



October 10th, 2024

Dear Friends of IP,

2024 for CIPU is off to a fast start! Below are some highlights:

- CIPU completed the third season of **“Understanding IP Matters,”** its industry-leading podcast, with 10 new episodes. UIPM has generated 8,000+ downloads and has been rated by Feedsport as #2 among all IP podcasts. **Season 4** began to drop on October 9th. Listeners can receive notification of new episodes from Apple on their preferred platform.
- The **7th IP Awareness Summit** was held on March 28th in conjunction with the renowned Kellogg School of Management, McCormick School of Engineering and Segal Design Institute. More than 120 attended in person, 50+ on livestream. 22 speakers presented.
- **SAVE-THE-DATE:** IPAS 2025 will be held at Dolby Laboratories unique global headquarters in San Francisco on April 24th. Look for updates on www.ipawaennessummit.com



CIPU acquired **Ideas Matter**, London-based IP awareness group established in 2012 by Microsoft and Philips and supported by the Motion Picture Association (MPA).

Ideas Matter has been integrated into IPBasics.org, focusing on inventor and creator stories. Check out Ideas Matter on [X/Twitter](#) & [YouTube](#). Subscribe there, too.

- New use-cases and endorsements from educators have been added to IPBasics.org, CIPU’s IP information portal. We are exploring innovative techniques for communicating effectively about IP rights.
- CIPU is helping to support the Center of Industry and Science (COSI) and Lemelson MIT to prepare high school students for the 2025 **national debate** on strengthening U.S. IP rights.
- **CIPU’s YouTube channel** exceeded **12,000 streams**. Videos now include IPAS 2024 panels and some of the podcasts. Subscribe by visiting our YouTube page.
- **Terry Hart** was named to the CIPU board of directors. Terry is General Counsel for the Association of American Publishers, former Counsel for the United States Copyright Office and publisher of industry-leading blog, *Copyhype*. Terry follows AI developments.

Please share with us your ideas and suggestions for more impactful IP awareness. Email us at explore@understandingip.org. Subscribe to the [CIPU channel](#) if you have not already! Acknowledge CIPU on social media if we earn it.

With best regards,

Bruce

Bruce Berman
Chairman & Co-Founder

BOD: Brian Hinman, Keith Bergelt, Manny Schecter,
Mickie Piatt, Adam Mossoff, Tiffany Norwood and Terry Hart



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