

IP Inclusive Management  
Meeting 17 May 2018  
Minutes

Teleconference : 11.00 – 11.45 am

Attendees: Carol Arnold (Minutes); Andrea Brewster (Chair); Richard Goddard; Liz Dawson; Ben Buchanan; & Lee Davies

Apologies: Keven Bader

Chair’s report (Agenda item 2)

A brief report was issued in advance of the meeting and was attached to the meeting Agenda.

The Stop Press further update is that IP Inclusive won an award at the Mem Comm Annual Awards, which was received by Parminder Lally and Chris Burnett!

**Action carried over:** **Michael:** to contact Arty Rajendra (Osborne Clarke) TIPLO organiser.

GDPR compliance (Agenda item 3)

All is currently going smoothly to meet the GDPR deadline; just a mailshot to the Women in IP mailing list remains to be issued. [PMN: This is now done.]

A heartfelt vote of thanks was given by the committee to Andrea for all the work put in on this; Andrea also gave a vote of thanks to Ben and to his colleague for the sanity checking and support.

There is now a need to focus on documentation and regular checking that the policy remains up to date should any further changes occur.   
**Action: Secretary** to set up a reminder to check whether policy remains up to date.

As to documentation, an Excel sheet of data sets has been set up by the Chairwith respect to access to the overall IP Inclusive mailing list, the Chair and Secretary have access to the MailChimp account plus CIPA also has a copy of the relevant access details. Andrea recommended that one other person who has experience of MailChimp is given access; Jonathan Lerwill was suggested.  
**Action: Andrea** to contact Jonathan Lerwill and to circulate his contact details to the rest of the management team, if he accepts and agrees. [PMN: This action is now done with circulation of contact details to the Secretary.]

Careers in Ideas jobs board (Agenda item 4)

The Committee needs to agree Guidance Notes and a Terms of Reference (TOR) document for the Careers in Ideas (CiI) jobs board that can be sent to CIPA and CITMA for review by their respective Councils.

The clearly distinct areas for which no conflict arises are: adverts for Work Experience, Open Days, and Internships. The conflict arises around entry level vacancies. The TOR and Notes need to ensure that that it is easy to locate details of all posted entry level jobs in the IP sector, whether as attorneys, solicitors, paralegals, admin or specialist secretarial staff, and not to create a demarcation line around CIPA and CITMA advertised jobs, nor make it more difficult to locate them. On the other hand, CIPA/CITMA would not want to build up the CiI jobs board at the expense of the current CIPA/CITMA ones.

The following comments and thoughts came out of the meeting:

* CITMA has tracked that its own jobs board causes increased traffic to the full CITMA site and loss of this traffic is an additional concern to the potential for loss of income should employers choose solely to use the CiI jobs board to advertise entry level jobs.
* It could be an option to provide a link to the CIPA and CITMA jobs boards from the CiI jobs board, for example at the top of the website page, or following a brief description of the position.
* Replicating in full jobs that are on the CIPA and CITMA jobs board will be too complex an option to take and keep updated.
* Another option would be to provide a link to the websites of the companies that are providing entry level jobs.
* There should be no ‘opaque’ jobs listed on the CiI board, i.e jobs that do not identify the location nor the employer, which generally are posted by Recruitment Agencies; in other words, there should be no free ride for Recruiters from the CiI.
* There was sympathy for the thought that a charge could be made for advertising on the CiI board, though Andrea was concerned that this would go against the philosophy of IP Inclusive and CiI. However, it must be acknowledged that companies that advertise direct would be benefiting financially if otherwise they would use a recruitment company.
* CIPA may shortly be reviewing their charges for their own jobs board and a possibility is to have a small premium for also advertising on the CiI board; CIPA could then donate to IP Inclusive annually- or quarterly-collected monies. This may be worth exploring (if only to rule it out!).
* It was noted that LinkedIn often carry adverts for the same jobs as are on the CIPA and CITMA jobs boards, so duplication of vacancy postings already exists.
* The UK-IPO would be interested to use the CiI jobs board for entry level jobs in the IP sector (examiners, formalities staff, policy officers, etc.).
* It would be interesting to track where traffic to the CiI site comes from: universities, etc. Andrea thought there would be no difficulty to set up a survey for users of the site to express how useful they found the site and its contents.
* Andrea is also aware that CIPA ‘s internal Governance Committee has requested a written document on the procedures and governance for IP Inclusive in respect of the CiI jobs board.

**Actions: Andrea** to propose a draft TOR/guidance notes document, to include the CIPA-requested procedures & governance, for the CiI jobs board for the committee to consider {PMN: Now done.}.

Donation Requests/2018 budgeting (Agenda item 5)

Andrea still awaits a quote for the careers videos; the quote for the website upgrade is £9000. Andrea will not be sending requests for donations out until the videos quote is available.

**Actions carried forward to the July face to face meeting:**  
**Michael** to investigate via contacts in WIPO & NOMINET regarding potential for funding a position in IP Inclusive.  
**Lee and Keven**: to discuss what is the best sort of basis on which to operate a paid position: employment, contract, or consultancy.

Progressing other 2018 plans (Agenda item 6)

All need to think about IP Inclusive week: what their organisations can do and what we should encourage others to do.  
**Action: All**

Other: July face to face meeting:

Andrea thinks it is inappropriate for her to chair the meeting and has asked Carol to chair, however then a minute taker is needed. Liz volunteered to do this. Andrea also called for any organisations viewpoints for the meeting to be provided in advance of the face to face meeting.  
**Action: Carol** **& Andrea** to prepare the Agenda for the face to face meeting at an early date.

Carol queried whether we should cancel the normal July and/or August teleconference IPIM meetings in view of the face to face meeting. It was thought that it may be useful to hold the July meeting in order to pick up on any issues/actions arising out of the face to face meeting. There were no particular problems voiced about holding an August meeting. In this situation, Carol felt it was worthwhile to issue a recurrent meeting request starting with the June meeting to ensure that the normal IPIM meetings are in everyone’s diaries. Liz requested the choice to dial into the call via computer for all future meetings.  
**Actions:** **Carol** to issue a series meeting request. **Lee** to arrange for Webex access on the CIPA teleconference line used.

Moderating social media communications; Key terms for supporter guidelines; & What if anything to do about benchmarking data (Agenda items 7 to 9)

All deferred to next meeting.

Date of Next Meeting (Agenda Item 10):

21 June 2018; 11:00 to 11:30.