the topics on which GIPA alumni maintain contact with each other, their instructors, and USPTO and U.S. Embassy staff. Among the 45 respondents to this question, 37.8% (or 17) said they have collaborated with GIPA alumni regarding *Intellectual Property enforcement mechanisms* and *Intellectual Property Theft* while 35.6% (or 16) have collaborated on *International Standards of Copyright*.

Figure 21: Collaboration with GIPA Alumni on These Topics (N=45)



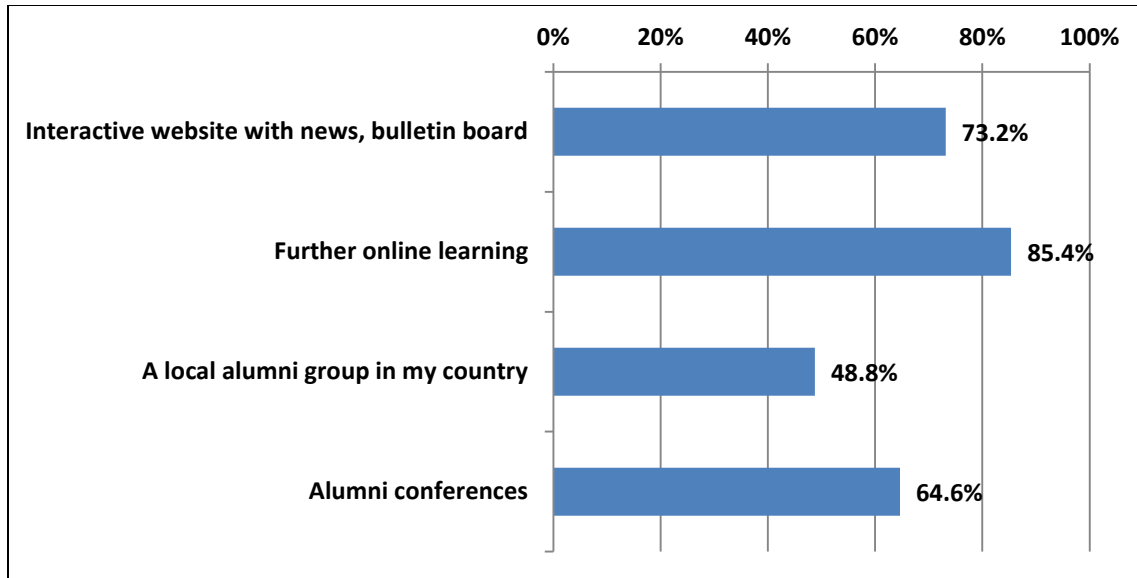
A few respondents offered additional comments on the ways in which they have been working with other alumni. A few highlights include:

- *Sharing information and exchanging views via emails on the practice of copyright in the country of the GIPA Alumni.*
- *Sometime I cooperate with my colleagues about GIPA topics we follow. My chairman (in 2010) and another young colleague (in March 2012) went to participate to workshop from USPTO.*
- *The [country] delegation that attended the last training has been meeting regularly. Moreover, I have attended programs and training sessions under the auspices of the Ministry of Commerce and have been working with colleagues in concluding our IP law, drive for membership in WTO, and protection of our artists at least on a temporary while the law is being concluded.*

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 85 respondents were favorable, with 85.9% (or 73) answering affirmatively. Forty-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 22 illustrates their responses. Among the 82 respondents to this question, *further online learning* generated the greatest interest, with 85.4% (or 70) respondents choosing that option. *Interactive web site with news and a bulletin board* was of interest to nearly three-quarters (73.2% or 60) of the respondents and *alumni conferences* was of interest to 64.6% (or 53) of the respondents.

Figure 22: Respondents' Interest in Alumni Activities (N=82)

