



UNITED STATES PATENT AND TRADEMARK OFFICE  
GLOBAL INTELLECTUAL PROPERTY ACADEMY



# Findings from the GIPA Alumni Pilot Survey (Fiscal Year 2011)

Prepared by the Federal Consulting Group

## BACKGROUND

The Global Intellectual Property Academy (GIPA) was created in 2005 to increase the United States Patent and Trademark (USPTO) Office's training and capacity-building initiatives on intellectual property protection and enforcement. Through GIPA, USPTO brings foreign government officials (including judges, prosecutors, police, customs officials, patent, trademark, and copyright officials and policy makers) to the United States to learn about global IPR protection and enforcement in hopes that they become equipped to improve protection and enforcement of intellectual property rights in their home countries. GIPA is housed under the Office of the Administrator of Policy and External Affairs (OAPEA) within USPTO.

In 2008, OAPEA retained the Federal Consulting Group (FCG) to conduct several evaluation-related projects, some of which included work with GIPA. In a May 2009 report to OAPEA, FCG recommended that GIPA develop a survey set, consisting of pre-program, post-program, alumni follow-up, and an internal management survey. FCG also recommended pilot testing the instruments to hone them further. This report summarizes the findings from the third round of the pilot-test survey of alumni from programs held in Fiscal Year 2011.

## DESCRIPTION OF THE SURVEY

This study involved approximately 235<sup>1</sup> alumni who attended a GIPA-sponsored training in the United States in Fiscal Year 2011. Of the 235 eligible alumni, 221 had an active e-mail address (e-mail address provided to FCG that did not bounce back). Of the 221 alumni who received the survey, 62 responded to it, rendering a 28.0%<sup>2</sup> response rate.<sup>3</sup> All respondents work in the IP field, holding various positions within national level government, local level government, national level courts, local level courts, private law firms, judiciary or prosecutor's offices, and private or business organizations.

The survey instrument was developed by FCG with input from GIPA staff members and based upon similar surveys conducted by other U.S. Government agencies that conduct exchanges and training. After the first and second deployment in 2009 and 2010 a few revisions were made to the survey. The survey was administered online. Alumni received an e-mail with a link to the survey. It contained 36 questions including 33 closed-ended (multiple choice, Likert scale) and three open-ended. Alumni were sent a hyperlink to the survey and were invited to participate on August 16, 2011. The survey was available online for 16 days, with two reminders sent during that time.

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<sup>1</sup> Although all individuals included in the alumni list were supposed to have taken a GIPA course, it became apparent after the survey was launched that at least five individuals had never attended a GIPA course. These people were removed from the list and not included in the N=245. Other respondents indicated in the survey that they had not attended a GIPA course; however they completed the survey anyway. Because of these limitations, FCG consultants are unable to calculate an accurate response rate. Instead, an estimate is included.

<sup>2</sup> This response rate was calculated using the number of respondents who began the survey but not necessarily completed it. It is important to note that many respondents did not answer every question in the survey; therefore the total N for several questions are different from the N used to calculate the response rate.

<sup>3</sup> FCG consultants also received two emails from individuals indicating that they did not speak English. Both emails were sent from Spanish speakers and consultants were able to translate. These alumni however were unable to complete the survey.

GIPA uses a strategy of linking means to ends in order to bring foreign government officials to the United States to learn, discuss, and strategize about global IPR protection and enforcement. Strategic planning thus depends on causal relationships; that is, how might preceding outcomes affect subsequent outcomes? By making the causal relationships clear, FCG developed a theory of change with a definite set of measureable steps (intermediate objectives) toward the end-outcome goals. As described in previous reports, the proposed theory is as follows:

- **IF:** We expose foreign IP officials to new ideas, concepts, values, or information,  
**THEN:** They will have enhanced knowledge, skills, and expertise about IP,
- **IF:** They have enhanced knowledge, skills and expertise in IP,  
**THEN:** They are likely to change their on-the-job behavior or take action with the knowledge gained,
- **IF:** They change their on-the-job behavior or take action with the knowledge gained,  
**THEN:** They will improve IP protection and enforcement in their countries, and
- **IF:** IP protection and enforcement is improved in their countries,  
**THEN:** United States and foreign companies will increase participation in the global economy.

The GIPA model of program evaluation is shown in Figure 1. These four levels align with GIPA’s theory of change. If GIPA is valued by participants and stakeholders of IP, there will be a greater demand for the training programs. Consequently, through participation in the programs, people will increase their knowledge of global IPR protection and enforcement. Furthermore, if these people are educated and understand the issues, they are more likely to take action and influence those around them when they return to their home countries. Given time and positive conditions, changes in organizations and societies occur.

**Figure 1: GIPA Model of Program Evaluation**



While the purpose of this study was to determine outcomes at levels 3 and 4 (as shown in Figure 1), the survey instrument was specifically designed to show the causality across each level. Questions were carefully crafted to determine if participants valued GIPA, if the right participants were attending programs, if they learned something, and if they changed their views on specific issues. Only then could their actions be linked to the results of their GIPA training experience. FCG recognizes that not every action taken by alumni can be directly attributed to their experience at GIPA, but we suggest that sufficient evidence indicates a likely correlation between the graduates' experiences at GIPA and the actions they take after returning home.

## SURVEY RESPONDENTS

GIPA provided FCG with contact information for respondents for nine programs conducted in Fiscal Year 2011. The top five programs with the most participants (those that had 10 or more) were the Trademark Administrative Program, held November 29–December 2, 2010, GIPA IPR Border Enforcement, held January 11–14, 2011, GIPA IPR Border Enforcement, held January 11–14, 2011, and PCT Receiving Office Administration, held January 24–28, 2011. See Table 1 for a complete list of programs and the number and percent of respondents that attended each.

<b>Table 1: Attendance for GIPA Programs (N=62)</b>		
<b>GIPA Program</b>	<b>Number</b>	<b>Percent</b>
<b>Enforcement Study Tour for Latin American Judges: October 25–November 5, 2010</b>	4	6.5%
<b>Patent Prosecution Highway Training Program: November 1-5, 2010</b>	7	11.3%
<b>KIPO Enforcement Program: November 29–December 3, 2010</b>	2	3.2%
<b>Trademark Administrative Program: November 29–December 2, 2010</b>	12	19.4%
<b>Intellectual Property Rights Conference For The Chilean Judiciary: December 7-10, 2010</b>	2	3.2%
<b>GIPA IPR Border Enforcement: January 11–14, 2011</b>	12	19.4%
<b>PCT Receiving Office Administration: January 24–28, 2011</b>	11	17.7%
<b>GIPA IP Protection and Enforcement: February 1–4, 2011</b>	7	11.3%
<b>Research and Development Intellectual Property 2011 for TLO Officers of NRF: February 14–18, 2011</b>	1	1.6%
<b>Other</b>	4	6.5%

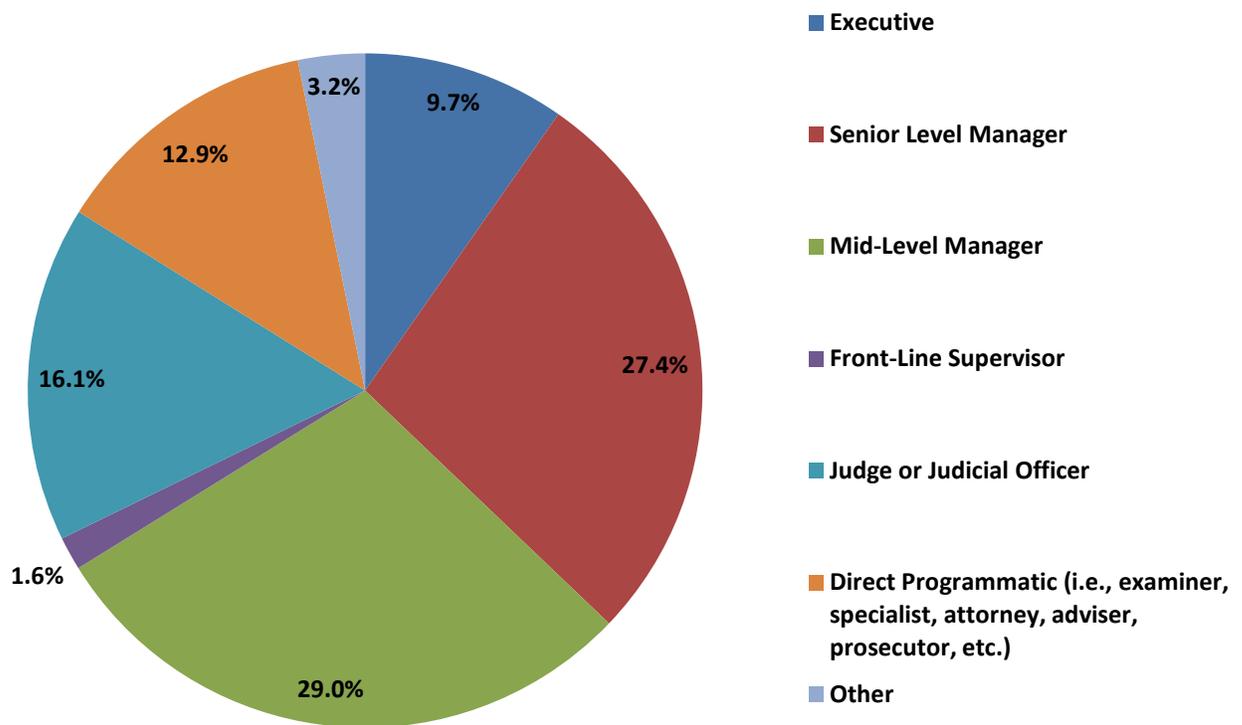
As shown in Table 1, four respondents chose “other.” Two of the respondents who said “other” provided the titles of trainings they attended: Enforcement of Intellectual Property Rights and GIPA program on General IPR Enforcement (July 25–28, 2011).<sup>4</sup>

<sup>4</sup> Neither of these programs was on the list of programs sent to FCG.

Respondents also represent a wide array of countries. The countries that had four or more respondent representatives are Ghana, Hong Kong, Mexico, and Peru. In past survey reports, FCG consultants looked at country specific data to understand the representation from the “BRIC” countries. This year however, there was only one participant from one of the four BRIC countries (Russia). Therefore, FCG consultants did not conduct a separate analysis.

