



UNITED STATES PATENT AND TRADEMARK OFFICE
GLOBAL INTELLECTUAL PROPERTY ACADEMY



Findings from the Second GIPA Alumni Pilot Survey (Fiscal Year 2009)

Prepared by the Federal Consulting Group

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 second round of the pilot-test survey of alumni from programs held in Fiscal Year 2009. The second pilot was conducted as FCG migrated the surveys from the SurveyMonkey platform (www.surveymonkey.com) to a developed system that would better integrate with other GIPA data systems.

DESCRIPTION OF THE SURVEY

This study involved a possible 843 English-speaking alumni who attended a GIPA-sponsored training in the United States in Fiscal Year 2009. Of the 843 eligible alumni, 728 had an active e-mail address (e-mail address provided to FCG that did not bounce back). Of the 728 alumni who received the survey, 261 responded to it, rendering a 35.8%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 alumni who did not have valid e-mail addresses did not vary in any obvious way from the total population. Those that did have a valid e-mail address and responded were reflective of the total population on all key variables. FCG is confident in the representativeness of the responses.

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 deployment in 2009, a few revisions were made to the survey. The survey was also

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.

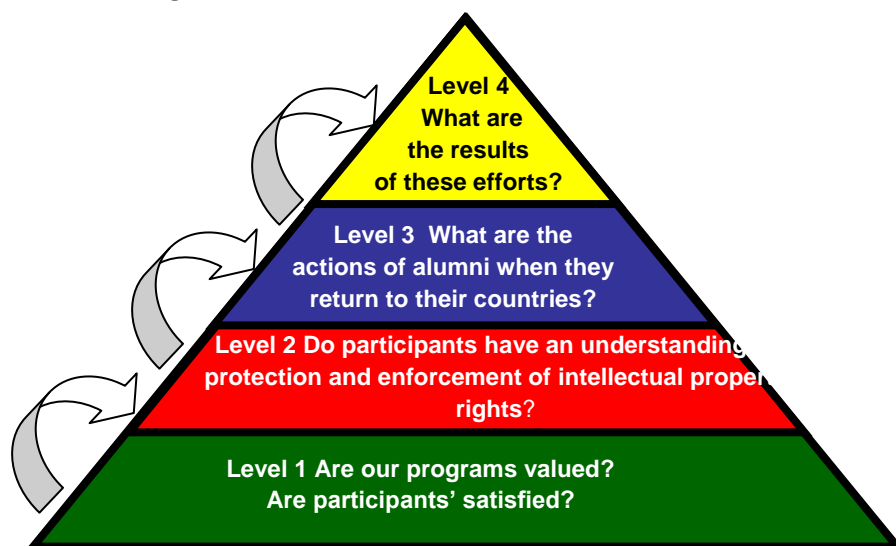
deployed from a different survey platform. As before, the instrument was administered online, sent directly to respondents as an e-mail link. It contained 36 questions including 33 closed-ended (multiple choice, Likert scale) and three open-ended. Alumni were sent a hyperlink to the survey and were invited to participate on October 1, 2010. The survey was available online for 30 days, with three reminders sent, one each week.

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:

- **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

GIPA provided FCG with contact information for respondents for 21 programs conducted in Fiscal Year 2009. The programs most represented by the respondent population (those that had 15 or more participants) were *Border Enforcement of Intellectual Property Rights (17)*, *Plant Variety Protection Under OPOV Convention (16)*, *Trademark Examination Program (16)*, *Enforcement of IPR Program (15)*, and *Advanced Patents Program: Biotechnology and Pharmaceutical Technology (15)*. The least represented programs were *Seminar and Study Tour for Public Prosecutors and the Judiciary on the Enforcement of IPR (3)* and the *Technology Transfer Program (3)*. See Table 1 for a list of all the programs and the corresponding number and percent of respondents that participated.

Table 1: GIPA Programs Attended by Respondents (N=221)

GIPA Program²	Percentage	Number
Border Enforcement of Intellectual Property Rights (January 7 - 10)	7.7%	17
Patents Basic Program (January 14 - 18)	6.3%	14
Foreign Examiners-In-Residence Extension Program (January 28 - February 1)	1.8%	4
Copyright Legal and Policy Seminar (January 28 - February 1)	4.1%	9
Enforcement of IPR Program (February 11 -14)	6.8%	15
Plant Variety Protection Under UPOV Convention (February 25 - 29)	7.2%	16
Enforcement of Intellectual Property Rights Program for Judges (March 4 - 7)	5.0%	11
Enforcement of IPR Program (March 18 - 21)	1.8%	4
Patent Industrial Design Program (March 24 - 28)	5.0%	11
Trademark Administration Program (March 25 - 28)	2.7%	6
Seminar and Study Tour for Public Prosecutors and the Judiciary on the Enforcement of IPR (April 14 - 25)	1.4%	3
Technology Transfer Program (April 21 - 25)	1.4%	3
Advanced Patents Program: Biotechnology and Pharmaceutical Technology (May 12 - 16)	6.8%	15
Trademark Examination Program (June 3 - 6)	7.2%	16
Enforcement of IPR Program (June 16 - 20)	2.7%	6
Advanced Patents Program: TK/GR, Pharmaceuticals and Biotechnology (June 23 - 27)	3.6%	8
Advanced Patents Program (June 23 - 27)	5.4%	12
Enforcement of IPR Program for Prosecutors (July 14 - 18)	2.7%	6
Madrid Protocol Implementation and Administration: The U.S. Model (September 16 - 19)	5.0%	11
Enforcement of IPR Program for Judges(October 21 - 24)	4.5%	10
Enforcement of IPR Program for Prosecutors (October 28 - 31)	3.2%	7

Respondents also represent a wide array of countries. The countries that had nine or more representatives (3.7% or greater) were Nigeria (14), India (11), Jordan (11), the Philippines (10), Peru (10), Lebanon (9), and Pakistan (9). Country specific data were also separated to see representation from the “BRIC” countries. Table 2 displays the number and percent of respondents from Brazil, Russia, India and China.

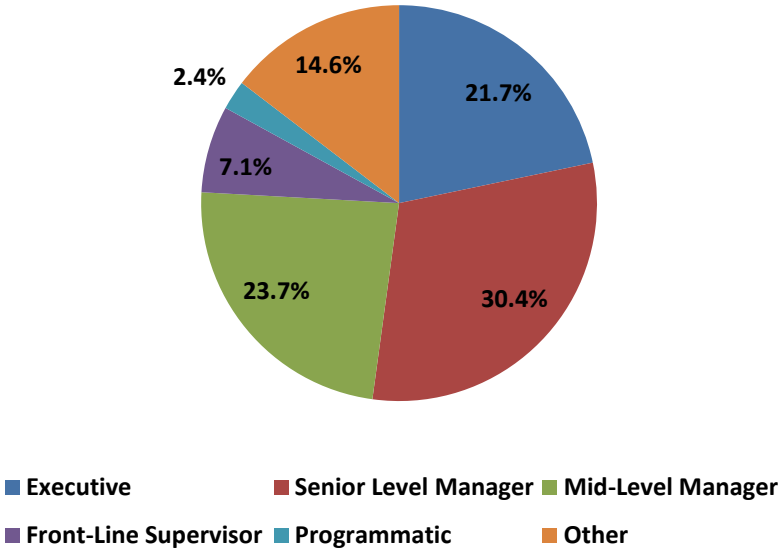
² “Other” was also included in the list of Programs alumni participated in. Seventeen alumni checked “other.” Thirteen of the 17 specified what they meant by “other.” Ten of them listed classes that took place in 2008, one identified a class they attended in 2007, and two listed programs that are were held in 2010.

Countries	Percentage	Number
Brazil	2.9%	7
Russia	0.8%	2
India	4.5%	11
China	2.0%	5
TOTAL	10.2%	25

The BRIC countries represent 10.2% of the entire survey population. FCG also looked at the distribution of the 301 Priority Watch countries and Watch List countries. Priority Watch List countries³ represent approximately 14.6% of survey respondents and Watch List countries⁴ represent 42.9%.

Respondents were asked to identify the level of position they currently hold. As shown in Figure 2, *Senior Level Manager* was identified the most (30.4% or 77), followed very closely by *Mid-Level Manager* (23.7% or 60) and also *Executive*.

Figure 2: Level of Positions (N=253)



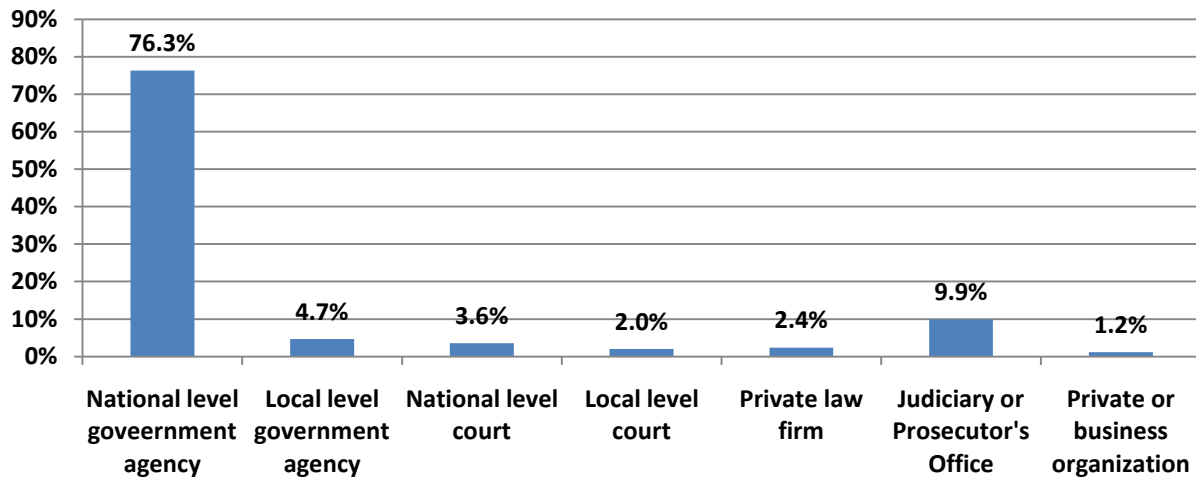
³ Countries considered Priority Watch are Argentina, Chile, China, India, Israel, Pakistan, Russia, Thailand, and Venezuela. Data do not include Venezuela because it was not provided as an answer choice.