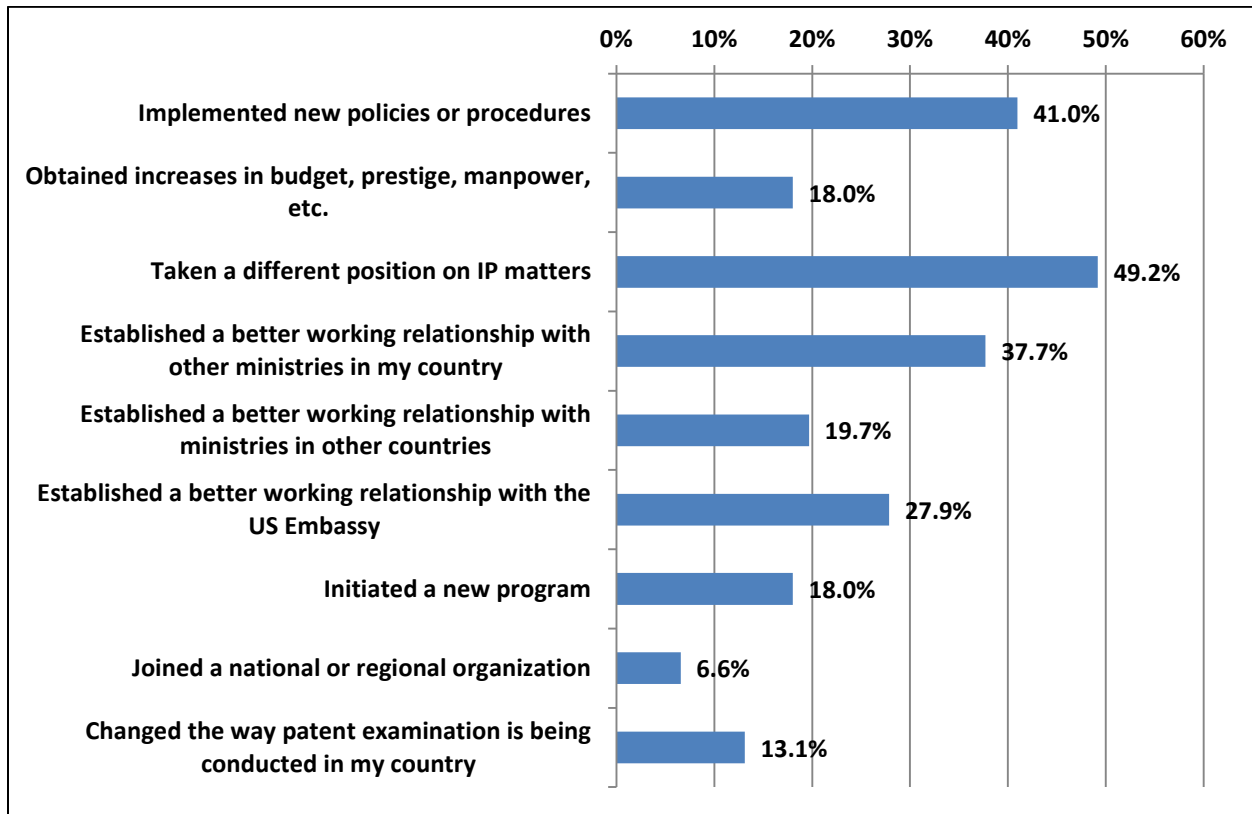


One respondent offered an additional comment, suggesting the development of course material for IP in law schools.

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

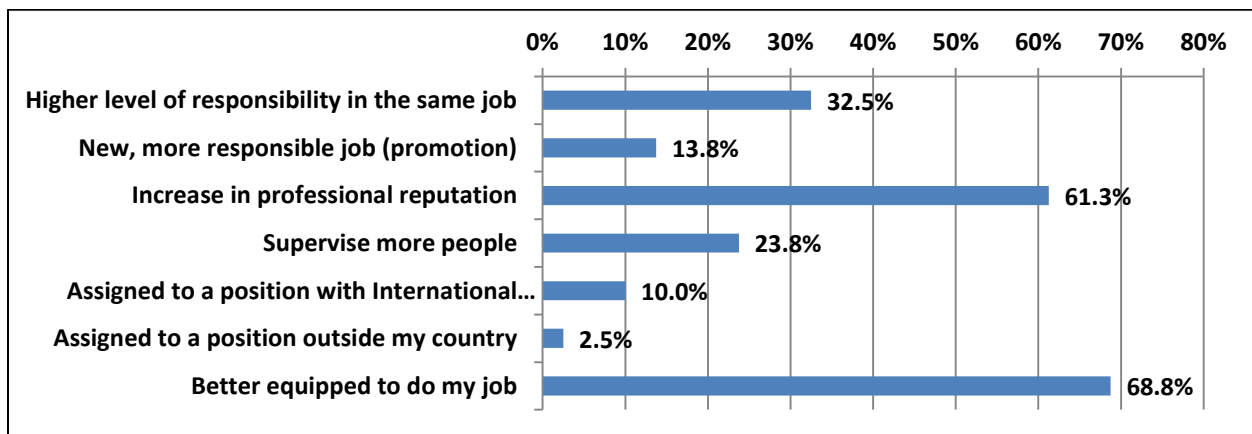
The survey also probed the ways in which the organizations where the alumni work have taken actions as a result of the participants' contributions from knowledge gained at GIPA. The 61 respondents to a question on organizational changes reported change in all areas. Nearly half (49.2% or 30) said their organization has *taken a different position on IP matters*; four in 10 (41% or 25) said their organization has *implemented new policies or procedures* and 37.7% (or 23) said their organization *established a better working relationship with other ministries in my country*.