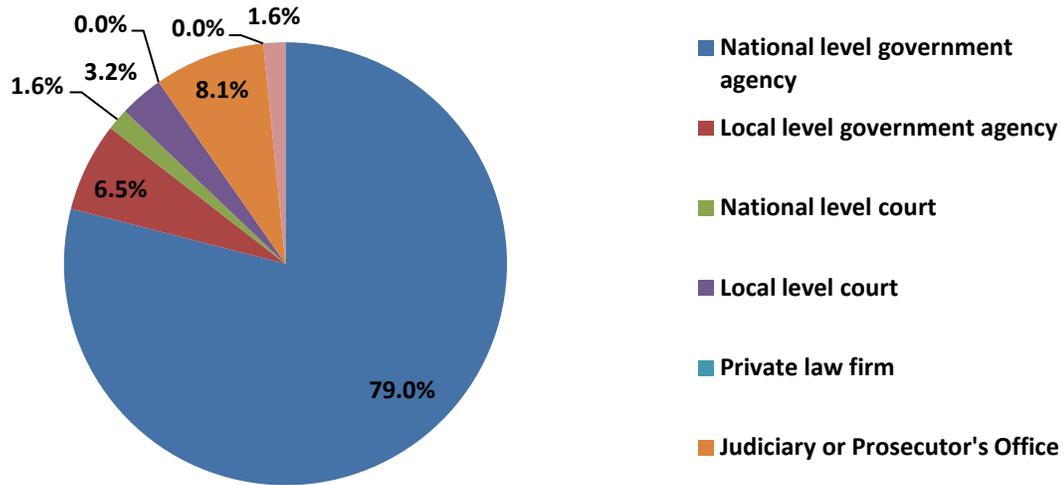
Respondents were asked to identify the level of position they currently hold. As shown in Figure 2, *Mid-Level Manager* was identified the most (29.0% or 18), followed closely by *Senior-Level Manager* (27.4% or 17). The least represented position level in the survey was Front Line Supervisor.

**Figure 2: Position Level (N=62)**



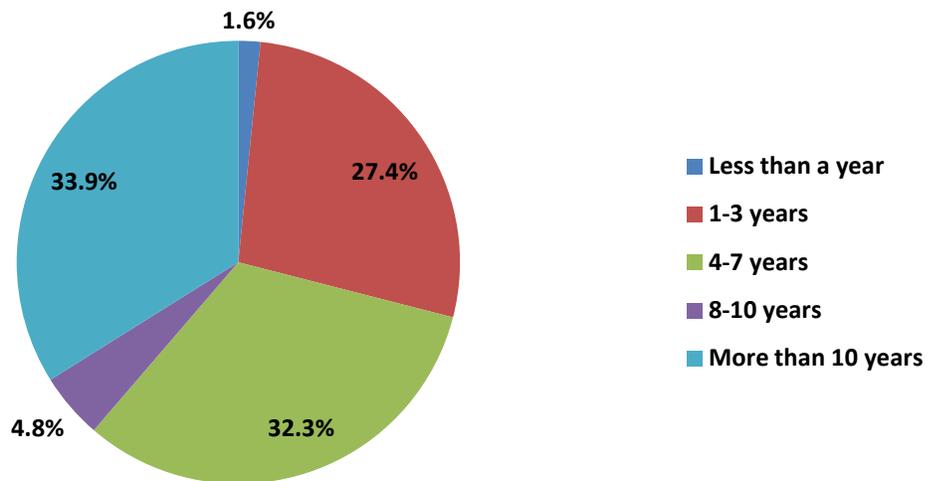
For the two respondents who said “other,” one said he/she was a junior lawyer and the other person said he/she was an Inspector. In addition to position level, alumni also indicated what types of organizations they work in. As shown in Figure 3, the largest percentage (79.0% or 49) of respondents work in national level government agencies. None of the respondents work in private law firms or private businesses or organizations. One respondent said “other” and said he/she worked for a Court with criminal jurisdiction.

**Figure 3: Type of Organizations Respondents Work in (N=62)**



A majority of respondents (33.9% or 21) indicated that they have been working in the intellectual property area for more than 10 years. The second largest percentage of respondents (32.3% or 20) have worked in the area between four and seven years. See Figure 4.

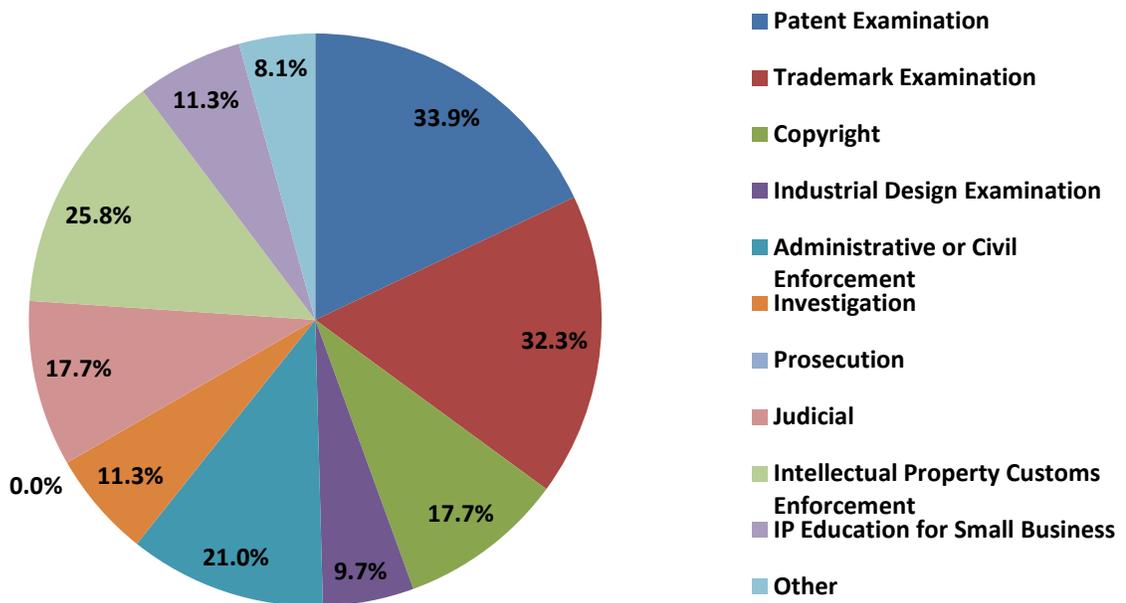
**Figure 4: Length of Time Working in the Intellectual Property Area (N=62)**



Participants were also asked to identify the type of Intellectual Property Function they work in. Figure 5 shows that a majority (33.9% or 21) work in Patent Examination, followed by Trademark Examination (32.3% or 20). None of the respondents indicated they are in the field of prosecution. Five respondents said “other” and described their fields as:

- Quasi Judicial function of Hearing trademark opposition matters
- International Cooperation
- Legal Examination
- Free Trade Agreements Negotiator
- IPR Specialist - Legal Expert

**Figure 5: Type of Intellectual Property Functions (N=62)**



Based on the survey data, the typical GIPA attendee is from one of a wide array of countries. He or she is a senior or mid-level manager who works for a national level government agency and has anywhere from at least four years of experience to more than ten years. He or she is likely to work in patent examination or trademark examination.

**LEVEL ONE OUTCOME– Alumni are satisfied with their GIPA experience and also value it**

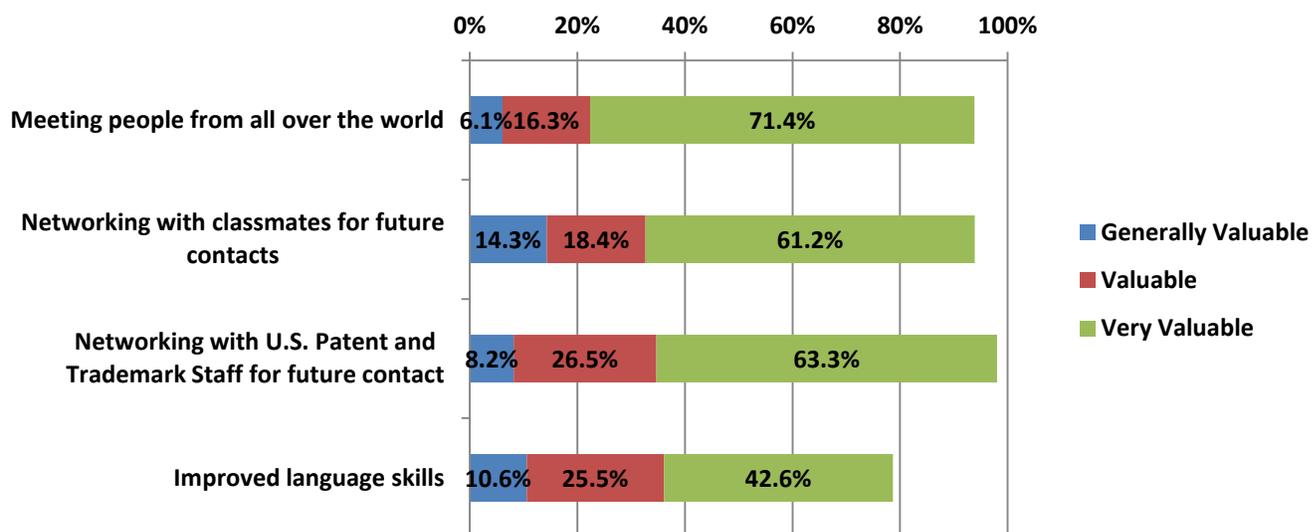
One of the strongest indicators of satisfaction and value for a program is whether participants would recommend it to a friend or colleague. Using a scale ranging from 0- *not at all likely* to 5-*average* to 9-*highly likely*, respondents were asked to rate their likeliness of recommending a GIPA training to a colleague. As shown in Table 2, 89.7% (44) of respondents rated their likeliness of recommending a GIPA training to a colleague as at least a seven, with a majority (55.1% or 27) saying highly likely, demonstrating high satisfaction and value.

**Table 2: How likely are you to recommend a GIPA training to a colleague? (N=49)**

0 - Not at all Likely	1	2	3	4	5-Average	6	7	8	9-Highly Likely
0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	8.2%	10.2%	24.5%	55.1%

Respondents also rated the value of four GIPA experiences: *meeting people from around the world*, *networking with classmates for future contacts*, *networking with U.S. Patent and Trademark staff for future contact*, and *improved language skills*. Figure 6 displays the percentage of respondents that rated each experience as generally valuable, valuable, or very valuable.

**Figure 6: Percentage of Respondents Who Rated GIPA Experiences Generally Valuable, Valuable, or Very Valuable<sup>5</sup>**



- 98.0% (48) of respondents said that *networking with U.S. Patent and Trademark Staff future contact* was either generally valuable, valuable or very valuable (N=49).
- 93.9% (46) of respondents said that *networking with classmates for future contacts* was either generally valuable, valuable or very valuable (N=49).
- 93.8% (46) of respondents said that *meeting people from all over the world* was either generally valuable, valuable or very valuable (N= 49).
- 78.7% (32) of respondents said that *improved language skills* was either generally valuable, valuable or very valuable (N= 47).