⁴ Watch List countries are Algeria, Belarus, Bolivia, Brazil, Canada, Czech Republic, Ecuador, Egypt, Greece, Guatemala, Hungary, Indonesia, Italy, Jamaica, Kuwait, Lebanon, Malaysia, Mexico, Norway, Peru, Philippines, Poland, Republic of Korea, Romania, Saudi Arabia, Spain, Taiwan, Tajikistan, Turkey, Turkmenistan, Ukraine, Uzbekistan, and Vietnam. Data do not include Belarus, Italy, Norway, Spain, Tajikistan, Turkmenistan, and Uzbekistan because they were not provided as answer choices.

Because such a high percentage of respondents (14.6% or 37) chose *other*, FCG suggests providing descriptions of the options. Many responses provided were job titles instead of position levels. We also suggest that GIPA speak with participants to see if different descriptors are more appropriate to reflect foreign organizations and position levels.

A large majority (76.3% or 193) of respondents work in a *national level government agency*. The type of organization represented least often is *private or business organization*. See Figure 3 for complete breakdowns.

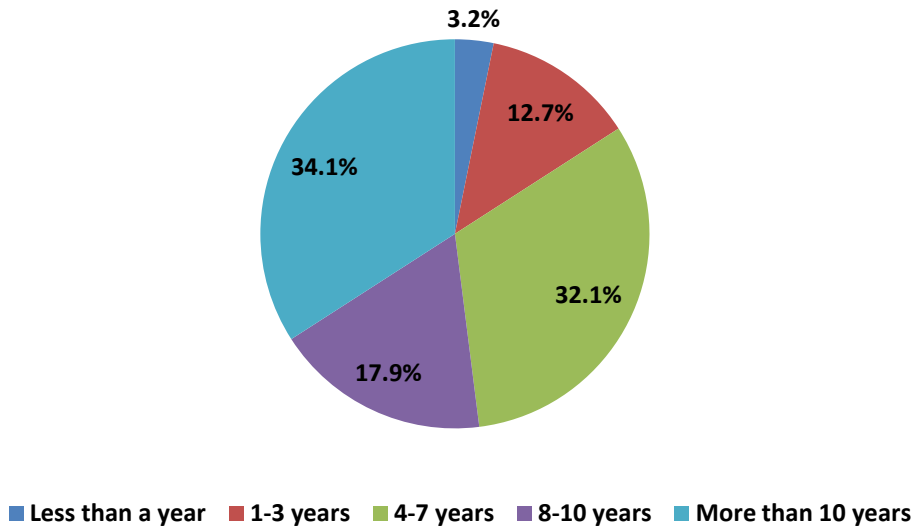
Figure 3: Type of Organizations Respondents Work in (N=253)



Similarly to the question regarding position level, the question that asked about the type of organization worked in yielded a fairly large percentage (11.2% or 28) of *other*. Many of the descriptions respondents provided were those that could fit into the answer choices. As suggested earlier, GIPA should speak with participants to see if different descriptors are more appropriate and reflective of foreign organizations.

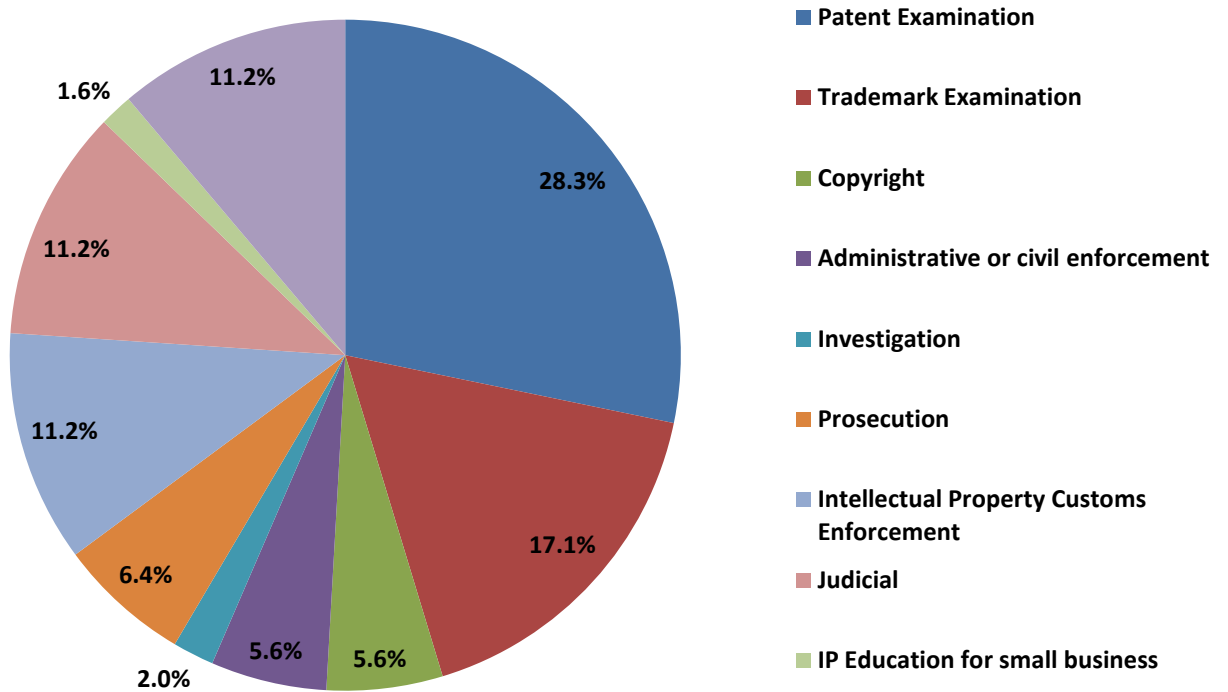
A majority of respondents have worked in the Intellectual Property area *more than 10 years* (34.1% or 86). Second most, 32.1% (81) of respondents have worked in this area for *4-7 years*. See Figure 4 for the full breakdown.

Figure 4: Length of Time Working in the Intellectual Property Area (N=252)



Participants were also asked to identify the type of Intellectual Property Function they work in. Figure 5 shows that a majority (28.3% or 71) work in *Patent Examination*, followed by *Trademark Examination* (17.1% or 43).

Figure 5: Type of Intellectual Property Functions (N=253)



Based on the survey data, the typical GIPA attendee is from one of a wide array of countries. He or she is a senior or mid-level manager who works for a national level government agency and has anywhere from at least four years of experience to more than ten years. He or she is likely to work in patent examination or trademark examination.

LEVEL ONE OUTCOME- Alumni are satisfied with their GIPA experience

One the strongest indicators of satisfaction and value for a program is whether participants would recommend it to a friend or colleague. Using a scale ranging from 1- *not at all likely* to 5-*average* to 9-*highly likely*, respondents were asked to rate their likeliness of recommending a GIPA training to a colleague. As shown in Table 3, 95.6% (215) of respondents indicated at least a seven in terms of their likeliness, with a majority (62.9% or 158) choosing nine.

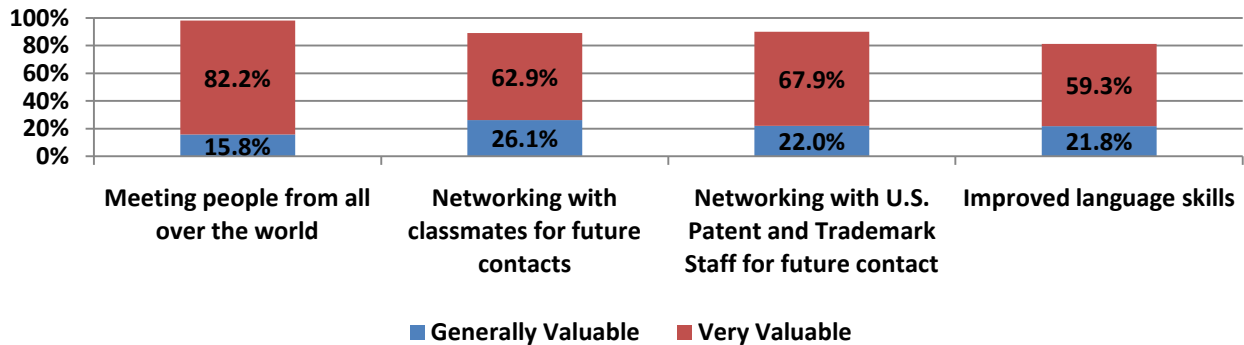
Table 3: How likely are you to recommend a GIPA training to a colleague? (N=251)

1 - Not at all likely	2	3	4	5-Average	6	7	8	9-Highly Likely
0.4%	0.0%	0.0%	0.0%	8.8%	5.2%	10.0%	12.7%	62.9%

LEVEL ONE OUTCOME: Alumni highly value the GIPA experience

Respondents 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 6 displays the percentage of respondents that rated each experience as generally valuable or very valuable.