Figure 23: 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 80 respondents to this question, 68.8% (or 55) reported that they are *better equipped to do my job* and 61.3% (or 49) said they have seen an *increase in professional reputation*. Figure 24 displays response breakdowns.

Figure 24: Changes for Participants at Work since Participating in GIPA (N=80)

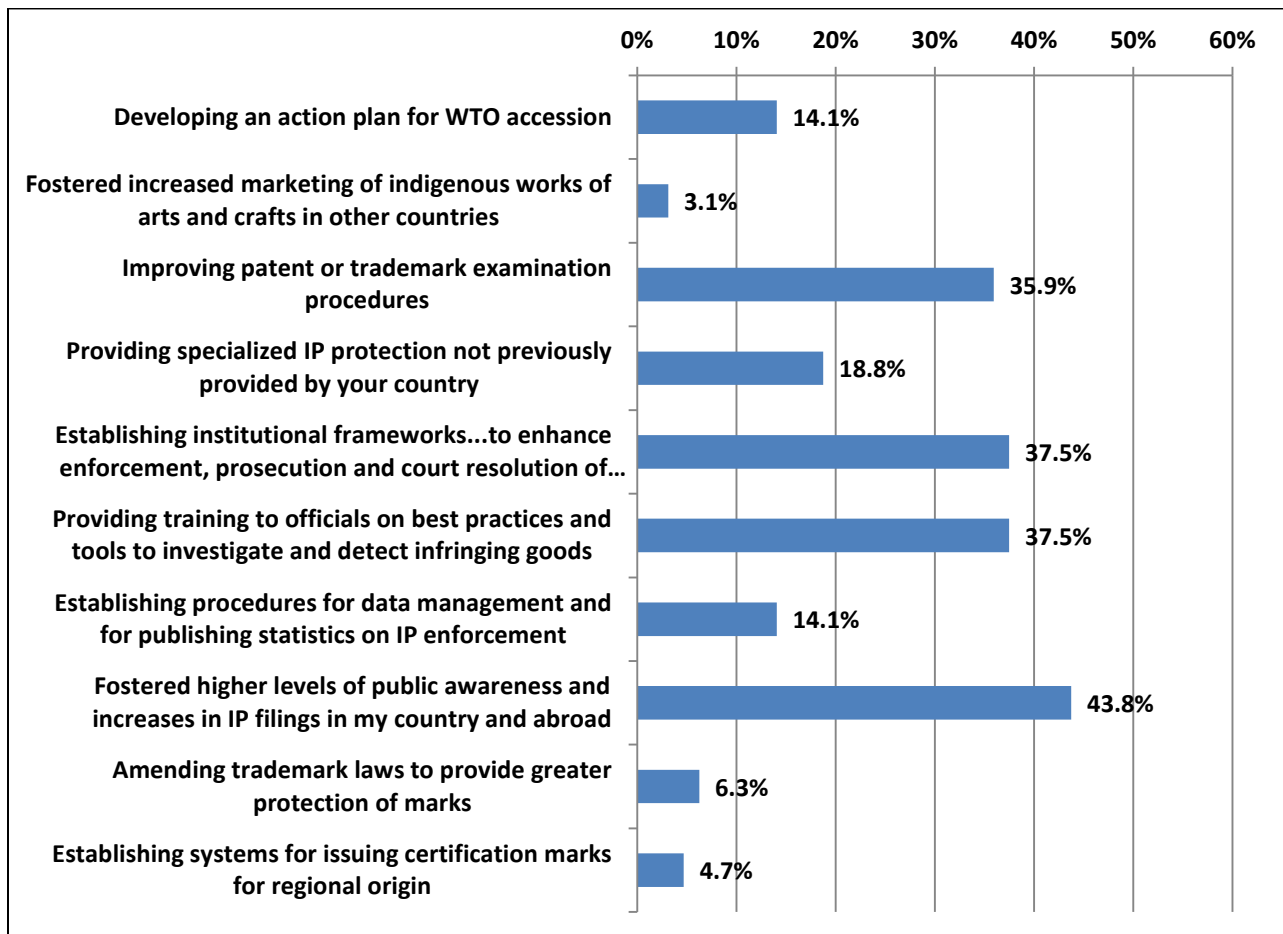


A few respondents offered additional details on changes at work. Key comments include the following:

- *My advice is often sought and followed by investigators.*
- *I have a high level of responsibility in the IP area shortly to conduct training for Customs, the Judiciary, the Ministry of Justice, the Ministry of Commerce staff, the Ministers, Stakeholders, and the National Bar Association. This will involve some high ranking lawyers. I have excelled to the position of IPR Advisor and this has increased my professional reputation.*

Participants report that they are collaborating with others in their countries on IP-related work. Among the 64 respondents to this question, 43.8% (or 28) said they *foster high levels of public awareness and increases in IP filings in my country and abroad* while more than a third said they are *establishing institutional frameworks