<sup>5</sup> With this survey item and all that follow that use a rating scale, a different number of respondents answered each item (some skipped statements); therefore the N for each statement is different. Each N is listed within the bulleted findings.

When asked what was most valuable about attending a GIPA course, responses generally fell into three categories:

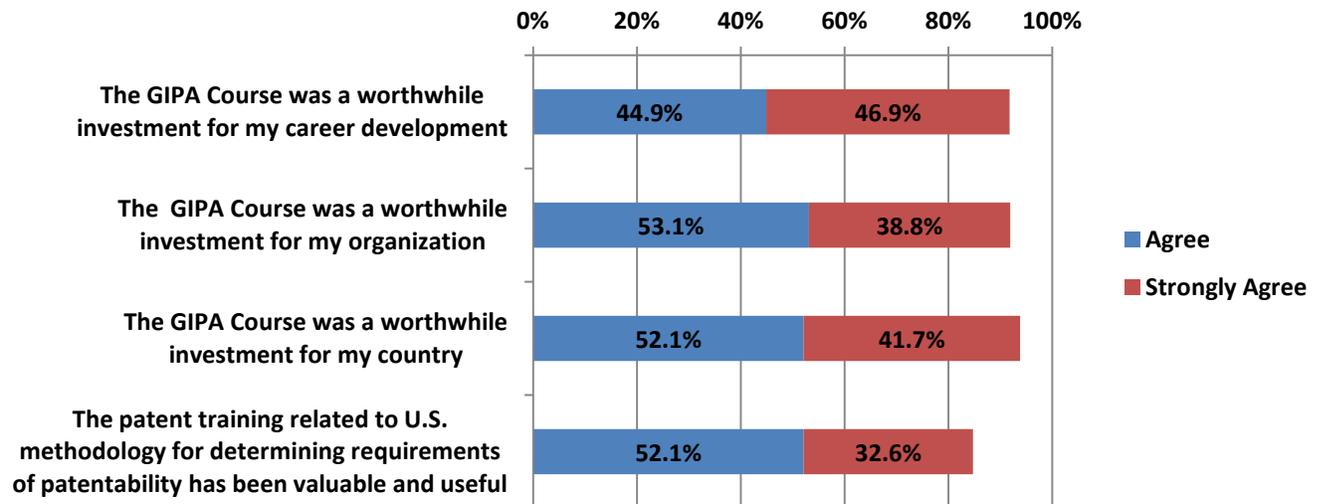
1. The knowledge gained and how it will help them do their job better.
2. How positive it was to interact and spend time with their classmates and learn about their work.
3. The quality and professionalism of the GIPA staff.

Sample responses are:

- *The opportunity to listen directly to the USPTO officials.*
- *Improved training methods, infrastructure and exposure.*
- *Meeting IP experts from all over the world, increasing IP knowledge, and improving language skills.*
- *Visiting the courts and legal organizations.*
- *The professionalism of the staff and their preparation and knowledge.*
- *Very interactive and informative. The lecturers were superb in their presentations.*

To further discover the value that participants place on GIPA, the survey asked alumni to rate their level of agreement with statements about the worth of their GIPA experience. Figure 7 displays the results.

**Figure 7: Respondents' Level of Agreement on the Worth of GIPA**



As shown in Figure 7, respondents highly value their training experience on three levels: individually, organizationally, and for their country. For example:

- 93.8% (45) of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their country (N=49).

- 91.9% (45) of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their organization (N=48).
- 91.8% (45) of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their career development (N=49).
- 84.7% (36) of respondents agree or strongly agree that the patent training related to U.S. methodology for determining requirements of patentability was valuable and useful (N=42).

It is evident from the alumni responses that they valued their GIPA experiences and found the program to be a successful and worthwhile experience.

Respondents were given a final statement that said “I could have acquired the same level of learning **without** GIPA training” and asked to rate their level of agreement. Of the 49 alumni that responded, 49.0% (24) of respondents disagreed with the statement and 22.4% (11) strongly disagreed.

Participants were asked to rate how the GIPA training they attended from one to nine compared to what they see as the ideal training program. Table 3 displays their responses.

**Table 3: How does GIPA program compare to your idea of an ideal training experience? (N=252)**

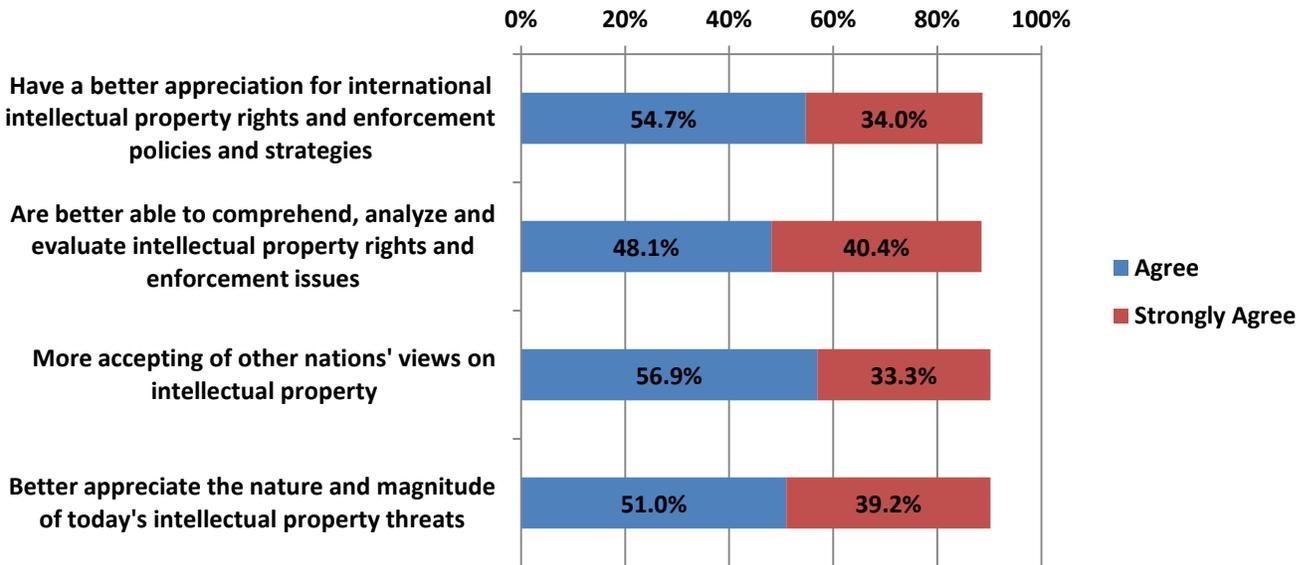
1- Poor	2	3	4	5	6	7	8	9	10- Excellent
0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	6.1%	20.4%	26.5%	38.8%

As shown in Table 3, it is evident that respondents value their GIPA experience and view it as very close to their ideal training experience because 91.8% (45) of respondents rated it at least a seven, with the majority (38.8% or 19) giving it a ten.

### **LEVEL TWO OUTCOME – Participants perceive they learned a great deal on selected topics**

To assess the level two outcome of learning effectiveness, respondents were asked to rate their level of agreement on several statements. Specifically, one question explored four critical areas needed to meet GIPA’s strategic goals of creating a more harmonized IP system worldwide. For example, for long term international IP protection to be strong, it is imperative that different countries not only appreciate international IPR and enforcement policies and strategies, but also can comprehend and analyze issues. To create a more coordinated IP system, key officials need to be accepting of other’s views on IP and for there to be ultimate long-term international IP protection; countries need to appreciate the nature and magnitude of today’s IP threats. As seen in Figure 8, most respondents agree or strongly agree that GIPA helped them advance in these four areas.

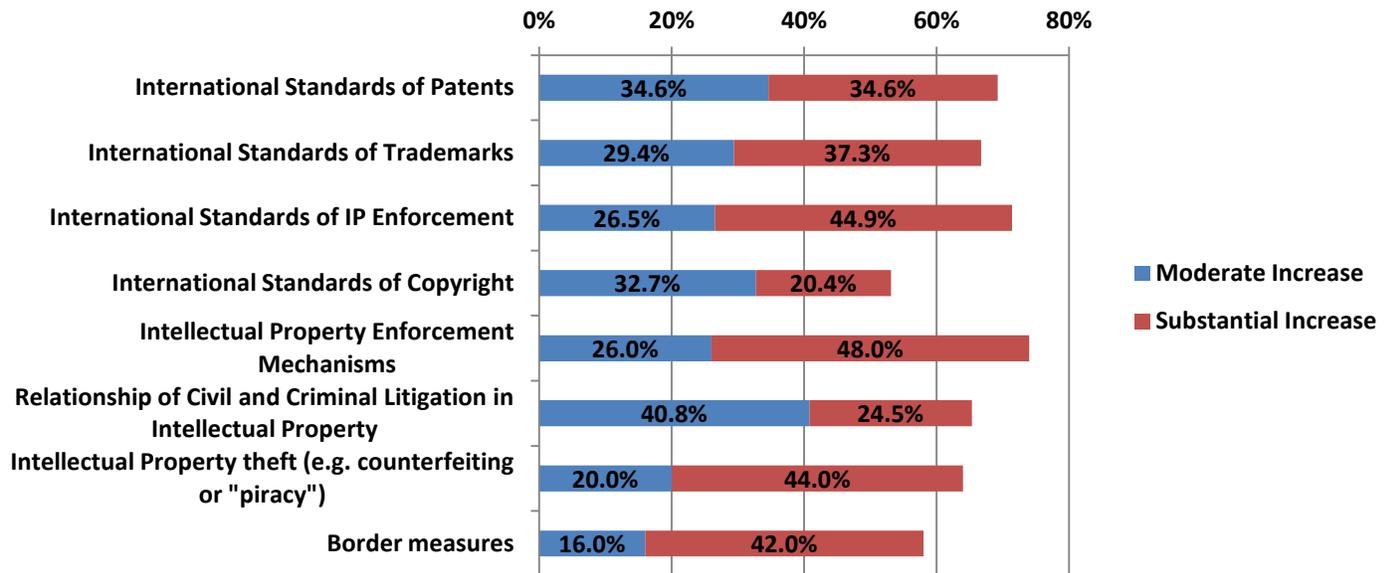
**Figure 8: Level of Agreement with Attitude and Ability Changes as a Result of GIPA**



- 90.2% (46) of respondents agree or strongly agree that they better appreciate the nature and magnitude of today's intellectual property threats (N=51).
- 90.2% (46) of respondents agree or strongly agree that they are more accepting of other nations' views on intellectual property (N=51).
- 88.7% (48) of respondents agree or strongly agree that they have a better appreciation for international intellectual property rights and enforcement policy strategies (N=53).
- 88.5% (46) of respondents agree or strongly agree that they are better able to comprehend, analyze, and evaluate intellectual property rights and enforcement issues (N=52).

