

2021-23 Strategic Framework



Our Mission:

To promote an understanding of intellectual property and its value to society.

Our Vision:

A world that appreciates intellectual property drives innovation and creativity.

Our Strategic Priority

Innovation and creation by, within, and for underrepresented communities

Our Strategic Pillars

EDUCATE

Collaborate with partners to develop & foster educational programs that inspire innovation

ENABLE

Help others learn how to leverage IP to achieve professional and personal success

EMPLOY

Cultivate career opportunities in innovation and ensure a diverse workforce

ENCOURAGE

Mentor & provide leadership opportunities for the emerging workforce

Our Beliefs

Innovation drives economic growth.

Intellectual property drives innovation.

Diverse teams innovate better.

All communities should have access to innovation.