to enhance enforcement (37.5% or 24), prosecution, and court resolution and providing training to officials on best practices and tools to investigate and detect infringing goods (37.5% or 24)*, as well as *improving patent or trademark examination procedures (35.9% or 23)*. Figure 25 displays the breakdown of responses.

Figure 25: Respondents Work with Others in Their Countries since GIPA (N=64)

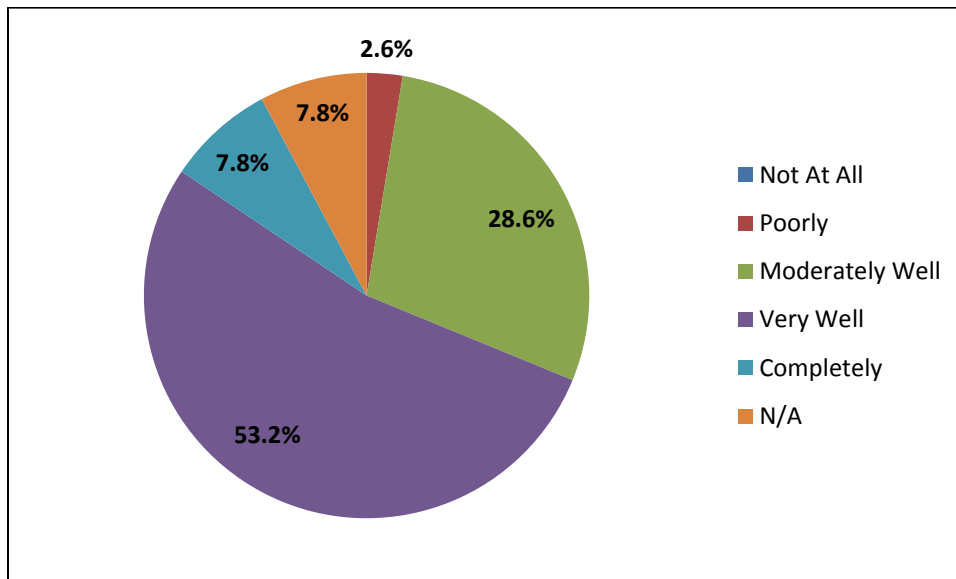


Two respondents said they were working with colleagues in their country on other efforts. One said he/she is on a committee that is drafting IP policy and strategy for his/her country and will soon present

a final document to the government. Another said he/she is working on the functioning of ISA and IPEA agreements.

Participants were asked whether their GIPA experience prepared them for the work involved in the actions above. Responses were mostly positive, with 61% of the 77 respondents saying they were prepared *completely* (7.8% or 6) or *Very Well* (53.2 or 41) and more than a quarter of the respondents (28.6% or 22) said they were prepared *moderately well*. None said they were prepared *not at all* and 2.6% (or 2) said they were prepared *poorly*. Another 7.8% (or 6) said N/A. Figure 26 displays the breakdowns.