Figure 6: Percentage of Respondents Who Rated GIPA Experiences Generally Valuable or Very Valuable⁵



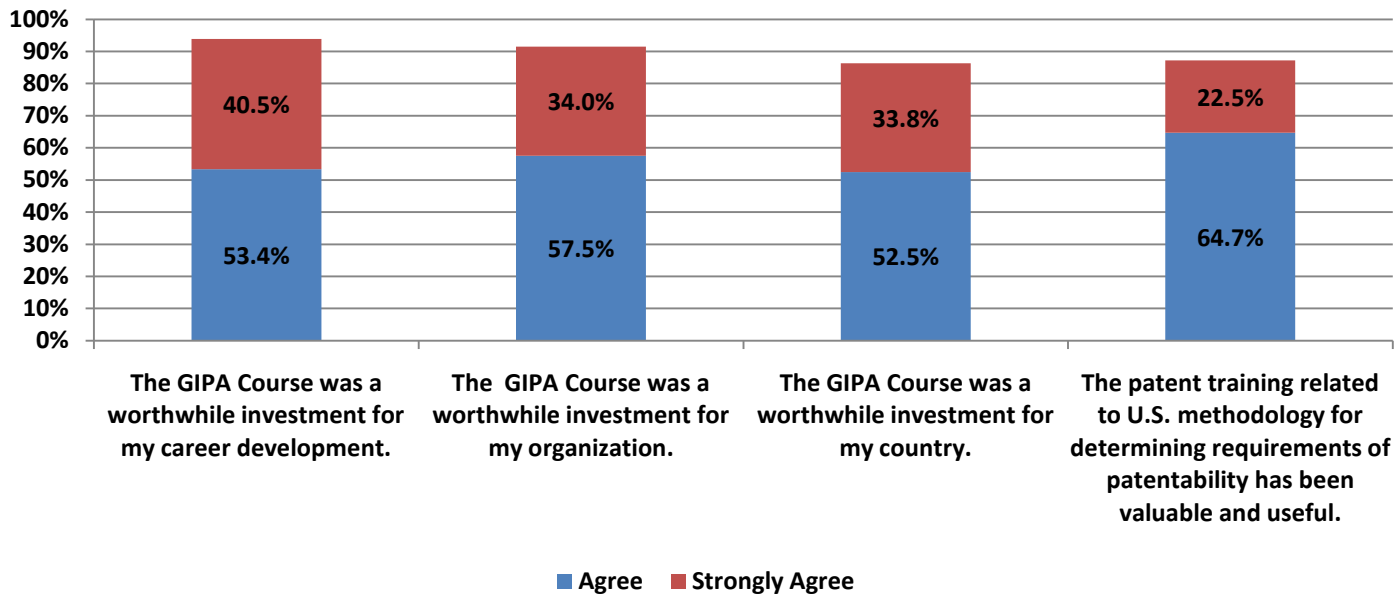
- 98.0% of respondents think that *meeting people from all over the world* was either generally valuable or very valuable (N=247)
- 89.0% of respondents think that *networking with classmates for future contacts* was either generally valuable or valuable. (N=245)
- 89.9% of respondents think that *networking with U.S. Patent and Trademark Staff future contact* was either generally valuable or valuable (N=246).
- 81.1% of respondents think that *improved language skills* was either generally valuable or valuable (N=243).

It is evident from the alumni responses that they greatly value their GIPA experiences demonstrating that they found it to be a successful and worthwhile experience.

Participants were asked to rate their level of agreement with statements about the worth of their GIPA experience. Figure 7 displays the results.

⁵ 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. Each N is listed within the bulleted findings.

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



As shown in Figure 7, respondents highly value their training experience on three levels: individually, organizationally, and for their country. For example:

- 93.9% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their career development (N=247).
- 91.5% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their organization (N=247).
- 87.2% of respondents agree or strongly agree that the patent training related to U.S. methodology for determining requirements of patentability was valuable and useful (N=218).
- 86.3% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their country (N=240).

A final statement included in the same question, *I could have acquired the same level of learning without GIPA training* rendered the following responses (N=239).

- 46.9% of respondents disagreed.
- 15.1% of respondents strongly disagreed.
- 26.4% of respondents neither disagreed nor agreed.

FCG advises separating out the fourth statement: *I could have acquired the same level of learning without GIPA training*, into another question. Because the first three items ideally seek responses that agree and this one seeks responses that disagree, respondents may become confused as to what the statements mean.

Participants were asked to rate how the GIPA training they attended from one to nine compared to what they see as the ideal training program. Table 4 displays their responses.

Table 4: How does GIPA program compare to your idea of an ideal training experience? (N=252)								
1 - Poor	2	3	4	5-Average	6	7	8	9-Excellent
0.0%	0.4%	0.0%	0.8%	9.1%	6.0%	18.7%	23.8%	41.3%

As shown in Table 4, it is evident that respondents value their GIPA experience and view it as very close to their ideal training experience because 83.8% (207) of respondents said at least a seven, with the majority (41.3% or 104) giving it a nine.

LEVEL ONE OUTCOME- What they value the most

When asked what was most valuable about attending a GIPA program, responses generally fell into three categories:

1. The knowledge gained and how it will help them do their job better,
2. How wonderful it was to interact and spend time with their classmates and learn about their work, and
3. The quality and professionalism of the GIPA staff.

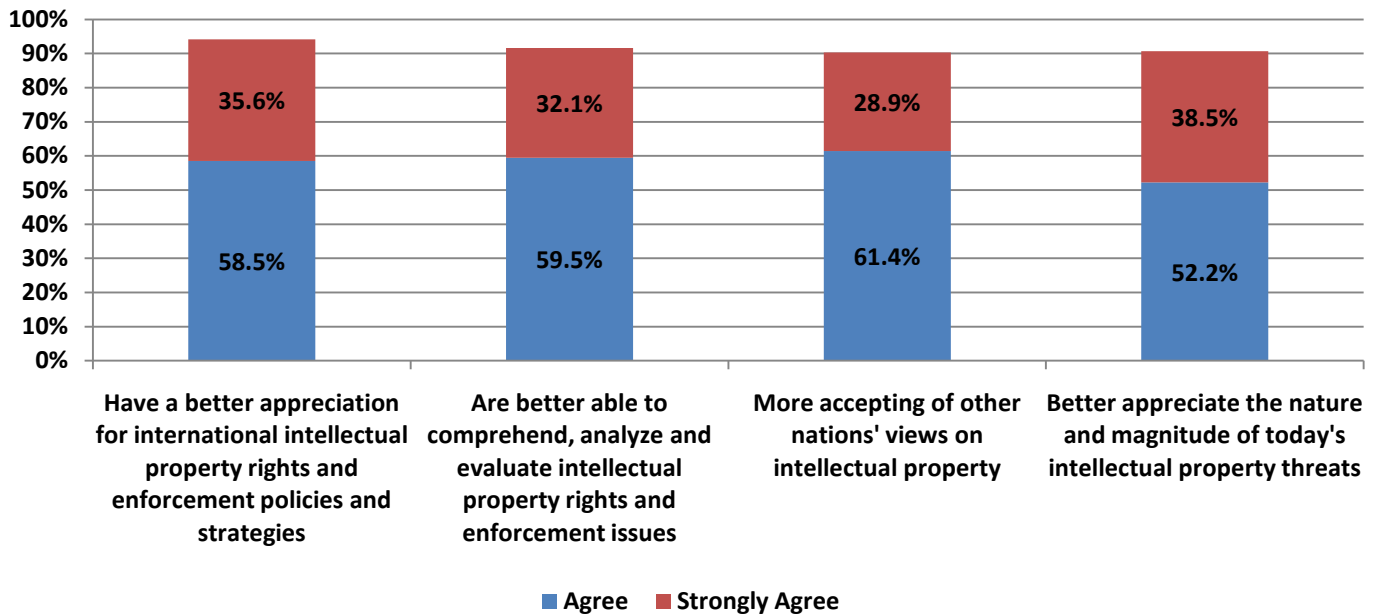
Sample responses are:

- *I highly appreciate the professionalism of the GIPA team and invited lecturers and their openness to training participants. Also, I would like to mention the high level of the prepared study materials.*
- *Networking with other country and my colleagues there and with USPTO personnel. This as well as the new knowledge I acquired.*
- *The practical examples and witnessing a hearing at the trademark tribunal.*
- *Understanding international standards of IP protection.*
- *The food was very good, the conference setting was very conducive to learning, the program material was very easy to comprehend, and the facilitators were very knowledgeable of the subject areas.*
- *GIPA training experience helped me to feel more confidently at my work and to share my professional knowledge.*

LEVEL TWO OUTCOME – Participants perceive they learned a lot on selected topics

To assess the level two outcome of learning effectiveness, respondents were asked to rate their level of agreement on several related 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 8, most respondents agree or strongly agree with these four areas.

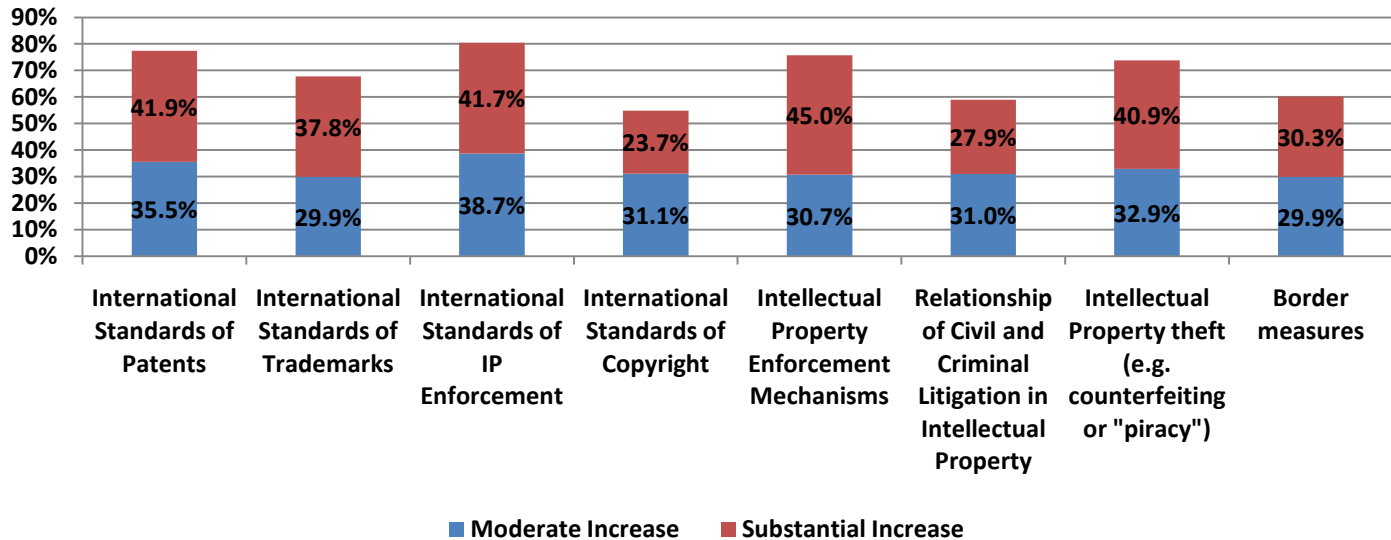
Figure 8: Level of Agreement with Attitude and Ability Changes as a Result of GIPA



- 91.6% of respondents agree or strongly agree that they are better able to comprehend, analyze, and evaluate intellectual property rights and enforcement issues (N=252).
- 94.1% of respondents agree or strongly agree that they have a better appreciation for international intellectual property rights and enforcement policy strategies (N=253).
- 90.7% of respondents agree or strongly agree that they better appreciate the nature and magnitude of today’s intellectual property threats (N=247).
- 90.3% of respondents agree or strongly agree that they are more accepting of other nations’ views on intellectual property (N=249).