Respondents were also asked to rate their knowledge increase in eight areas as a result of GIPA using a four point scale of *no change*, *minimal increase*, *moderate increase*, and *substantial increase*. Figure 9 shows the level of change for the majority of respondents that said *moderate increase* or *substantial increase*.

**Figure 9: Extent Respondent Understanding of Topics Increased or Improved as a Result of GIPA**

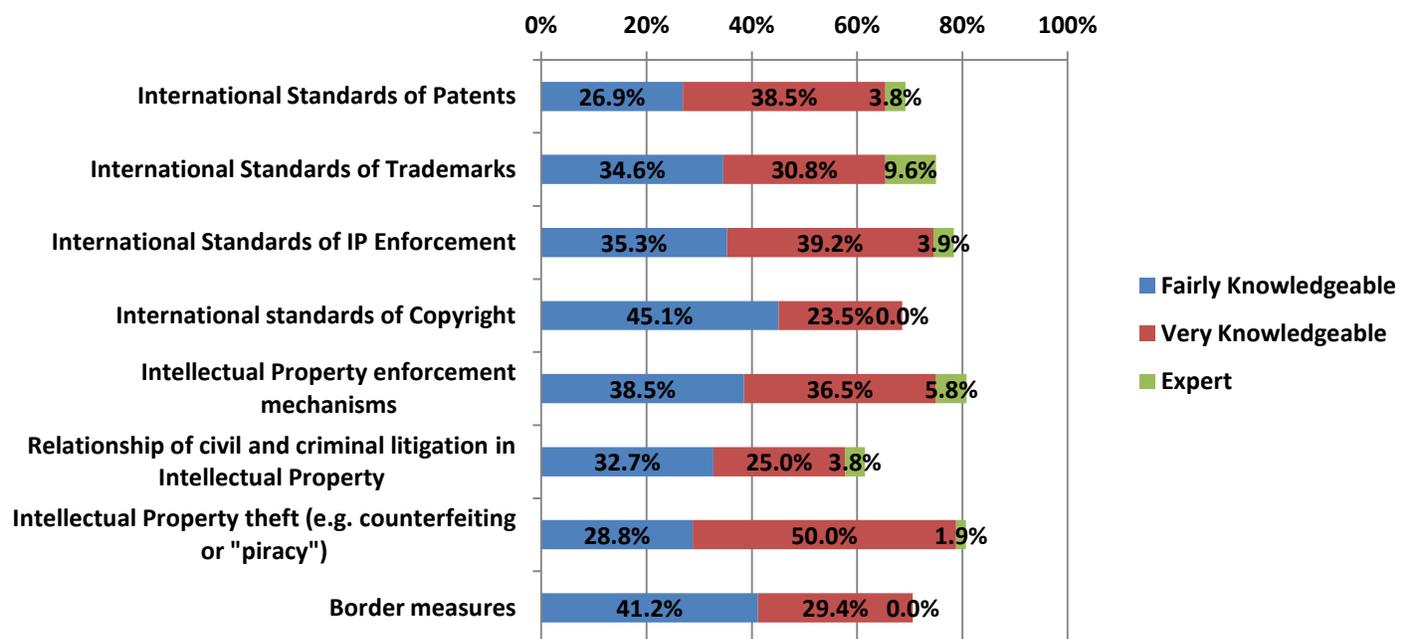


- 74.0% (37) of respondents stated their level of understanding of intellectual property enforcement mechanisms moderately or substantially increased or improved as a result of their GIPA experience (N=50).
- 71.4% (35) of respondents stated their level of understanding of international standards of IP Enforcement moderately or substantially increased or improved as a result of their GIPA experience (N=49).
- 69.2% (36) of respondents stated their level of understanding of international standards of patents moderately or substantially increased or improved as a result of their GIPA experience (N= 52).
- 66.7% (34) of respondents stated their level of understanding of international standards of trademarks moderately or substantially increased or improved as a result of their GIPA experience (N=51).
- 65.3%(32) of respondents stated their level of understanding of the relationship of civil and criminal litigation in intellectual property moderately or substantially increased or improved as a result of their GIPA experience (N=49).
- 64.0% (32) of respondents stated their level of understanding of intellectual property theft moderately or substantially increased or improved as a result of their GIPA experience (N=50).
- 58.0% (29) of respondents stated their level of understanding of border measures moderately or substantially increased or improved as a result of their GIPA experience (N=50).

- 53.1% (36) of respondents stated their level of understanding of international standards of copyright moderately or substantially increased or improved as a result of their GIPA experience (N= 49).

Following this question, respondents were asked to provide an assessment of how they see their knowledge currently in the same areas shown in Figure 9. Responses were wide ranging; however for all items, the majority of respondents indicated they were at least fairly knowledgeable in areas. Very few individuals stated they were experts or had no knowledge of the topics. See Figure 10 for all response breakdowns.

**Figure 10: Respondent Level of Knowledge of IP-Related Topics**

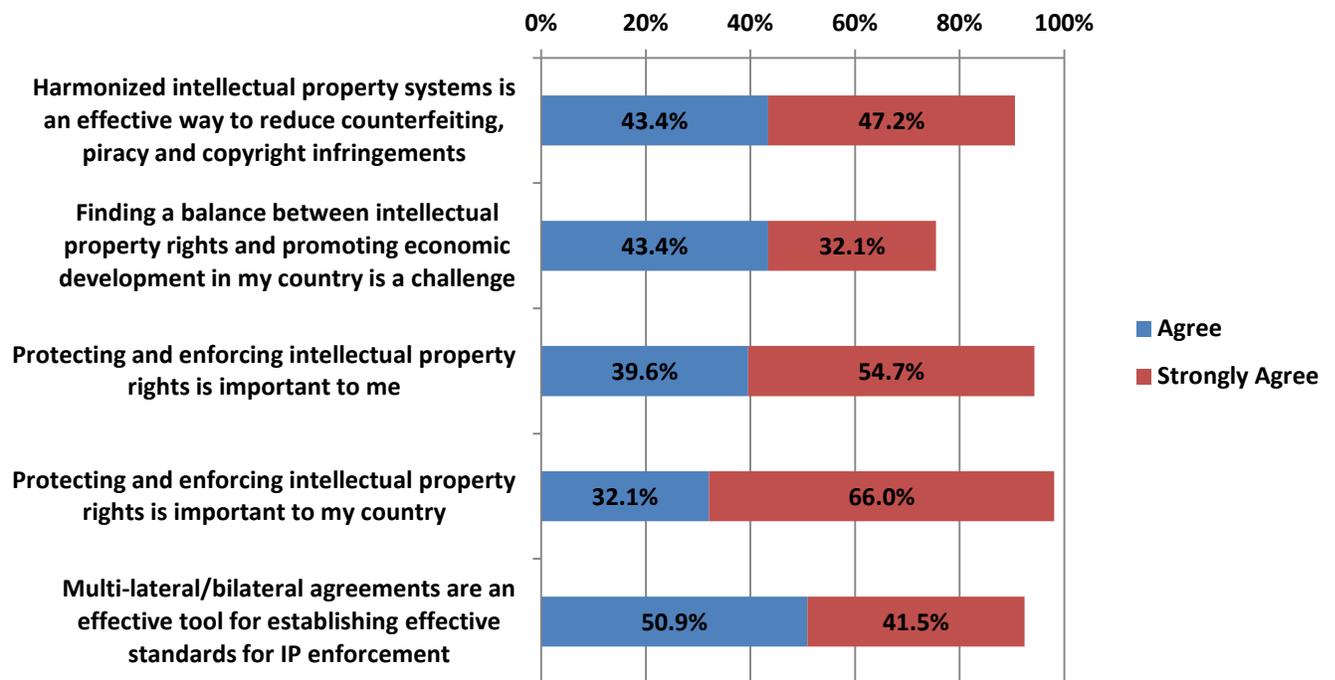


- 80.8% (42) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about intellectual property enforcement mechanisms (N=52).
- 78.4% (40) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of IP enforcement (N=51).
- 75.0% (42) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about intellectual property theft (N=52).
- 73.8% (39) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of trademarks (N=52).

- 70.6% (36) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about border measures (N=51).
- 69.2% (36) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of patents (N=52).
- 68.6% (35) of respondents said they are said they are either fairly knowledgeable, very knowledgeable, or experts about international standards of copyright (N=51).
- 61.5% (32) of respondents said they are either fairly knowledgeable, very knowledgeable, or experts about the relationship of civic and criminal litigation in intellectual property (N=52).

Participants were asked to indicate their level of agreement with five statements that represent views of various IP-related issues. As shown in Figure 11, at least 75.5% of respondents agreed or strongly agreed with each statement.

**Figure 11: Level of Agreement with Views Regarding IP-Related Issues**



- 98.1% (52) of respondents agree or strongly agree that protecting and enforcing intellectual property rights is important to their country (N=53).
- 94.3% (50) of respondents agree or strongly agree that protecting and enforcing intellectual property rights is important to them (N=53).

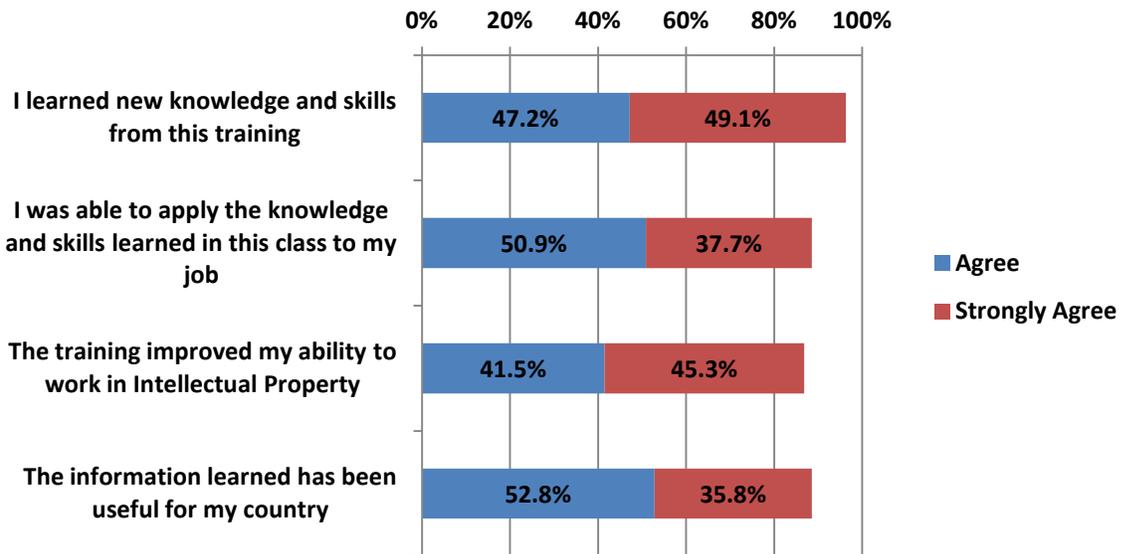
- 92.4% (49) of respondents agree or strongly agree that multi-lateral/bilateral agreements are an effective tool for establishing effective standards for IP enforcement (N=53).
- 90.6% (48) of respondents agree or strongly agree that harmonized intellectual property systems are an effective way to reduce counterfeiting, piracy and copyright infringements (N=53).
- 75.5% (40) of respondents agree or strongly agree that finding a balance between intellectual property rights and promoting economic development in their country is a challenge (N=53).