Figure 26: Level of Preparedness from GIPA to Conduct Work in Their Countries (N=77)



Eight respondents offered additional comments regarding this topic. Key observations include the following:

- *I am very much grateful that GIPA prepared me by gaining more knowledge, even though I have a master degree in IP. It prepared me more in the area of IP Enforcement, which enables me to amend the Anti-Piracy Regulations especially on the topic of criminal and civil forfeiture of illegal goods upon return.*
- *The issues of Copyright in the digital age was timely.*
- *To be more effective, I need to know more about how to make a decision when having a chance to decide an issue relating to international IP.*

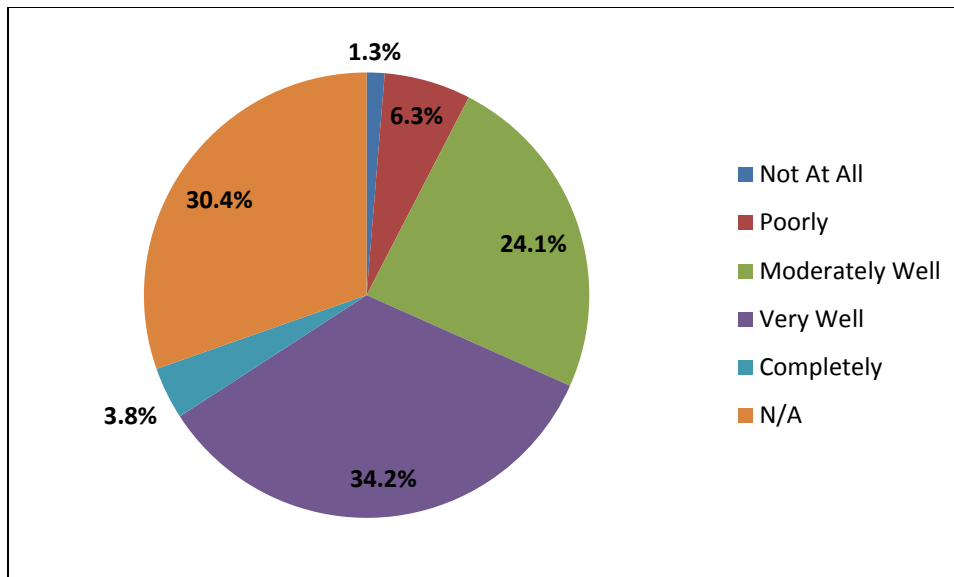
In addition to asking about specific activities conducted within their home countries, alumni were asked whether or not they have worked to advance IP issues in international forums such as WIPO since participating in GIPA. If they had, they were also asked to identify their roles. Among the 85 respondents to this question, 18.8% (or 16) said they had.

Three said they served as country representatives with WIPO committees. Other key responses include the following:

- *I have been asked by UPOV to become one of their Tutor as regards the UPOV e-learning system.*
- *I became part of team of WIPO Academy in [my country].*
- *This year I have attended WIPO Committee of Experts of the Nice Union. As an expert from our office I have joined one of the Convergence Programme projects at OHIM.*
- *Initiated action for ratification of the internet treaties.*
- *IP Crime Training Assessment, Office for Harmonization in the Internal Market.*
- *I have taken master's degree in intellectual property (LLM) organized by WIPO and the University of Turin/Italy.*
- *Participated in expert review of a draft legal framework on Plant Variety protection for an intergovernmental organization.*

In describing how well GIPA prepared them to advance IP issues in an international forum such as WIPO, responses were mostly positive among the 79 respondents to this question. More than a third said they were prepared *completely* (3.8% or 3) or *very well* (34.2% or 27) and another quarter of respondents (24.1% or 19) said they were prepared *moderately well*. One respondent said he/she was prepared *not at all* and 6.3% (or 5) said they were poorly prepared. Nearly a third (30.4% or 24) said the question was *not applicable*. Figure 27 displays the breakdowns.