Respondents were also asked to rate 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 9 shows the level of change for the majority of respondents that said *moderate increase* or *substantial increase*.

Figure 9: Extent Respondent Understanding of Topics Increased or Improved as a Result of GIPA

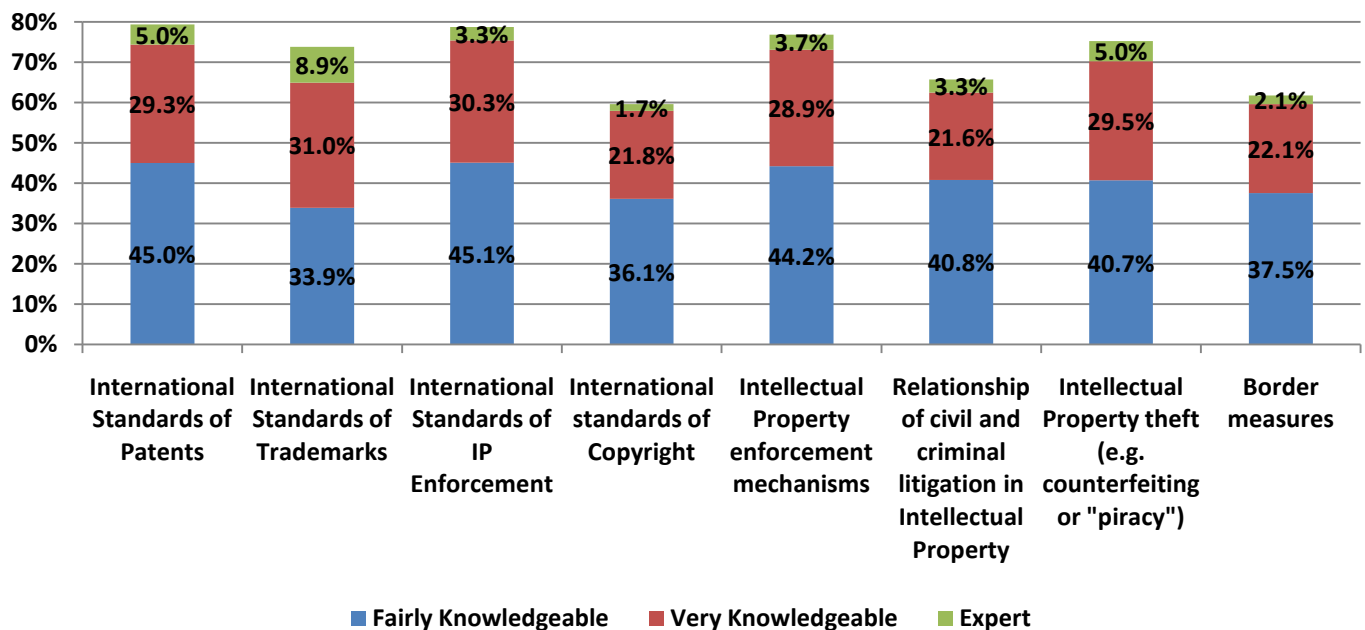


- 80.4% of respondents stated their level of understanding of international standards of IP Enforcement moderately or substantially increased or improved as a result of their GIPA experience (N=235).
- 77.4% of respondents stated their level of understanding of international standards of patents moderately or substantially increased or improved as a result of their GIPA experience (N=234).
- 75.7% 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 (N=231).
- 73.8% of respondents stated their level of understanding of intellectual property theft moderately or substantially increased or improved as a result of their GIPA experience (N=237).
- 67.7% 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 (N=241).
- 60.2% of respondents stated their level of understanding of border measures moderately or substantially increased or improved as a result of their GIPA experience (N=234).

- 58.9% 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 (N=229).
- 54.8% 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 (N=228).

Following this question, respondents were asked to provide an assessment of how they see their knowledge currently in the same areas shown in Figure 9. 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 10 for all response breakdowns.

Figure 10: Respondent Level of Knowledge of IP-Related Topics

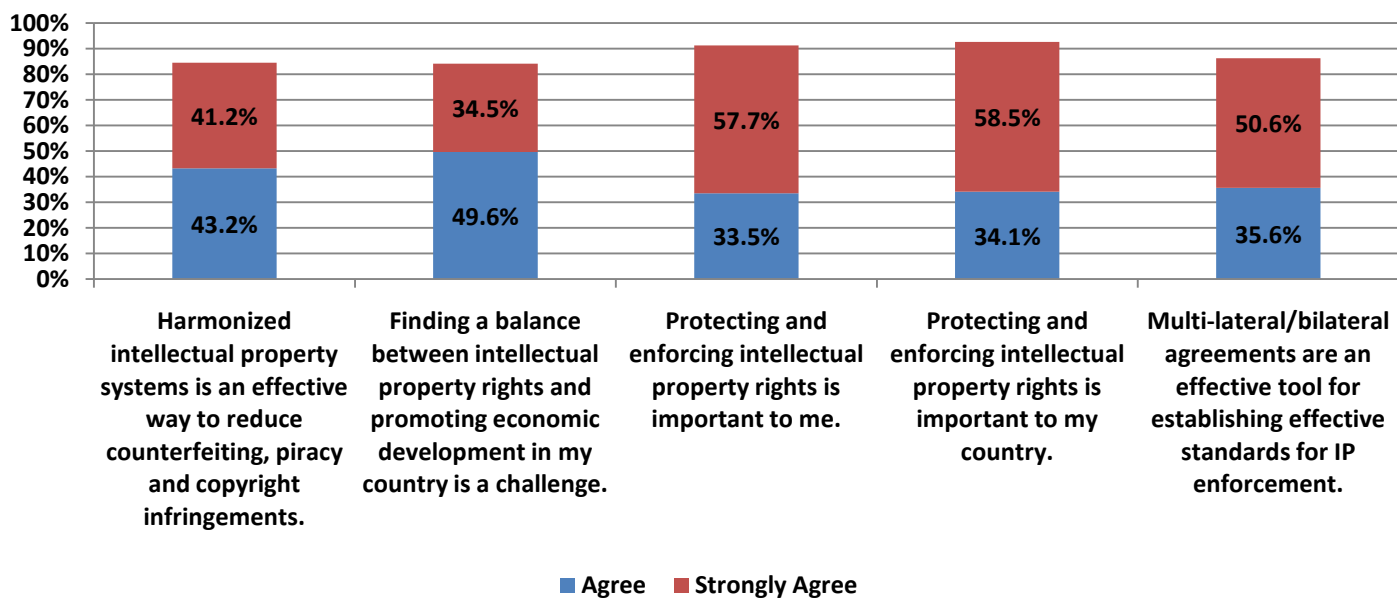


- 79.3% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of patents (N=242).
- 78.7% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of IP enforcement (N=244).
- 76.8% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about intellectual property enforcement mechanisms (N=242).
- 75.2% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about intellectual property theft (N=241).

- 73.8% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of trademarks (N=248).
- 65.7% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about the relationship of civic and criminal litigation in intellectual property (N=245).
- 61.7% of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about border measures (N=240).
- 59.6% of respondents said they are said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of copyright (N=238).

Participants were asked to indicate their level of agreement with five statements that represent views of various IP-related issues. As shown in Figure 11, at least 84% of respondents agreed or strongly agreed with each statement.

Figure 11: Level of Agreement with Views Regarding IP-Related Issues



- 92.6% of respondents agree or strongly agree that protecting and enforcing intellectual property rights is important to their country (N=246).
- 91.2% of respondents agree or strongly agree that protecting and enforcing intellectual property rights is important to them (N=248).
- 86.2% of respondents agree or strongly agree that multi-lateral/bilateral agreements are an effective tool for establishing effective standards for IP enforcement (N=247).
- 84.4% of respondents agree or strongly agree that harmonized intellectual property systems are an effective way to reduce counterfeiting, piracy and copyright infringements (N=250).

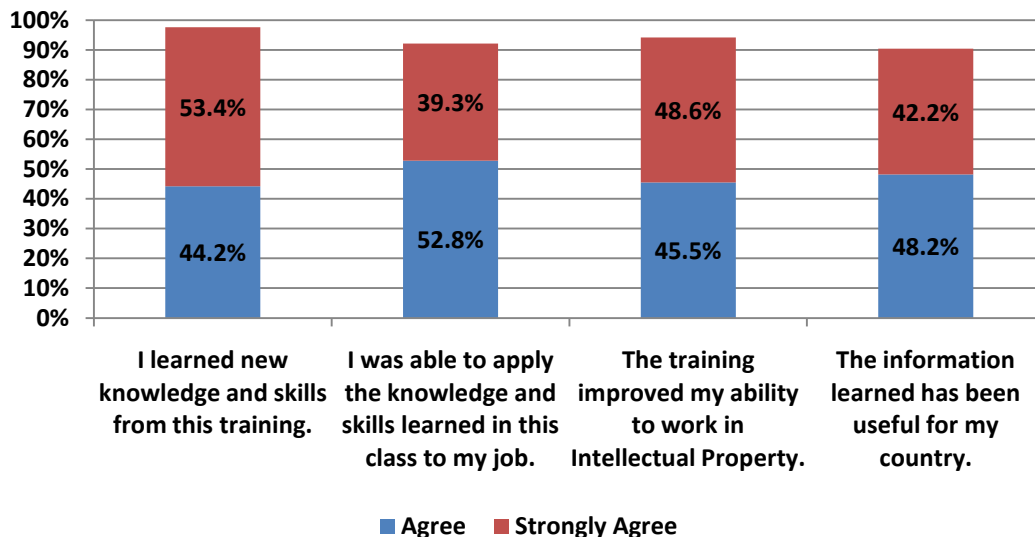
- 84.1% of respondents agree or strongly agree that finding a balance between intellectual property rights and promoting economic development in their country is a challenge (N=252).

