

# IP Awareness Summit 2017 will Confront the Growing Frustration over IP Rights

*CIPU and Chicago-Kent will host the first business conference devoted to understanding the impact of IP confusion and possible solutions*

NEW YORK, NEW YORK, UNITED STATES, September 12, 2017 /EINPresswire.com/ -- The Center for Intellectual Property Understanding (CIPU) in conjunction with Chicago-Kent College of Law (CKCL), Illinois Institute of Technology announced today that it is holding the first Intellectual Property Awareness Summit in Chicago on November 6.

The Intellectual Property Awareness Summit (Enhancing Value Through Understanding) is the first conference to dissect the widespread confusion over the purpose and use of IP rights, like patents and copyrights, and their impact. IPAS 2017 will look at ways to increase IP recognition, improve education and diminish theft.

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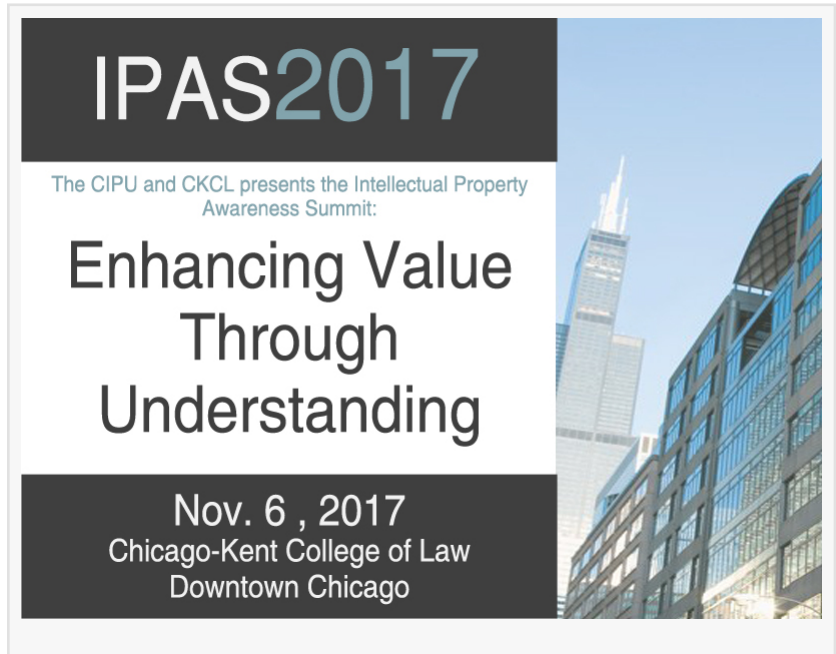
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*Bruce Berman, Chairman,  
The Center for IP  
Understanding*

Panels and breakouts are designed to explore the increasing disconnect between people, businesses and IP rights, like patents (invention rights), copyrights (authored works, such as music and movies) and goods associated with a name brand that is protected under trademark law. Trade secrets will also be discussed.

Sessions will seek to identify what audiences need to know about IP rights, how best to convey it, and when. IPAS 2017 also will examine what are acceptable behaviors on the part of various IP holders and users, as well as perspectives on “property” and “theft.” It will also look at IP’s role in investment, job creation and promoting competition.

“Disdain for IP rights is growing among both individuals and businesses,” said Bruce Berman, Chairman of the Center for IP Understanding, an independent non-profit organizing the Summit. “Contrary to the headlines, not all IP rights are impediments or all licensors ‘trolls’. Uncertainty about what patents and other IP rights achieve, and for whom, has led to confusion about their purpose and value. IPAS 2017 will seek to identify ways to bridge the IP information gap.”



IPAS 2017 is being held in Downtown Chicago, at Chicago-Kent, IIT's Ogilvie Auditorium. (Limited registration is open to the public.) Panelists, facilitators and audience members will include a wide range of thought-leaders, including patent, trademark and other IP holders, lawmakers, IP organizations, judges, inventors, researchers, scientists, recording artists, educators and investors.

David Teece, Director of the Tusher Center for Intellectual Capital Management (UC Berkeley-Haas), who was identified by Accenture as "one of the World's Top 50 Business Intellectuals," will deliver the keynote: "IP Rights Erosion: A Growing Threat to U.S. Economic Leadership."



Other participants include David Lowery, leader of the rock band Cracker, who brought a class action suit against a music streaming service for not paying musicians fairly (recently settled); former FORTUNE editor at large Roger Parloff; Stephen Haber, director of IP<sup>2</sup>, an influential IP think-tank that is part of the Hoover Institution at Stanford; Scott Frank, CEO of AT&T Intellectual Property and current or former IP leaders, such as Hon. Paul Michel (Chief Judge for the Federal Circuit for the Court of Appeals, ret.), David Kappos (USPTO Director, 2009-2013) and Marshall Phelps (former VP of IP Business & Strategy at Microsoft and IBM and author of "Burning the Ships"). Christal Sheppard, a current regional director of the USPTO, will also participate.

IPAS 2017 sessions will encourage audience interaction and explore the role of such groups as government, media, and educators in making IP rights more intelligible, and the impact of failing to. Go here for more information, including the program and [IPAS2017](#) event website. For more information or to request an invitation, write [registration@understandingip.org](mailto:registration@understandingip.org).

#### About the Center for IP Understanding

The Center for Intellectual Property Understanding is an independent, non-profit organization dedicated to increasing awareness of intellectual property rights and their impact on people's lives. CIPU provides information, conducts research and facilitates education that seek to make IP more intelligible, increase value and deter theft. The Center also tracks attitudes toward IP rights, including patents, copyrights, and trademarks, and through outreach, provides a framework for understanding how IP promotes competition and create jobs. CIPU is a tax-exempt 501(c)(3) organization. For more information please visit [www.understandingip.org](http://www.understandingip.org) or follow CIPU on Twitter or Instagram @centerforip

#### About Chicago-Kent College of Law, IIT

Chicago-Kent College of Law, Illinois Institute of Technology, is home to the interdisciplinary Master of Intellectual Property Management and Markets ([IPMM](#)) Program, a collaboration among law, engineering, design, business, and computer science programs. IPMM is the first interdisciplinary IP program in the United States. IPMM alumni have careers in IP management and strategy in such organizations as Aon, Boeing, Houlihan Lokey, IBM, JP Morgan, kCura, Purdue University, and University of Illinois at Chicago. Chicago-Kent's IP program was ranked No. 1 in the nation by Law Street in 2017.

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