Respondents were asked to describe the most significant things they learned from their GIPA program. Because the programs respondents attended varied, the responses did as well. Some of the responses were:

- *I learned the economic and social implications of intellectual property infringements.*
- *The most significant things what I learned from my GIPA program were investigative and cooperative skills on IPR enforcement.*
- *Procedures for receiving and processing PCT applications.*
- *Communication with IP experts from other countries, better understanding on IP system in US.*
- *Work flow- I was able to improve my office workflow and to design some standard templates for office actions.*
- *I believe that sharing experiences in how to deal with the problems arising from how to properly implement the intellectual property system was the most valuable asset to me.*

Another question that assessed participant learning used direct statements about the knowledge participants acquired. The results for this question are quite positive in that almost all of respondents agree or strongly agree with all of the statements. See Figure 12.

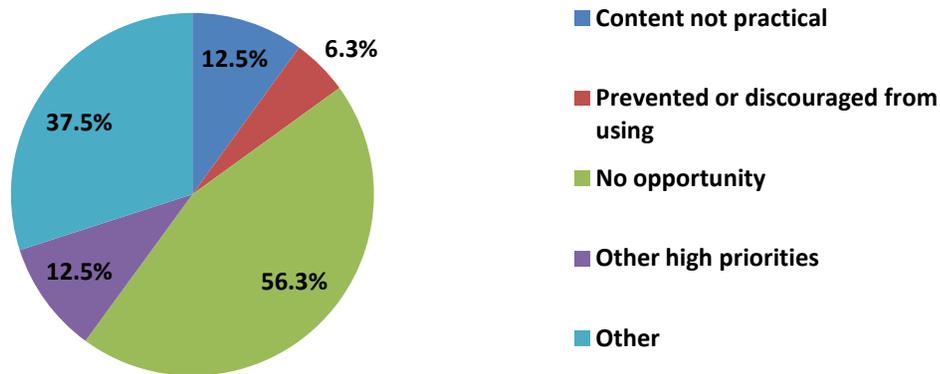
**Figure 12: Level of Agreement with Statements Impacted by the GIPA Experience**



- 96.3% (51) of respondents agree or strongly agree that they acquired new knowledge and skills from the training they attended (N=53).
- 88.6% (47) of respondents agree or strongly agree that they were able to apply what they learned in their training to their job (N=53).
- 88.6% (47) of respondents agree or strongly agree that the information they learned is useful to their country (N=53).
- 86.8% (46) of respondents agree or strongly agree that the training improved their ability to work in IP (N=53).

For the few respondents that indicated they were unable to successfully apply the knowledge they gained from GIPA, several reasons were provided, the most frequent one (56.3% or 9) being that they hadn't had the opportunity to do so yet. See Figure 13.

**Figure 13: Reasons for Being Unable to Successfully Apply Knowledge Gained from GIPA (N=16)**



For the respondents who said “other,” reasons provided related to switching jobs, lack of interest in following through despite learning, and political decisions.

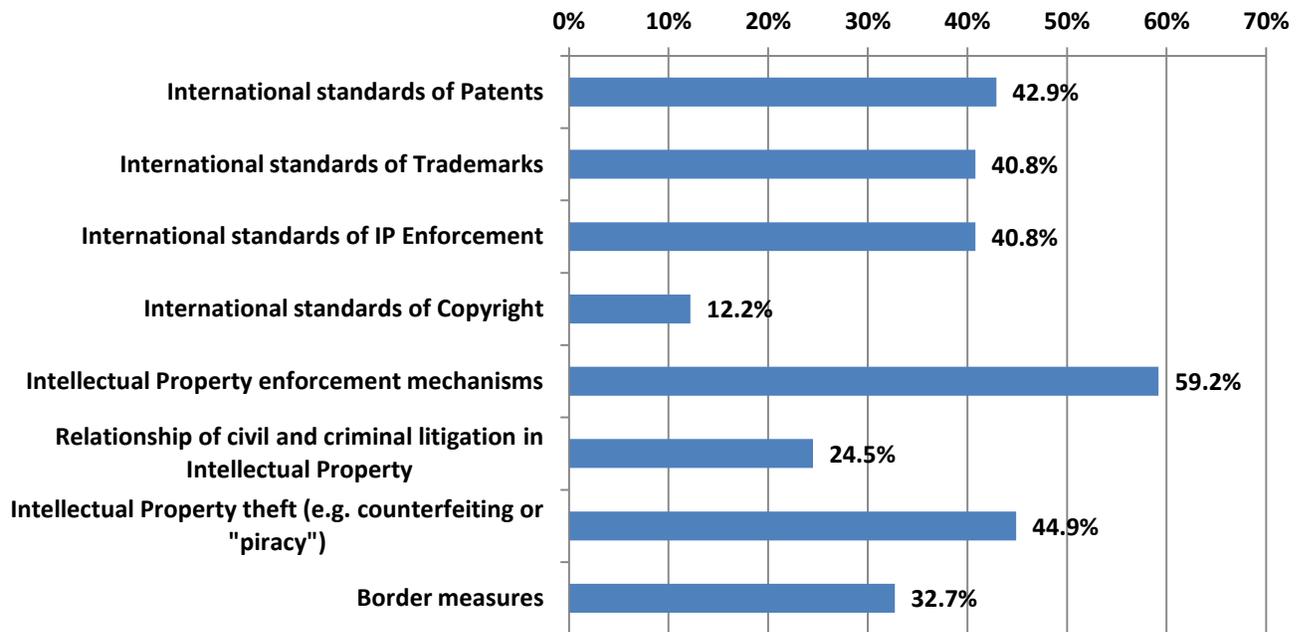
### **LEVEL THREE OUTCOME – Alumni are sharing and applying their new knowledge after returning home**

An important goal for most training programs is that participants not only increase their knowledge and understanding of a subject matter, but also are able to share it and apply it in the field. GIPA hopes that participants return to their home countries and begin to use the information they learned.

To assess whether this occurred, participants were asked, *Since completing the program, in which of the following areas do you feel you have used the knowledge gained from the program?* The data show that participants are using the knowledge they learned in a variety of areas. More than half (59.2% or 29) of the 49 respondents to this question reported that they have used their knowledge related to *International Property enforcement mechanism* after returning home; 44.9% (22) have used knowledge gained in *Intellectual Property theft* and 42.9% (21) have used their knowledge of *International standards of Patents*. Figure 14 displays the responses for all topics.

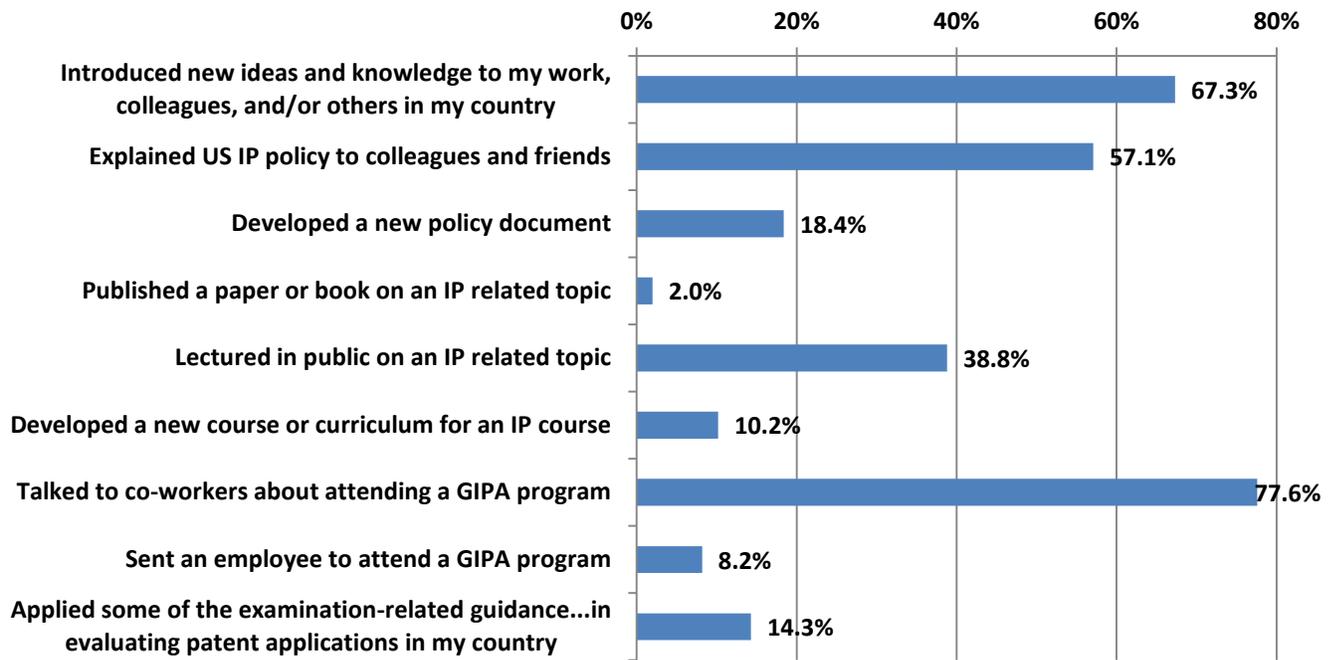
Five respondents offered optional comments, describing other areas in which they have used the knowledge gained through GIPA. One said he/she has used knowledge in processing Patent Cooperation Treaty (PCT) applications, another in the Patent Prosecution Highway (PPH), a third said management and training and two said awareness in IP issues.

**Figure 14: Use Knowledge Learned at GIPA in These Topical Areas (N=49)**



To further explore the sharing and application of knowledge and skills gained at GIPA, respondents were asked if they used what they learned at GIPA to conduct any of a list of specific actions. High percentages of respondents reported that they used what they learned at GIPA to conduct several actions related to communication and information sharing. Among the 49 respondents, more than three-quarters (77.6% or 38) reported that they *talked to co-workers about attending a GIPA program*; 67.3% (33) said they *introduced new ideas and knowledge at my work, to colleagues, and/or others in my country* and more than half (57.1% or 28) reported that they *explained US IP policy to colleagues and friends*. More than a third (38.8% or 19) said they have *lectured in public on an IP related topic*. Figure 15 shows the response distribution.