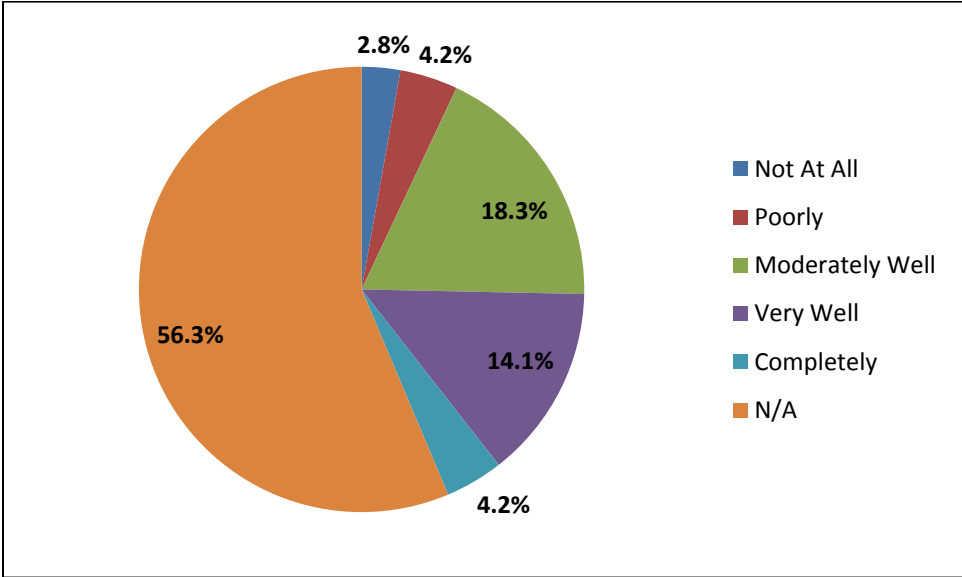
Figure 27: Level of Preparedness from GIPA to Conduct International Work (N=79)



Several respondents offered additional comments. One said, “Combined with other experience, it was quite a boost” and another said, “I got the experience of how to fight piracy at border points and investigate IP cases.” Another noted, “I gained lots of knowledge from the GIPA-course, but the topic of the 23rd SCCR was not connected to that of the GIPA-course.”

The survey asked alumni if, after attending a GIPA course, they developed an action plan for WTO accession. Eight respondents (or 9.3%) reported that they have. Respondents were then asked how well GIPA prepared them for that process. More than half (56.3% or 40) of the 71 respondents to this question said the question did not apply. About a third (36.6% or 26) said it prepared them *completely* (4.2% or 3), *very well* (14.1% or 10), or *moderately well* (18.3% or 13). Two respondents (2.8%) said it prepared them *not at all* and three (4.2%) said it prepared them *poorly*.

Figure 28: Level of Preparedness from GIPA to Develop a WTO Accession Action Plan (N=71)

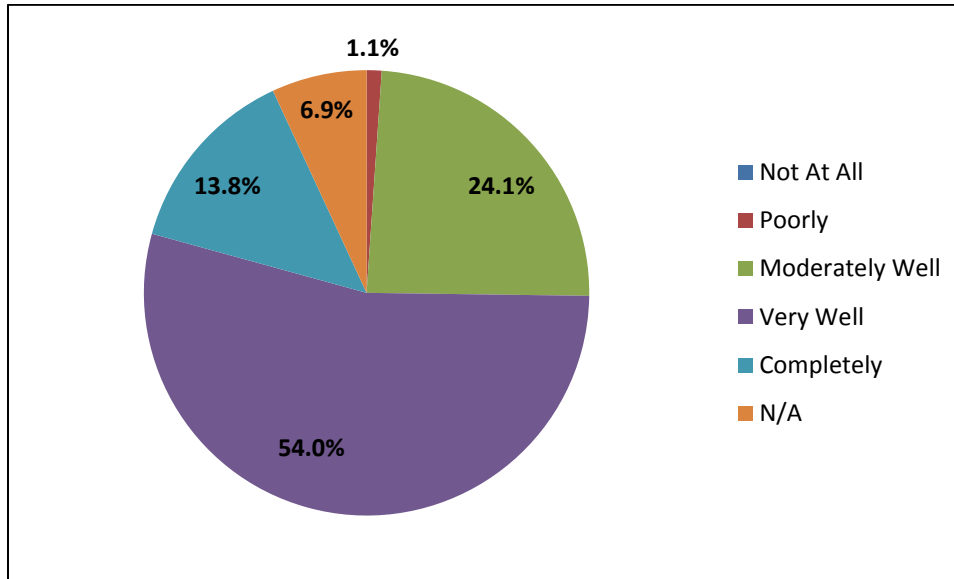


Several respondents offered additional comments. These include the following:

- *Accession to the WCT & WPPT have been forwarded to the Minister's Cabinet and has recently been approved.*
- *We are in the process of doing so.*
- *I have introduced new ways, and methods for enforcement, and investigation, as well as more professional approach to settlement of copyright disputes.*

Among the 87 respondents to a question related to GIPA’s mission, two thirds (67.8% or 59) said GIPA was achieving its mission of utilizing capacity building programs to assist countries in protecting and enforcing intellectual property rights *completely* (13.8% or 12) or *very well* (54% or 47). Another quarter (24.1% or 21) said it was achieving its mission *moderately well*. One respondent said it was achieving its mission *poorly* and 6.9% (or 6) chose *N/A*. See Figure 29.