Respondents were asked to describe the most significant things they learned from their GIPA program. Because the programs respondents attended varied, the responses did as well. Some of the responses were:

- *Patent principles.*
- *Sharing experiences with other judges from different countries and how to create awareness among people about IP rights.*
- *To know the USA patent system related to genetic resources and traditional knowledge.*
- *Relationships with people with many different visions.*
- *Following the GIPA Training Program on Plant Varieties Protection under the UPOV Convention (February 25-29) I learned more about UPOV Convention and also how to make better public presentations in the field.*
- *Visiting the USPTO, learning about boarder measures, and simulating the analysis of a patent case.*
- *Enforcement and border control.*
- *Exposure to the basics of Copyright law in the US as well as the copyright registration process from which the system of registration in our country was based on.*
- *IP Enforcement , legal measures, licensing, and more about copyrights and trademarks.*
- *IP management.*

Another question that assessed participant learning used direct statements about the knowledge participants acquired. The results for this question are quite positive in that almost all of respondents agree or strongly agree with all of the statements. See Figure 12.

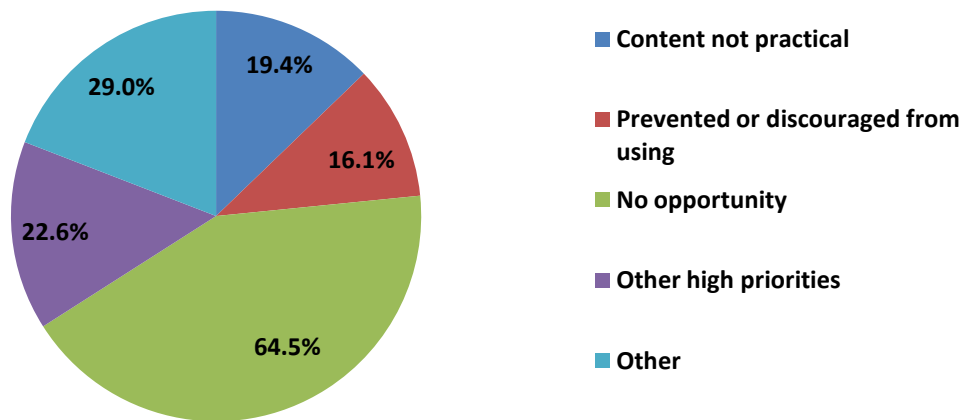
Figure 12: Level of Agreement with Statements Impacted by the GIPA Experience



- 97.6% of respondents agree or strongly agree that they acquired new knowledge and skills from the training they attended (N=251).
- 94.1% of respondents agree or strongly agree that the training improved their ability to work in IP (N=253).
- 92.1% of respondents agree or strongly agree that they were able to apply what they learned in their training to their job (N=252).
- 90.4% of respondents agree or strongly agree that the information they learned is useful to their country (N=251).

For the few respondents that indicated they were unable to successfully apply the knowledge they gained from GIPA, several reasons were provided, the most frequent one (64.5% or 40 respondents) being that they hadn't had the opportunity to do so yet. See Figure 13.

Figure 13: Reasons for Being Unable to Successfully Apply Knowledge Gained from GIPA (N=115)



For the respondents that said *other*, reasons given were: *Nambria does not have many IP cases, another government agency is responsible, my country's IP laws do not cover all aspects of the US IP laws, economic and strategic reasons, the newly proposed Industrial Property Act which has provisions that fall squarely with the knowledge that is pending formal enactment by the Parliament, and since I work under the government, and we are limited to the directions and resources dictated by the office.*

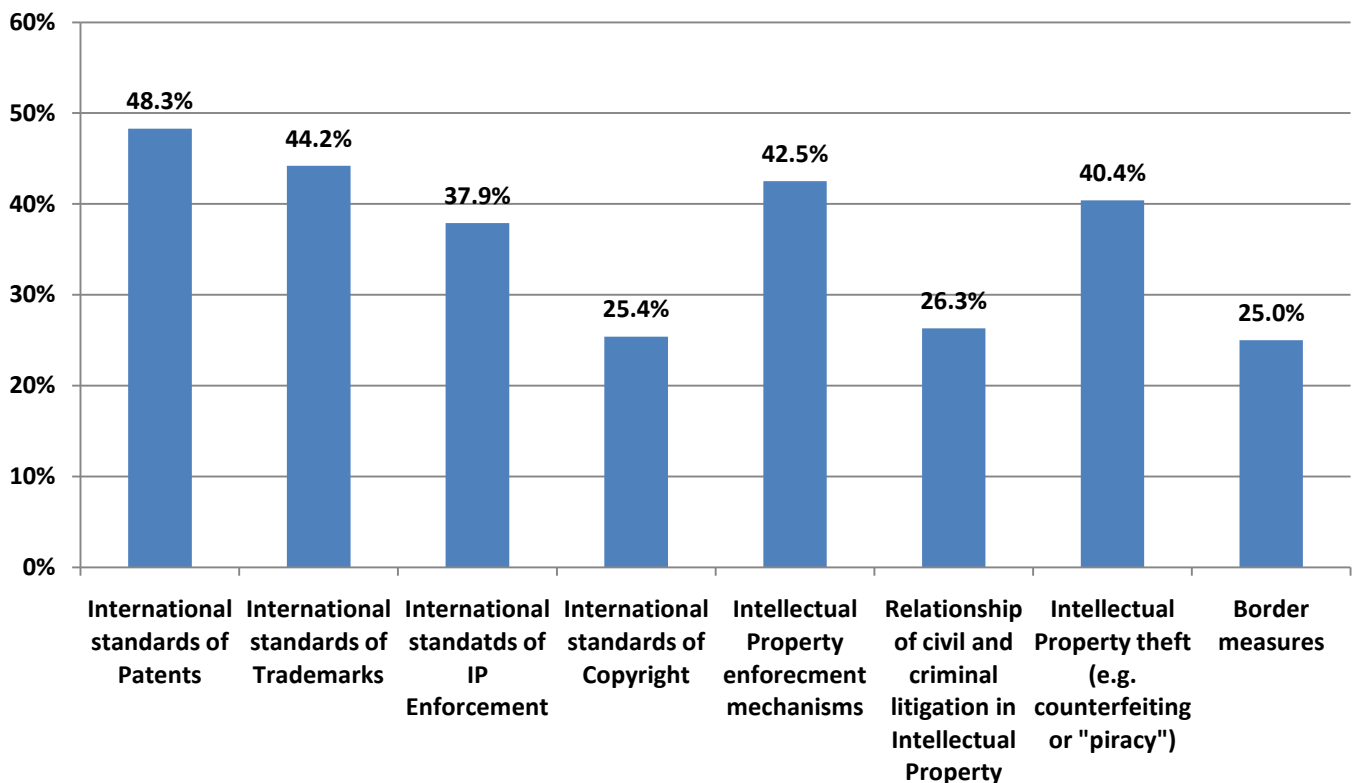
LEVEL THREE OUTCOME – Alumni are sharing and applying their new knowledge after returning home

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 beginning to use the knowledge they learned in a variety of areas. Nearly half (48.3% or 116) of the participants report that they used their knowledge related to *International standards of patents* after returning home; 44.2% (106) have used knowledge gain in international standards of trademarks and 42.5% (102) have used their knowledge of IP enforcement mechanisms. Figure 14 displays the responses for all topics.

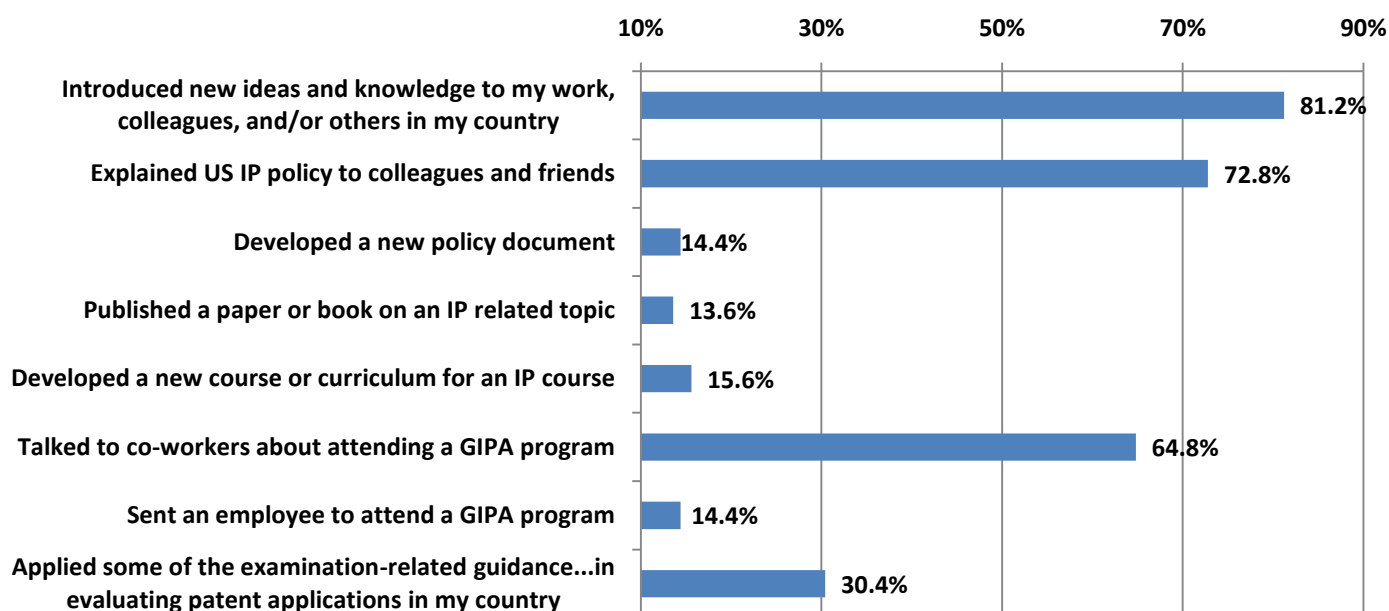
Thirty-six respondents offered optional comments, describing other areas in which they have used the knowledge gained through GIPA. Several topics were identified by more than one respondent. Among these, six said they had used knowledge related to plant variety protection, three had used knowledge regarding plant breeders' rights, and three had used knowledge regarding biotechnology.