**Figure 15: Use Knowledge and Skills Gained at GIPA to Do the Following (N=49)**



Fifteen respondents offered more details about the activities above. Key comments include the following:

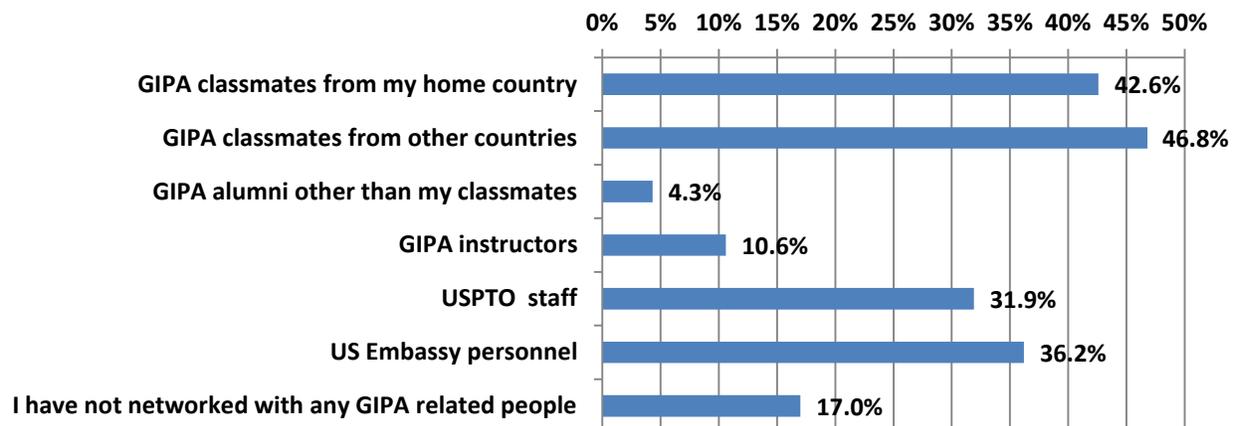
- *As a result of the knowledge imparted to me during the GIPA IPR training, the number of seizures on counterfeit goods has increased. Also I was able to share the information with my colleagues at workplace on topics covered during the training.*
- *I have also been invited by the Judiciary System to provide a series of lectures to criminal and civil judges as a part of a postgraduate IP course and we have also gathered an interdisciplinary group of professionals to address some of the most frequent issues in IP related matters.*
- *Designed some templates for ease of work.*
- *I have used the knowledge I gained from the training to develop work instructions for receiving and processing PCT applications in my organization.*
- *I wrote a policy proposal to my Commissioner for the creation of a counterfeit unit in the Enforcement division of Customs.*
- *We are currently undertaking a joint project with our standards body against importation of counterfeited electicals and electronics.*

## LEVEL THREE OUTCOME- Alumni are using the contacts made at GIPA to network and collaborate

Many alumni continue their relationships with GIPA staff and fellow alumni after they return home. Among the 49 respondents to this question, about half of alumni (55.1% or 27) indicated they have been contacted by or have themselves contacted other GIPA alumni or staff.

Alumni continue their relationship with GIPA in a number of ways, as seen in Figure 16. Among the 47 respondents to this question, 46.8% (or 22) have been in contact with alumni from other countries and 42.6% (or 20) have been in contact with classmates from their home countries while about a third have been in contact with U.S. Embassy personnel (36.2% or 17) or USPTO staff (31.9% or 15).

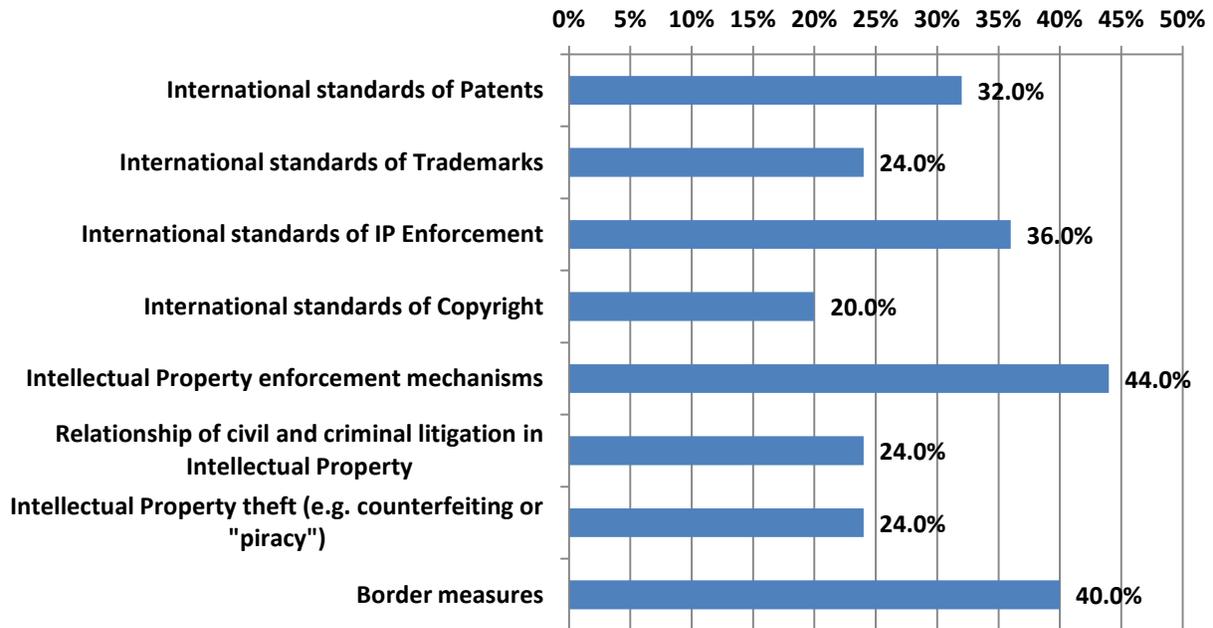
**Figure 16: Respondents Who Have Been in Contact With GIPA-Related Audiences (N=47)**



One respondent replied that he/she had been in contact with US IP holders as an “other” GIPA-related audience.

Figure 17 below illustrates the topics on which GIPA alumni maintain contact with each other, their instructors, USPTO and U.S. Embassy staff. Among the 25 respondents to this question, 44% percent (or 11) said they have collaborated with GIPA alumni regarding *Intellectual Property enforcement mechanisms* and 40% (or 10) have collaborated on *Border measures*. About a third of respondents have collaborated on *International Standards of IP Enforcement* (36% or 9) and *International Standards of Patents* (32% or 8).

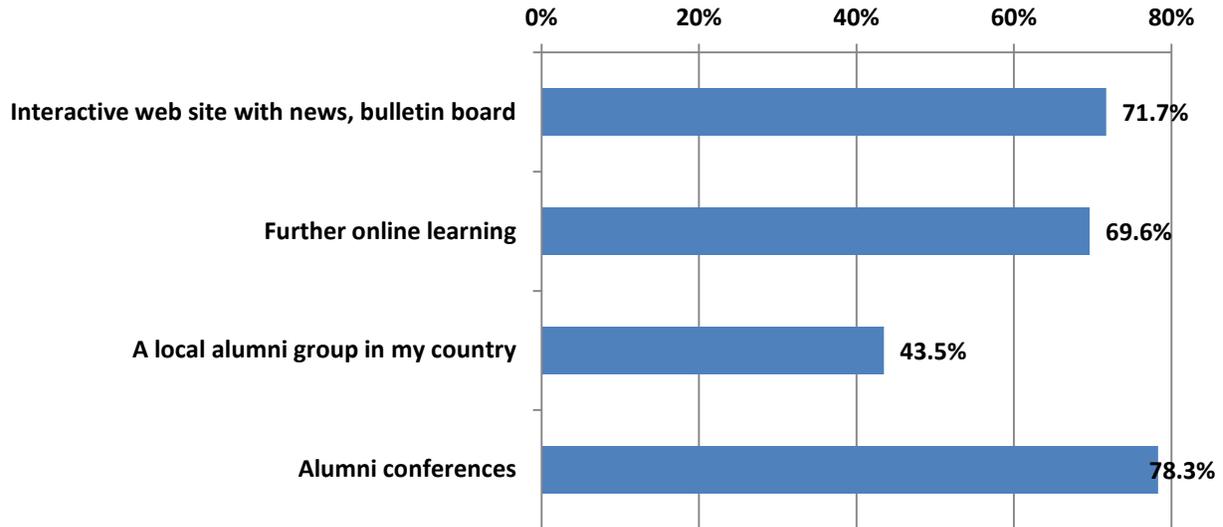
**Figure 17: Collaboration with GIPA Alumni on These Topics (N=25)**



To further encourage alumni to connect with one another, GIPA is considering the creation of an alumni association. To assess the interest of its graduates, respondents were asked if they would be interested in joining an alumni association. Responses among the 49 respondents were favorable, with 91.8% (or 45) answering affirmatively.

Respondents were then asked to identify their preferred alumni activities from a list. Figure 18 illustrates their responses. Among the 46 respondents to this question, *alumni conferences* generated interest among 78.3% (or 36), *interactive web site with news and a bulletin board* was of interest to 71.7% (or 33) and *further online learning* was of interest to 69.6% (or 32). A *local alumni group in my country* did not generate as much interest, with 43.5% of the respondents (or 20) expressing interest.