Figure 29: Extent to Which GIPA is Achieving Its Mission (N=87)



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

- *Due to the capacity building programs, more government officers are appreciating the importance of IPR enforcement, and therefore beginning to support it.*
- *GIPA is trying to achieve its mission in collaboration with the USPTO by organizing a capacity building programs in assisting countries to protect and enforce intellectual property rights. Having said that some countries are still having problems in enforcing IPR. Therefore, GIPA has achieved its mission in some countries, but still needs to put out more training programs especially within those countries that have not been able to carry on enforcement massively.*
- *I have noticed that when people are invited to the USA, they come from different regions all over the world, and we discuss about each way of protecting by these countries. That is a further opportunity of sharing experiences.*
- *The programs are well coordinated and any it will assisted countries in protecting and enforcing IPR.*
- *There is a need to include courses on broadcast/cable piracy, which is particular to my country.*

Participants were asked for changes they would recommend to improve GIPA training. Several of the 64 respondents to this question said that they had no recommendations because they appreciated the program as delivered. Four others offered praise, such as “Everything was perfect!”

Among those who offered recommendations, most related to enhancing the program delivery or design (29 comments), extending the duration of the programs (11 comments), or adding new content to the program (10 comments). Examples of the most commonly shared recommendations are listed below.

1. Program Delivery/Design

- *Focusing on trainees needs. Practical work & discussions need much more time. [Several respondents recommended an increase in practical experience.]*
- *Maybe a little more group work, practical.*
- *Greater involvement by participants in the training.*
- *Help students who do not speak/understand spoken English.*
- *I would improve the number of visits to the courts and to the USPTO.*
- *Longer discussion periods after team exercises.*
- *More interactive exercises.*
- *More practical trainings, not only lectures - sometimes it becomes boring, people need interaction inside the class. Please be more careful in choosing speakers for the course - it is very important not to have people who just read presentation without any examples and emotions.*
- *They should have field training or more going out to see US Agencies.*
- *Offer courses on line as well to offering training courses other countries.*

2. Duration of GIPA Trainings

- *Long term training for three to six months maximum in the US or any country.*
- *I think the period of training is short. It must be extended to 2 weeks. The accent should be put on IP enforcement.*
- *The course was very intense and long hours. Perhaps not to cramp the whole course in one week; otherwise, it is an excellent training provided.*
- *The sessions should be held for two weeks instead of one week. This will entail additional costs for accommodation but will allow more interaction among participants and go in depth discussions. The time allocated for each topic is not adequate.*

3. Program Content

- *Concentrating even more on international IP protection.*
- *Have more exposure to the US plant variety protection system.*
- *I think that the GIPA training would improve the items related with the standards of patents.*
- *I think the training should be more specialized, as a global course on intellectual property is too broad, and does not allow going in depth in all possible subjects.*
- *Inclusion of courses on broadcast/cable piracy. Improved teaching aids on internet piracy and cyber-crime.*
- *It was too focused on trademark and patents. There was no mention of Creative Commons license and possible infringement with copyright for example.*

4. Other Recommendations

- *Regular trainings for GIPA alumni.*

- *To keep trainee updated in regulations, maybe by e-letters. A good/qualified trainee may be contact persons for action planned system for training in their country or any related activity.*

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.

Future desired program topics and content raised by the 66 respondents to this question included best practices in enforcement, including in developing countries; a focus on cyber-crime and the impact of digital information on all aspects of IP; patent examination and management; trademark examination and valuation; and international cooperation.