Figure 14: Use Knowledge Learned at GIPA in These Topical Areas (N=240)



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 report that they used what they learned at GIPA to conduct several actions related to communication and information sharing. Among the 250 respondents, more than three-quarters (81.2% or 203) report that they *introduced new ideas and knowledge at my work, to colleagues, and/or others in my country* and nearly three-quarters (72.8% or 182) report that they *explained US IP policy to colleagues and friends* while more than half (64.8% or 162) say they *talked to co-workers about attending a GIPA program*. Nearly a third (30.4% or 76) report that they *applied some of the examination-related guidance...in evaluating patent applications in my country*. Some respondents also report using knowledge or skills gained at GIPA to produce materials. Figure 15 shows the response distribution.

Figure 15: Use Knowledge and Skills Gained at GIPA to Do the Following (N=250)



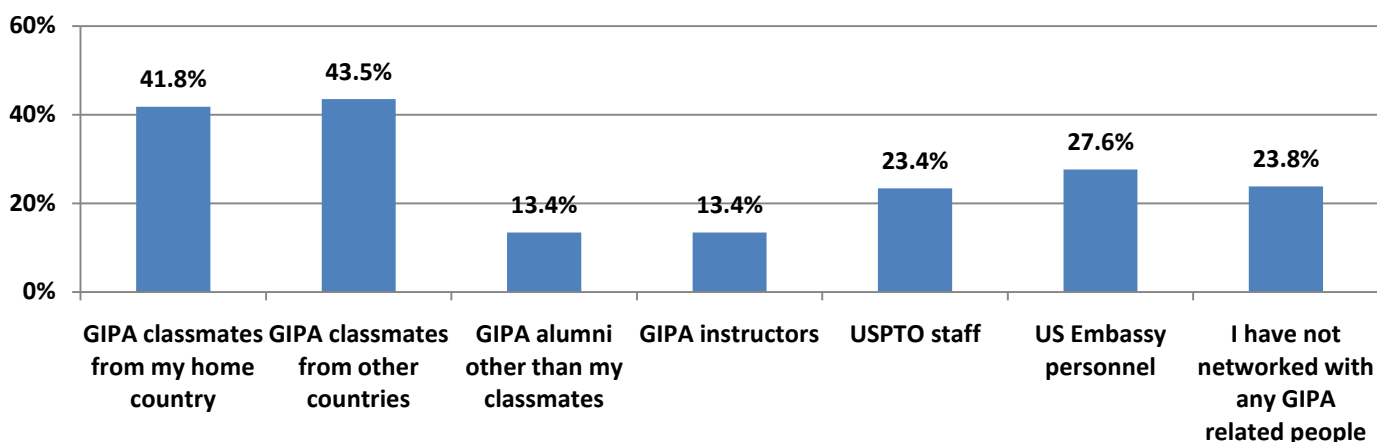
Fifteen respondents reported that they used the knowledge gained at GIPA to conduct *other* activities. These included developing a lecture program for colleagues, developing a panel discussion at a national meeting, working with the American Embassy to hold a regional workshop, applying knowledge in drafting pending national legislation on IPR and lobbying for development of an IPR strategy.

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 249 respondents to this question, slightly less than half of alumni (45% or 112) indicated they have been contacted by or have themselves contacted other GIPA alumni or staff.

GIPA alumni continue their relationship with GIPA in a number of ways, as seen in Figure 16. Among the 239 respondents to this question, 43.5% (or 104) have been in contact with alumni from other countries and 41.8% (or 100) have been in contact with classmates from their home countries while about a quarter have been in contact with U.S. Embassy personnel (27.6% or 66) or USPTO staff (23.4% or 56).

Figure 16: Respondents Who Have Been in Contact With GIPA-Related Audiences (N=239)

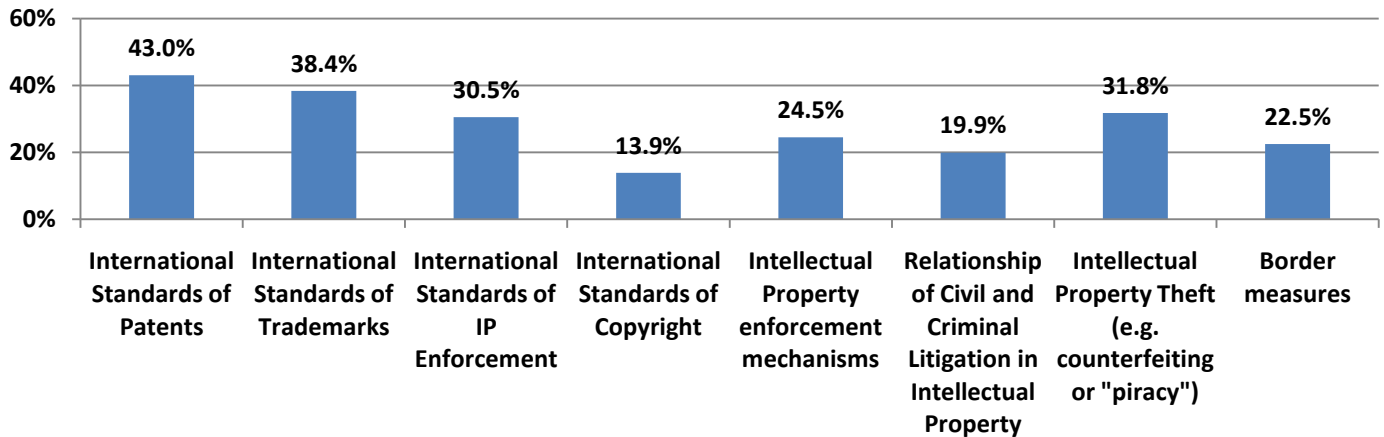


Twelve respondents replied that they had been in contact with “other” GIPA-related audiences. Most described audiences already identified in the survey but one said that the alumni survey was the only contact they had with USPTO after the GIPA program and another said he/she had tried to connect with GIPA classmates without any response.

Figure 17 illustrates the topics on which GIPA alumni maintain contact with each other, their instructors, USPTO and U.S. Embassy staff. Among the 151 respondents to this question, 43% percent (or 65) said they have collaborated with GIPA alumni regarding *International Standards of Patents* and 38.4% (or 58) have collaborated on *International Standards of Trademarks*. Nearly a third of respondents have collaborated on *Intellectual Property Theft* (31.8% or 48) and *International Standards of IP Enforcement* (30.5% or 46).

Twenty-six respondents offered optional comments when responding to this question. Most offered comments explaining that they had not had the opportunity to collaborate in these areas, but four identified plant variety protection as a topic on which they had collaborated but was not listed in the survey.

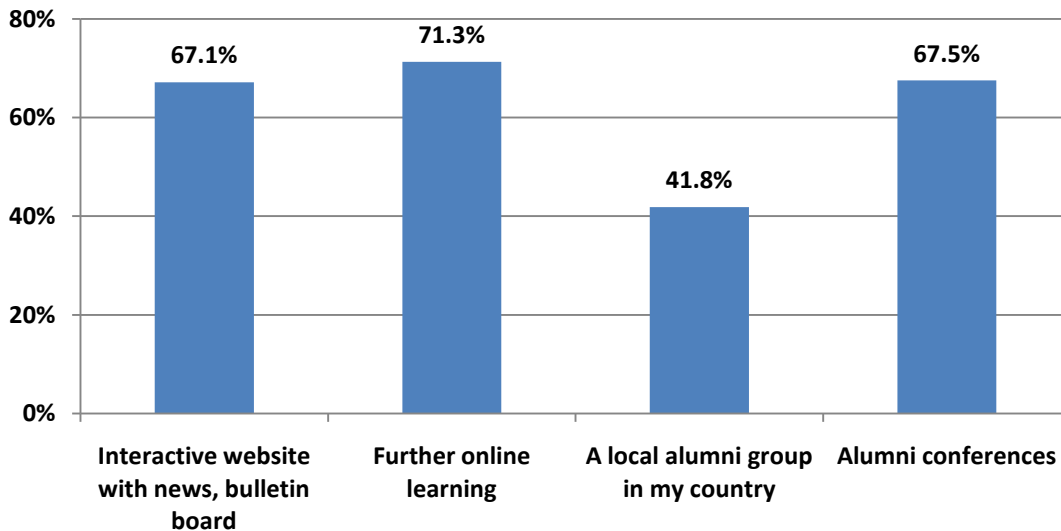
Figure 17: Collaboration with GIPA Alumni on These Topics (N=151)



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. Responses among the 247 respondents were favorable, with 87.4% (or 216) answering affirmatively.

Respondents were then asked to identify their preferred alumni activities from a list. Figure 18 illustrates their responses. Among the 237 respondents to this question, *further online learning* generated interest among 71.3% (or 169), *alumni conferences* was of interest to 67.5% (or 160), and *interactive web site with news and a bulletin board* was of interest to 67.1% (or 159). *Creation of a local alumni group* within respondents' countries did not generate as much interest, with less than half of the respondents expressing interest.