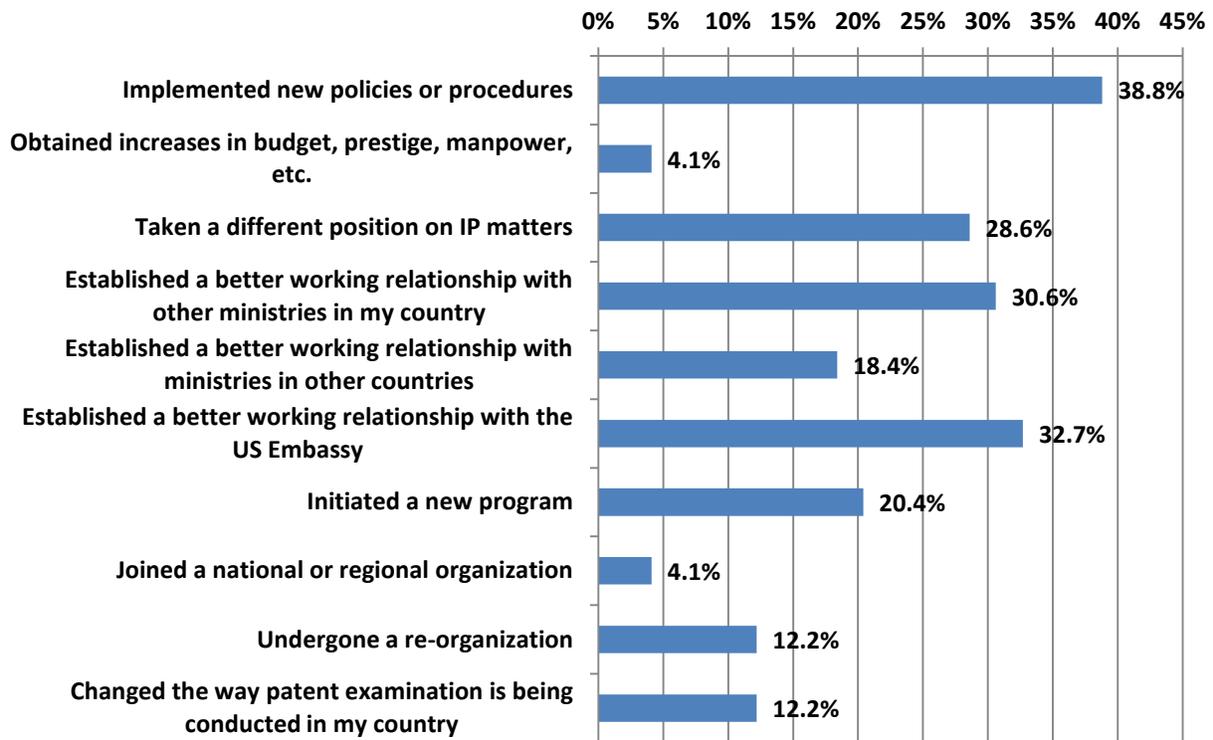
**Figure 18: Respondents' Interest in Alumni Activities (N=46)**



**LEVEL FOUR OUTCOME- Alumni are beginning to influence their institutions and countries**

The survey also probed the extent to which the organizations where the alumni work have taken actions as a result of the participants' contributions from knowledge gained at GIPA. The 49 respondents to a question on organizational changes reported some change in all areas, with 38.8% (or 19) saying their organizations *implemented new policies or procedures*; 32.7% (or 16) reporting that their organization *established a better working relationship with the US Embassy* and 30.6% (or 15) saying their organization *established a better working relationship with other ministries in my country*.

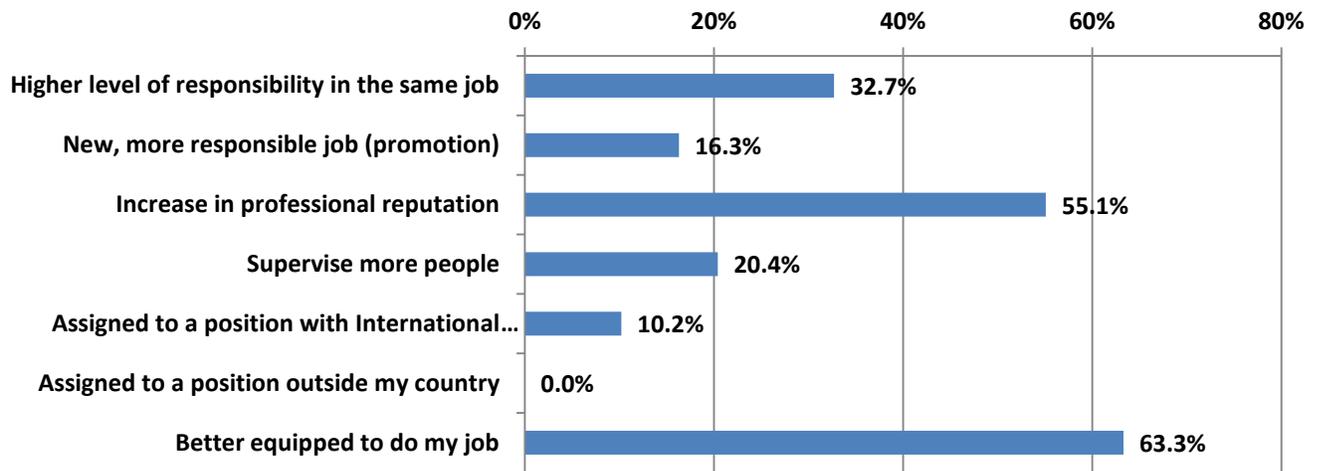
**Figure 19: Organizational Changes since Participating in GIPA (N=49)**



Several respondents reported that their organizations had taken *other* actions as a result of their contributions from knowledge gained at GIPA. Among these, one said the organization was “interpreting national laws with certain principles learned in the course.” Another said, “The IP Office moved from the Ministry of Justice to the Ministry of Commerce Industry and Trade.” A third said, “Although the creation of an anti-counterfeit unit is yet to be approved, I have re-organized our operations to focus on IPR infringements and appointed an officer to specifically handle such issues. We have engaged some IP holders and agreed to work closely to manage infringements on their trademarks.”

Participants were asked to indicate whether certain types of changes have occurred for them at work since participating in GIPA. Among the 49 respondents to this question, 63.3% (or 31) reported that they are *better equipped to do my job* and about half (55.1% or 27) said they have seen an *increase in professional reputation*. Figure 20 displays response breakdowns.

**Figure 20: Changes for Participants at Work since Participating in GIPA (N=49)**

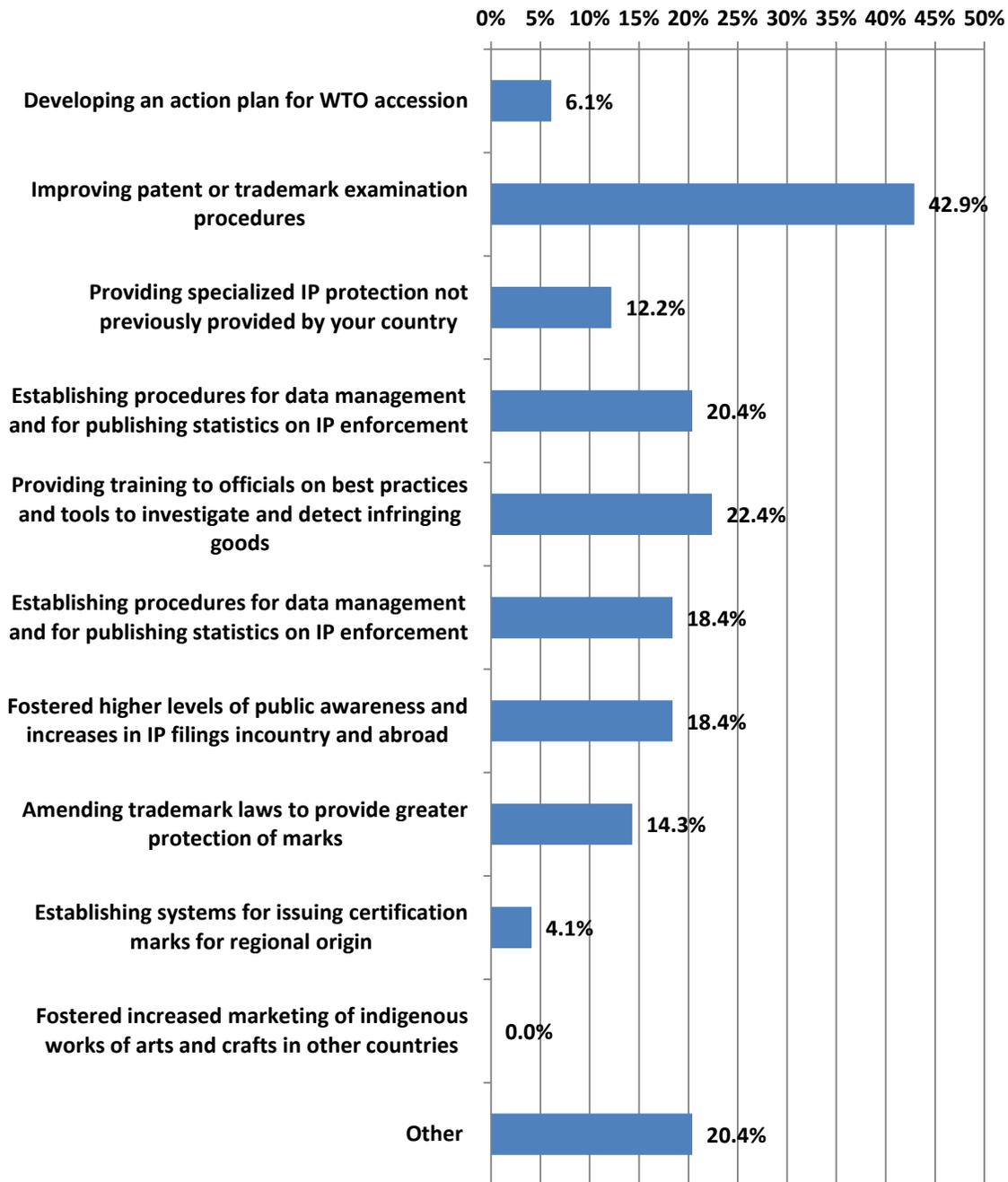


Several respondents to this question offered additional details on changes at work. A few of their comments:

- *I have increasingly received requests from different IP holders for mutual support in the fight against infringement of their IPRs. We are also engaging other Government law enforcement agencies such as the Bureau of standards, Drug Authority, the Police so that we form joint task force to deal with this problem.*
- *Assumed the position of head of department in the IP Office.*
- *I'm responsible of coordinating numerous projects involving legislation amendments in the trademark and patent field.*

Participants are collaborating with others in their countries on IP-related work. More than a third of the 49 respondents to this question (42.9% or 21) indicated that they worked with others on *improving patent and trademark examination procedures* and slightly less than a quarter (22.4% or 11) stated they have worked on *providing training to officials on best practices and tools to investigate and detect infringing goods* while 20.4% or 10 are *establishing institutional frameworks and operational procedures to enhance enforcement, prosecution and court resolution of IPR cases*. Figure 21 displays the breakdown of responses.