Some comments are below:

- *How to better implement IP rules.*
- *IP enforcement.*
- *How to combat against internet piracy.*
- *Access to materials available from offices (US, JP, EPO, CN).*
- *Advertisement course, Unfair Competition course, more attention to Copyright.*
- *Benefits of intellectual property protection - practical aspects.*
- *China and IP Law or IP law and Eastern Approaches.*
- *Copyright system in digital era, likely industry creative on digital system.*
- *Courses on IPs other than patents, copyrights and trademarks e.g. industrial design, lay-out designs and protection of undisclosed information (under TRIPS).*
- *Cross border IP abuses involving powerful countries and security networks to arrest these transactions.*
- *Cyber-piracy and how to fight it.*
- *Border measures and international collaboration for combating piracy. International legal measures (i.e., a competent court to hear and determine piracy cases.)*
- *Development in the digital arena as it affects counterfeiting and piracy of IP.*
- *Economic development based IP assets; IP commercialization.*
- *Enforcement of IP laws effectively with due consideration of the interest of the developing countries.*
- *Expanded course on electronic or cyber-crime enforcement.*
- *An in-depth course on bilateral and inter-regional sharing of intelligence, management of intelligence, and evolving enforcement technique.*
- *From what I observed in August, 2011 to the USPTO Conference in Alexandria, Virginia, Traditional Knowledge and the Expression of Folklore, Layout-Design and Integrated Circuits, Industrial Design, Geographical Indications were not addressed. Therefore, I would suggest that GIPA add these courses.*
- *GIPA should also provide training on computer forensic investigation for IP.*

- *GIPA to offer online courses as well to partner with our country universities to training our people in IP area.*
- *Harmonization IP regulations internationally in order to protect innovations and fight counterfeiting, IP issues for biological drugs, electronic system/net monitoring techniques to trace and fight counterfeiting.*
- *IP protection courses aimed at customs but because I think the customs are strategic points in order to stop the most possible piracy.*
- *Improving IP Protection in emerging economies and linkages to economic development.*
- *Information about piracy and the challenges of copyright with the new technologies.*
- *Patent and relation with regulatory affairs, especially regarding pharmaceuticals.*
- *Patent trends (ex. standards of patent exam.), efforts made to enforce IP, policy that may change standards significantly (ideal v. realism).*
- *What will be changed by US-Korea FTA.*

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:

- 92.8% of respondents rated their likeliness of recommending a GIPA training to a colleague at least a seven, with many (38.1%) saying highly likely or 10.
- 92.6% 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:

- 91.8% of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their career development.

- 84.5% of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their organization.
- 77.6% of respondents agreed or strongly agreed that the GIPA program was a worthwhile investment for their country.
- 65.5% 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:

- 69.7% of respondents stated their level of understanding of international standards of patents moderately or substantially increased or improved as a result of their GIPA experience.
- 51.2% of respondents stated their level of understanding of international standards of trademarks moderately or substantially increased or improved as a result of their GIPA experience.
- 70.5% of respondents stated their level of understanding of international standards of IP Enforcement moderately or substantially increased or improved as a result of their GIPA experience.
- 58.4% of respondents stated their level of understanding of international standards of copyright moderately or substantially increased or improved as a result of their GIPA experience.
- 66.3% of respondents stated their level of understanding of intellectual property enforcement mechanisms moderately or substantially increased or improved as a result of their GIPA experience.
- 53.0% of respondents stated their level of understanding of the relationship of civil and criminal litigation in intellectual property moderately or substantially increased or improved as a result of their GIPA experience.
- 63.5% of respondents stated their level of understanding of intellectual property theft moderately or substantially increased or improved as a result of their GIPA experience.
- 55.3% of respondents stated their level of understanding of border measures moderately or substantially increased or improved as a result of their GIPA experience.

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

As demonstrated by:

- 58.6% of respondents have been in contact with alumni from other countries.
- 42.9% have been in contact with classmates from their home countries.
- 37.8% of respondents have collaborated with other GIPA alumni in the area of IP enforcement mechanisms.
- 85.9% 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:

- 79.8% of respondents report that they introduced new ideas and knowledge at their work to colleagues, and/or others in their country.
- 78.6% of respondents report that they explained US IP policy to colleagues and friends.
- 68.8% of respondents report that they are better equipped to do their job.
- 61.3% of respondents say they have seen an increase in professional reputation after attending GIPA.
- 49.4% of respondents say they have used their knowledge of International Standards of Patents after they returned to their jobs.
- 49.2% of respondents say that as a result of their contributions from knowledge gained at GIPA, their organizations have taken a different position on IP matters.
- 41% of respondents say that as a result of their contributions from knowledge gained at GIPA, their organizations have implemented new policies or procedures.