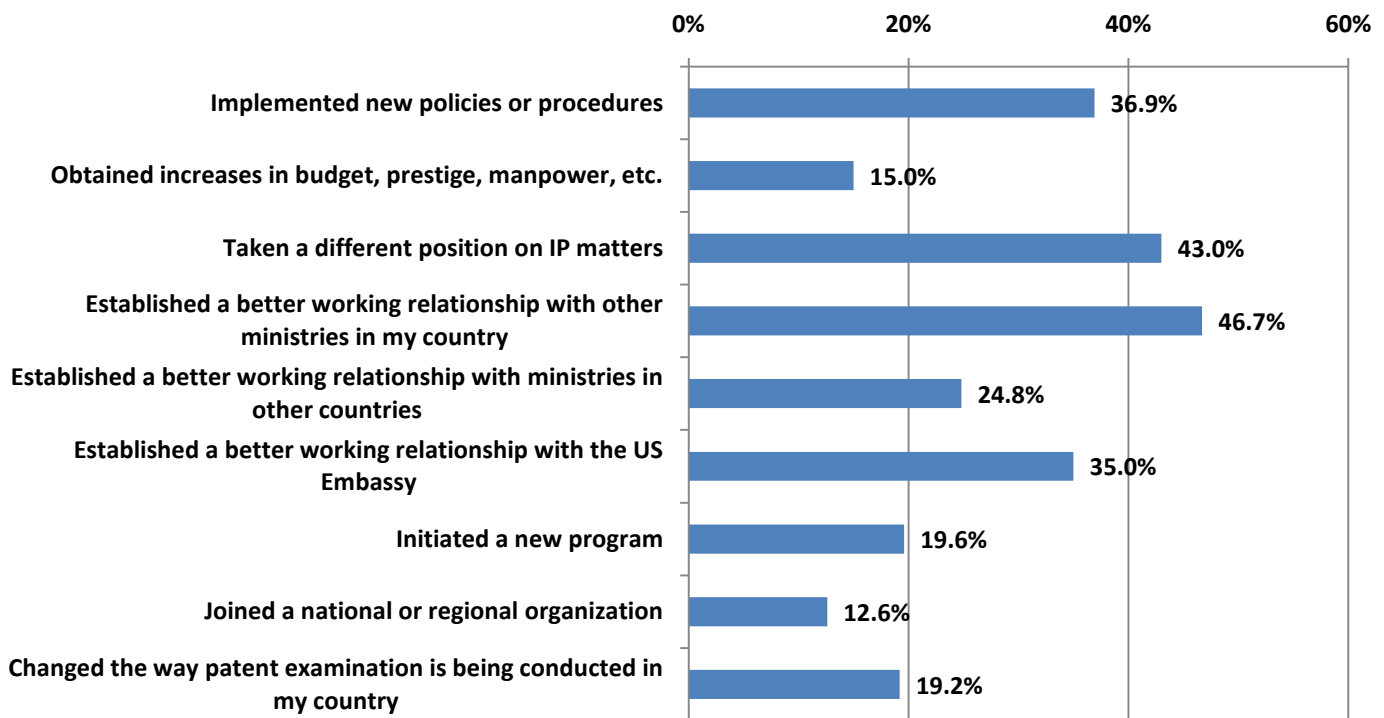
Figure 18: Respondents' Interest in Alumni Activities (N=237)



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

The survey also probed the extent to which the organizations where the alumni work have taken actions as a result of the participants' contributions from knowledge gained at GIPA. The 214 respondents to this question reported some organizational change in all areas, with nearly half (46.7% or 100) saying their organizations *established a better working relationship with other ministries in my country* and 43% (or 92) reporting that their organization had *taken different positions on IP Matters*. More than a third *implemented new policies or procedures* (36.9% or 79) and *established a better working relationship with the US Embassy* (35% or 75). Figure 19 displays all of their responses.

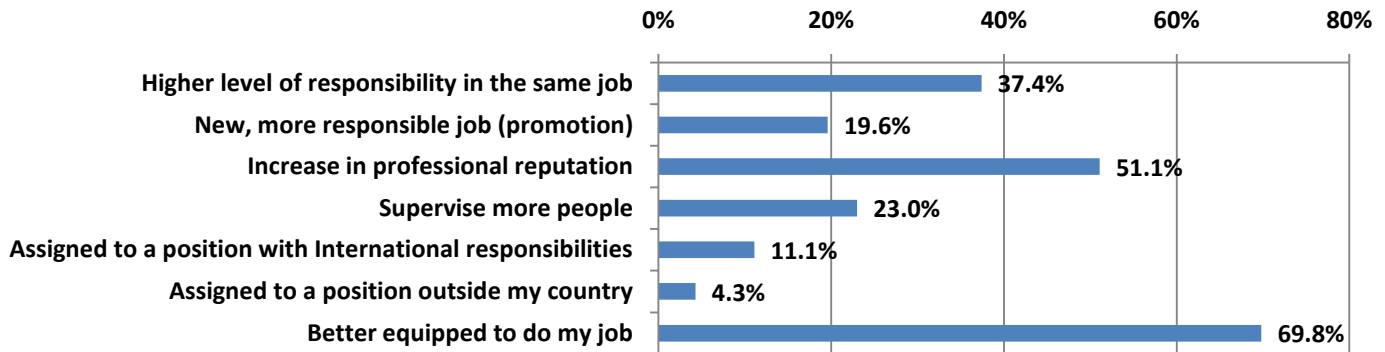
Figure 19: Organizational Changes since Participating in GIPA (N=214)



Twenty-seven respondents reported that their organizations had taken *other* actions as a result of their contributions from knowledge gained at GIPA. Among these, one said the organization had “adopted an initiative on IPR strategy,” another organization implemented telework on patent examination, another is planning to join a regional IP organization, and another proposed an amendment to legislation to acknowledge traditional knowledge associated with genetic resources. Several respondents described the challenges their organizations face in making institutional change.

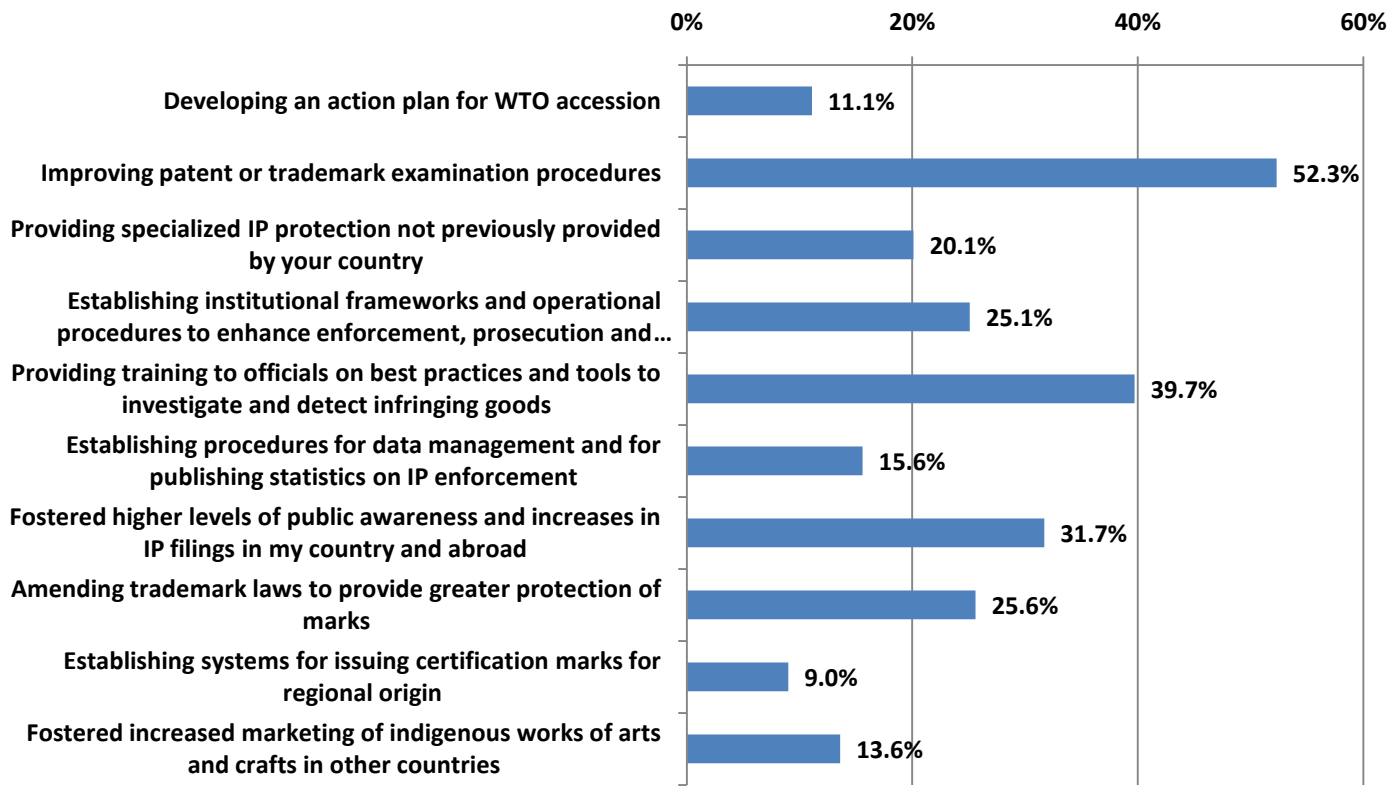
Participants were asked to indicate whether certain types of changes have occurred for them at work since participating in GIPA. A high percentage of the 235 respondents to this question (69.8% or 164) report that they are *better equipped to do my job* and about half (51.1% or 120) say they have seen an *increase in professional reputation*. Figure 20 displays response breakdowns.

Figure 20: Changes for Participants at Work since Participating in GIPA (N=235)



Participants have begun to collaborate with others in their countries on IP-related work. More than half of the 199 respondents to this question (52.3% or 104) indicated that they worked with others on *improving patent and trademark examination procedures* and more than a third (39.7% or 79) stated they have worked on *providing training to officials on best practices and tools to investigate and detect infringing goods* while nearly a third (31.7% or 63) have *fostered higher levels of public awareness and increases in IP filings in country and abroad*. Figure 21 displays the breakdown of responses.

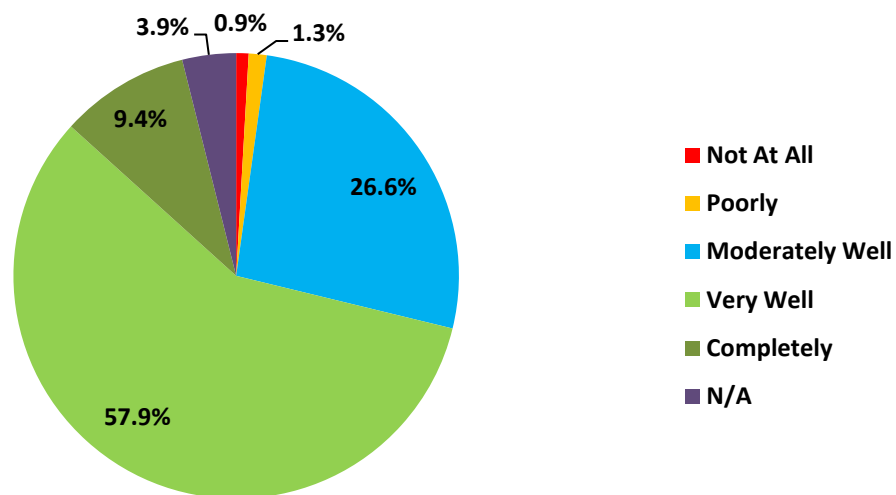
Figure 21: Respondents Work with Others in Their Countries since GIPA (N=199)



Thirty-one respondents reported that they have collaborated with others in their country in *other* IP-related work. Five reported working on improving plant variety protection training or procedures, two worked on IP issues related to protection of traditional knowledge. No other areas were identified by more than one respondent.

