

Joint IPIM and Advisory Board meeting 7 May 2025: Minutes



Meeting convened via Zoom, 3.30 – 4.15 pm

Present: Lesley Evans (meeting chair), Carol Arnold (Advisory Board Chair), Sally Bannan (Advisory Board Secretary), Ese Akpogheneta, Vicki Barker, Iona Berkeley, Andrea Brewster, Ben Buchanan, Alicia Chantrey, Julie Dunnett, Pete Fellows, Gordon Harris (IPIM Treasurer), Erich Hou-Richards, Saiful Khan, Liam Lawlor, Sherena Masharani, Carol Nyahasha, Doyinsola Oreagba, Ellie Pilott, Anna Smith, James St Ville (IPIM Chair)

Apologies: Robert Andrews, Caelia Bryn-Jacobsen, Clair Curran (IPIM Secretary)

Welcome to new members of Advisory Board

Eight new members were welcomed to the IP Inclusive Advisory Board.

Formally appointed at the annual meeting on 2 April 2025 were:

- Vicki Barker, Associate at Finnegan Europe
- Iona Berkeley, Barrister at 8 New Square
- Erich Hou-Richards, Senior Futures Advisor, Strategy Directorate at the UK Intellectual Property Office
- Sherena Masharani, IP Counsel at Centrica
- Doyinsola Oreagba, IP Paralegal at Vodafone
- Ellie Pilott, Senior Trade Mark Paralegal at Abel + Imray
- Anna Smith, Head of People at Stratagem IPM
- Paul Sweeden, Senior Associate at CMS-CMNO

10 year celebrations

Andrea Brewster provided an update on behalf of the anniversary working group coordinator Clair Curran.

A new anniversary logo has been kindly designed by Carys Bello of Fellows and Associates. It is being used in IP Inclusive communications and on an exhibition banner, kindly paid for and stored for us by CIPA. The logo was also used on cupcakes at the annual meeting.

The annual meeting was a lovely celebration of the last ten years and a chance to look ahead.

The working group has been collecting ideas from our communities, regional networks and Advisory Board about the main impacts of IP Inclusive over the last decade and what it should be looking at going

forwards. The executive team are working on a 2025 impact report, which will be shaped around “10 years, 10 impacts.”

A “coffee roulette” event is being planned by the Scotland Network. A series of 10 podcasts has been suggested but needs an owner. Andrea has been doing various articles and interviews on 10 years of IP Inclusive, and a session is being planned for CIPA Congress in the autumn. Our communities and networks are individually trying to build the 10 year celebration into their 2025 activities.

Actions:

- All to continue to feed in ideas for celebrations
- If anyone is able to coordinate a series of podcasts, please let Clair know

Ideas for funding IP Inclusive

Lesley Evans began by providing some context for this discussion, outlining how IP Inclusive is financed and the resourcing issues it faces.

Fundraising ideas mentioned in the meeting included:

- Link funding requests to a 2-3 year business plan and ask supporters to commit to funding throughout that period to allow IP Inclusive to deliver on the plan.
- Grants.
 - In the past the resource needed to investigate and apply was not available.
 - However, once one grant application has been done perhaps that template could be reused, making subsequent applications easier.
- Set up as a charitable organisation.
 - In the early 2025 Charter Signatory survey, the majority of respondents said that IP Inclusive being a charity or Charitable Incorporated Organisation would not impact their donations.
 - Feedback from the individuals’ survey was that they might be more likely to donate to a charity; however, the bulk of our income is from organisations.
- Paid-for advertising on our website or at events.
- Monetising our resources (other than events).
- Learn from how Jonathan’s Voice and LawCare obtain their funding.
- Introduce IP Minister Feryal Clark to IP Inclusive in the hope of increasing access to funding via the IPO.
- Use GoFundMe instead of/as well as JustGiving; this would allow people to donate to a specific project with a time limit. This needs a compelling story and to be seen by a large number of people to be successful.

Actions:

- Advisory Board to revisit these ideas to decide which might work best and how to progress, with a specific view to who would be able to action and coordinate each suggestion
- As requested by the Board, Andrea to circulate background notes regarding IP Inclusive’s structure and funding model and the basis on which they were chosen

Next business plan

Andrea explained the process for creating our next business plan (likely covering the period from August 2025 to July 2027).

- She will create a first draft in May, based on the results of the stakeholder survey and annual meeting feedback.
- This will be circulated to IPIM and the Advisory Board in early June for their input.
- A second draft will go to IPIM for final approval in early July.
- The plan will be published in the second half of July.

Actions:

- **Advisory board to provide their initial thoughts on what the business plan should include, bearing in mind IP Inclusive's limited resources, for Andrea to incorporate in the first draft**
- **Advisory Board to consider the draft plan during June, discuss at their 30 June 2025 meeting, and feed back to Andrea as soon as possible afterwards**