Participants were asked whether their GIPA experience prepared them for the work involved in the actions above. Responses were positive, with two-thirds of the 233 respondents saying they were prepared *completely* (9.4% or 22) or *Very Well* (57.9% or 135). Another quarter of respondents (26.6% or 62) said they were prepared *moderately well*. Only 2.2% of respondents said they were prepared *not at all* (0.9% or 2) or *poorly* (1.3% or 3). Figure 22 displays the breakdowns.

Figure 22: Level of Preparedness from GIPA to Conduct Work in Their Countries (N=233)



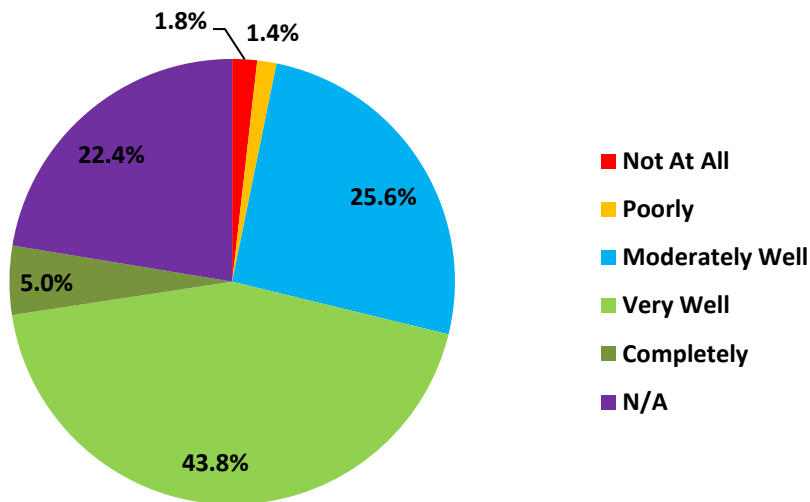
In addition to asking about specific activities conducted within their home countries, alumni were asked whether or not they have worked on advancing IP issues in international forums such as WIPO since participating in GIPA. If they had, they were also asked to identify their roles. Nearly one quarter of the 241 respondents to this question (24.1% or 58) answered affirmatively. Descriptions of the roles they played include:

- *National delegate (multiple respondents).*
- *Head of National Patents Delegation.*
- *Chairman of the Administrative and Legal Committee of UPOV and I am delegate in Mercosur Group 8 of Seeds.*
- *I have worked as a speaker in an WIPO forum.*
- *Participated in regional workshop where strategies were made.*
- *Participated as a reporter in a number of International PVP Workshops, organized by UPOV.*

- *I provided advice to senior management on meetings of the WIPO SCT - Standing Committee on Trade Marks, Designs, and Geographical Indications. More specifically, I worked on responding to the WIPO questionnaire on ID and on areas of convergence for formal requirements in ID.*
- *EPO Roundtable-speaker and participant of Judges symposium.*
- *Participation in some standing committee sessions of WIPO.*
- *I was nominated for WIPO training and seminar held in Geneva and Austria where I could put forth the ideas and problems faced during prosecution in the field of Molecular Biology and Biotechnology on a global platform.*
- *Representative and/or observer for IGC meeting for TK/GR related matters.*
- *Attend Seminar on Signal Piracy, Regulation, and Enforcement in a Convergent World APEC 2009 Speaker.*
- *I chair the Nice Classification Preparatory Working Group, which in addition to the usual revisions to the classification has worked towards making the classification more responsive and efficient. I also chair the Ad-Hoc and Pilot Working Groups of the Locarno Classification and am leading the work to create a search index for industrial designs based on visual features. I represent the UK at the Standing Committee on Trademarks and Designs.*
- *I represented Nigeria at various WIPO Assemblies and committee meeting where important issues were discussed on Intellectual Property. The GIPA program helped me to positively contribute in the meetings.*
- *Lecturer.*
- *Speaker.*
- *Represent Brazilian Patent Office in the discussions in the IGC.*
- *Spokesman on behalf of Egypt.*
- *Arab forum - UAE - IP enforcement.*
- *WIPO Assemblies 2010 and SCP 2010.*

In describing how well GIPA prepared them to advance IP issues in an international forum such as WIPO, responses were positive among the 219 respondents to this question, with half saying they were prepared *completely* (5.0% or 11) or *very well* (43.8% or 96)). Another quarter of respondents (25.6% or 56) said they were prepared *moderately well* while nearly a quarter (22.4% or 49) said the question was *not applicable*. Only 3.2 % of respondents said they were prepared *not at all* (1.8% or 4) or *poorly* (1.4% or 3). Figure 23 displays the breakdowns.

Figure 23: Level of Preparedness from GIPA to Conduct International Work (N=219)



The survey asked alumni for any recommendations or changes they have for GIPA to better serve future classes. Many of the 193 who responded said that they had no recommendations and appreciated the program as it was delivered. For example, one said “It was perfect; the program is excellent.”

Among those who offered recommendations, most related to extending the duration of the programs, enhancing the program content in multiple ways, or changing the content delivery. Examples of the most commonly shared recommendations are listed below.

1. Duration of GIPA Trainings

- *The program should be more than 5 days.*
- *The length of time allotted the programs are short with so much to learn.*
- *Duration of the training [should be] at least two weeks.*

2. Program Content

- *Updated material - more on cutting edge issues.*
- *Introduce more practical skills.*
- *To design a training section for some region, according to their legislation.*
- *[Include] my country’s experience.*

3. Program Delivery/Design

- *Make the sessions more interactive.*
- *More group discussions.*
- *A practical exercise with a short exam to evaluate what we learned during training would have been more helpful and knowledgeable.*

- *The participants should have more chances to practice during the program.*
- *More audience participation to get their views.*
- *Provide time for group exercises or discussions for a more interactive approach (rather than only the teacher/student classroom approach).*
- *In my views a program should be a combination of Lectures, practical training on the subject and interaction among trainers & trainees like sharing knowledge or group discussion on the subject.*
- *Include field visits to relevant IP Institutions or visit to border, port, airport.*
- *Distance learning for follow-up.*
- *The program was TOO SLOW.*

4. General

- *I would recommend doing readings of materials related to the theme before participating into the training.*
- *More cultural programs for the evening.*
- *Include translators to translate the training.*
- *Better selection of participants.*
- *Follow up advanced training.*

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. One-hundred-and-ninety-four alumni provided responses. Future desired program topics and content raised by multiple respondents included how to educate the public on IPR issues; enforcement; traditional knowledge; internet/digital copyright protection; deep focus on the Madrid Protocol; biotechnology, pharmaceuticals and nanotechnology; IPR in developing countries; border measures; enforcement of plant variety protection; locally-based programs with local content and trainers; and harmonization.

Some comments:

- *Copyright Protection in the digital era.*
- *Protecting traditional knowledge in the IP system.*
- *I think the IPR Enforcement issues, including ways to fight piracy and counterfeiting, will remain valuable for near future. Will also increase the role of IP offices in the delivery of IP services and providing access to IP information, so, a seminar or training program in the field of Management Techniques in the Delivery of Intellectual Property Services will be appropriate.*
- *Programs on Madrid Protocol are most valuable because we have to accede the agreement by year 2011/2012.*
- *Public enlightenment on IP protection and rights administration.*
- *To enlist the support of the populace who on account of poverty provide ready markets for pirated and counterfeited goods and products.*

- *Status of IP infrastructure in developing countries.*
- *Harmonization of intellectual property has not been well understood and in fact there are criticism and resistance as to whose benefit or what kind of size that fits all is being designed.*

CONCLUSION

As demonstrated throughout this report, GIPA has had a substantial 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 made great progress in each of the five key areas. For example:

1. GIPA Alumni are satisfied with their experiences.

As demonstrated by:

- 95.6% of respondents rated their likeliness of recommending a GIPA training to a colleague a seven, eight, or nine (using a scale of 1-9, nine being the highest rating), with a majority (62.9%) saying a nine.
- 86.3% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their country

2. Alumni highly value their experiences with GIPA.

As demonstrated by:

- 97% of respondents think that *meeting people from all over the world* was either generally valuable or very valuable.
- 89.0% of respondents think that *networking with classmates for future contacts* was either generally valuable or valuable.
- 89.0% of respondents think that *networking with U.S. Patent and Trademark Staff future contact* was either generally valuable or valuable.

3. GIPA has increased the learning of its alumni.

As demonstrated by:

- 92.6% of respondents agree or strongly agree that they are better able to comprehend, analyze, and evaluate intellectual property rights and enforcement issues.
- 93.1% of respondents agree or strongly agree that they have a better appreciation for international intellectual property rights and enforcement policy strategies.

- 90.7% of respondents agree or strongly agree that they better appreciate the nature and magnitude of today's intellectual property threats).
- 90.3% of respondents agree or strongly agree that they are more accepting of other nations' views on intellectual property.

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

As demonstrated by:

- 43.5% of respondents have been in contact with alumni from other countries.
- 41.8% have been in contact with classmates from their home countries.
- 87.4% 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:

- 69.8% of respondents report that they are better equipped to do their job.
- 51.1% of respondents say they have seen an increase in professional reputation after attending GIPA.
- 81.2% of respondents report that they introduced new ideas and knowledge at their work to colleagues, and/or others in their country.
- 72.8% of respondents report that they explained US IP policy to colleagues and friends.
- 64.8% of respondents said they talked to co-workers about attending a GIPA program.

This retrospective outcome assessment yielded many positive results that clearly demonstrate the value of GIPA and that *GIPA is achieving its goal of bringing foreign government officials 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.* The findings in this study provide illustrative evidence of the beginning of positive change in the knowledge, views, and actions of participants, and participants attribute these changes to their GIPA experience. The value of GIPA is *multiplied by the sharing of information. Alumni are working with colleagues to improve patent and trademark examination procedures. They are also starting to write books and papers, lecturing, and developing new curricula and policy documents. Alumni are influencing those around them and making changes in their workplaces as well as within their countries.*