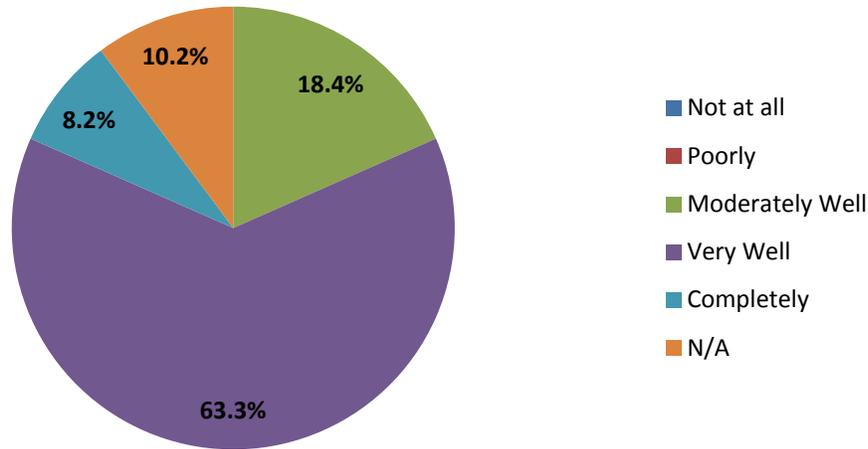
Figure 21: Respondents Work with Others in Their Countries since GIPA (N=49)



Ten respondents reported that they have collaborated with others in their country in *other* IP-related work. One said, “The Trademarks law is being amended to include certification marks.” Another said, “Reviewing patent procedures, in order to determine the weakness and the possibilities to improve them.” A third said, “Involved in the development of an Interagency Task Force for IP enforcement and protection.”

Participants were asked whether their GIPA experience prepared them for the work involved in the actions above. Responses were positive, with nearly three-quarters of the 49 respondents saying they were prepared *completely* (8.2% or 4) or *Very Well* (63.3% or 31). Nine respondents (or 18.4%) said they were prepared *moderately well* and 10.2% or 5 said N/A. None said they were prepared *not at all* or *poorly*. Figure 22 displays the breakdowns.

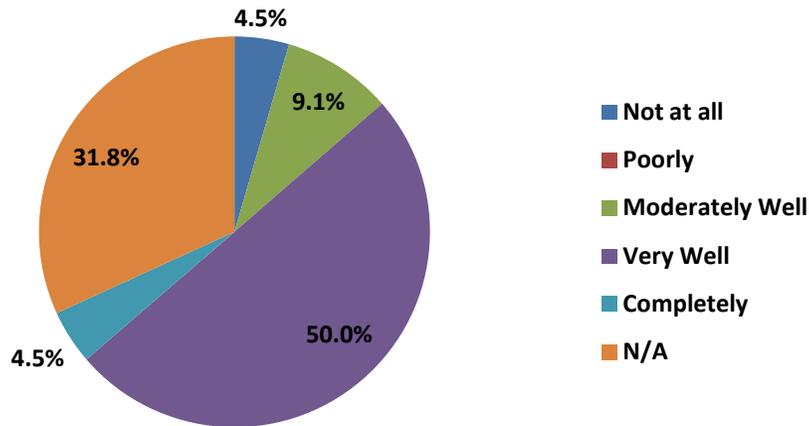
**Figure 22: Level of Preparedness from GIPA to Conduct Work in Their Countries (N=49)**



In addition to asking about specific activities conducted within their home countries, alumni were asked whether or not they have worked to advance IP issues in international forums such as WIPO since participating in GIPA. If they had, they were also asked to identify their roles. Among the 49 respondents to this question, 14.3% or 7 answered affirmatively. Two respondents said they participated in various WIPO meeting and two said they participated in OHIM meetings.

In describing how well GIPA prepared them to advance IP issues in an international forum such as WIPO, responses were positive among the 22 respondents to this question, with about half saying they were prepared *completely* (4.5% or 1) or *very well* (50% or 11). Two respondents (or 9.1%) said they were prepared *moderately well*; nearly a third (31.8% or 7) said the question was *not applicable* and one respondent said he/she was prepared *not at all*. Figure 23 displays the breakdowns.

**Figure 23: Level of Preparedness from GIPA to Conduct International Work (N=22)**

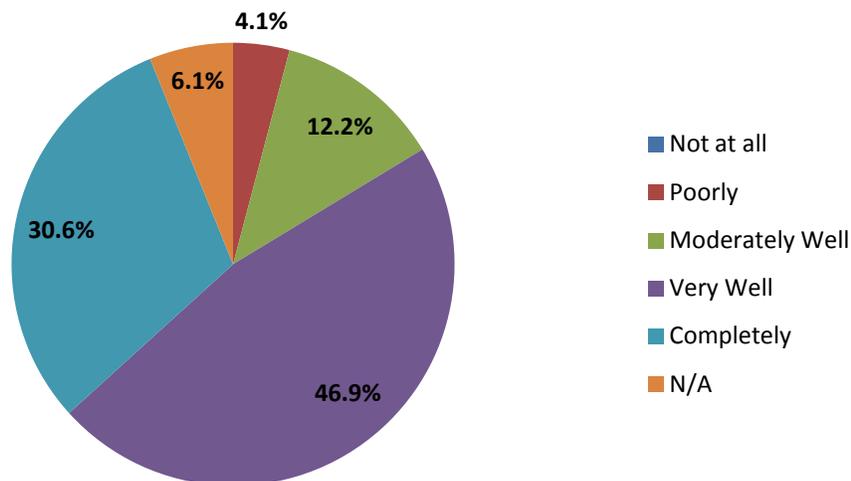


Two respondents offered additional comments. One elaborated, “At least when it comes to patents, the PCT receiving offices program helped me to better understand the system and give recommendations to our national office in that regard.” Another explained, “Providing new perspectives on a subject (IP) is not highly valued in [my country.]”

The survey asked alumni if, after attending a GIPA course, they developed an action plan for WTO accession. Three respondents reported that they have.

Among the 49 respondents to a question related to GIPA’s mission, 77.5% or 38 said GIPA was achieving its mission of utilizing capacity building programs to assist countries in protecting and enforcing intellectual property rights “very well” (46.9% or 23) or “completely” (30.6% or 15). See Figure 24.

**Figure 24: Extent to Which GIPA is Achieving Its Mission (N=49)**



Participants were asked for changes they would recommend to improve GIPA training. Seven of the 38 respondents to this question said that they had no recommendations because they appreciated the program as delivered. For example, one said, "I think it was well done and diverse with respect to learning objectives."

Among those who offered recommendations, most related to extending the duration of the programs, enhancing the program content in multiple ways, or enhancing the methods of content delivery. Examples of the most commonly shared recommendations are listed below.

1. Duration of GIPA Trainings

- *Time allocated for the training could be increased because time for some of the topics was very short and instructors tend to rush through some of them.*
- *The course was [presented] very quickly; we need more time to analyze all the information.*
- *Duration of the training is short; it should be at least ten working days.*

2. Program Content

- *I would recommend more courses on patents.*
- *Introduction to European trademark legislation.*
- *More international examples other than USA.*
- *Dealing with technical issues more and more.*

3. Program Delivery/Design

- *Introduction of more field visits to organizations that use IP and visits to the copyright office.*
- *Is very important to consider a session in the field for customs officers.*
- *Making it more practical oriented, e.g. making a visit to customs border stations, companies etc.*
- *I suggest a little bit more practice at computer if possible.*
- *Take some time (a couple of days maybe) to learn directly of the trademark examiners (internship).*
- *Introduce more case studies.*
- *Ask the participants to present - working papers.*
- *More discussion*

4. General

- *Open the program to more countries, especially in Africa.*
- *There should be copies of all presentations.*

The survey concluded with an open-ended question asking alumni to think three to five years into the future and to provide their assessment of the direction of international intellectual property protection and what kinds of information or programs would be most valuable for GIPA to provide.

Future desired program topics and content raised by the 34 respondents included best practices in enforcement; border measures; traditional knowledge; patent examination and management; trademark examination and valuation; international electronic filing; international law and cooperation; risk analysis and organized crime.

Some comments:

- *Introduce perspectives and best practices of other countries and regions in IP enforcement and border controls.*
- *More training on enforcement mechanism; TRIPS plus issues; other contentious global IP issues.*
- *Traditional knowledge genetic resources and cultural expressions.*
- *Training on substantive examination and specific topics on patents.*
- *Patent protection, patent enforcement, patent management.*
- *More trade-mark examination related courses.*
- *I think that there will be more electronic forms for filing international patent applications, new electronic networks between IP offices (like PPH) and common software for the communication between customers in different countries and offices and fully electronic administration in granting procedure; I would be interested in the experiences in such matters.*
- *Any courses related to international applications, electronic filing, "Pct road " & any related courses to the field of PCT.*
- *Western countries need to be more proactive and be able to impact the counterfeit issue before it hits our borders. I think there needs to be an emphasis on working with foreign governments where possible to develop additional shared strategies. Having said that I recognize that there is an issue with willingness on the part of many countries however it would certainly close the loop in terms of a multi pillar approach.*
- *Risk analysis & organized crime are important topics in this issue.*

## CONCLUSION

As demonstrated throughout this report, GIPA has had a substantial impact on many of its alumni, the organizations they work for, and their countries. These impacts fall into five key areas: 1. Alumni satisfaction, 2. Value placed on GIPA experiences, 3. Learning effectiveness, 4. Networking and collaboration among alumni, and 5. Alumni influence on their organizations, and countries.

The data yielded from the survey demonstrate that GIPA has made great progress in each of the five key areas. For example:

### 1. GIPA Alumni are satisfied with their experiences and value the program.

*As demonstrated by:*

- 98.0% of respondents think that networking with U.S. Patent and Trademark Staff future contact was either generally valuable, valuable or very valuable.

- 93.8% of respondents think that meeting people from all over the world were either generally valuable, valuable or very valuable.
- 93.9% of respondents think that networking with classmates for future contacts was either generally valuable, valuable or very valuable.
- 55.1% of respondents are highly likely to recommend a GIPA course to their colleagues.
- 91.8% of respondents rated the GIPA course in comparison to their ideal training course as at least a seven, with the majority giving it a ten.
- 93.8% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their country.
- 91.9% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their organization).
- 91.8% of respondents agree or strongly agree that the GIPA program was a worthwhile investment for their career development.

## 2. GIPA has increased the learning of its alumni.

*As demonstrated by:*

- 74.0% of respondents stated their level of understanding of intellectual property enforcement mechanisms moderately or substantially increased or improved as a result of their GIPA experience.
- 71.4% of respondents stated their level of understanding of international standards of IP Enforcement moderately or substantially increased or improved as a result of their GIPA experience.
- 69.2% of respondents stated their level of understanding of international standards of patents moderately or substantially increased or improved as a result of their GIPA experience.

## 3. GIPA alumni have begun to network and collaborate with each other beyond their GIPA training experience.

*As demonstrated by:*

- 91.8% of respondents are interested in being part of a GIPA alumni network.
- 46.8% of respondents have been in contact with alumni from other countries.
- 44% of respondents have collaborated with other GIPA alumni in the area of IP enforcement mechanisms.
- 42.6% have been in contact with classmates from their home countries.

#### 4. Alumni have begun to influence their organizations and countries.

*As demonstrated by:*

- 77.6% of respondents say they have talked to co-workers about attending a GIPA program.
- 67.3% of respondents report that they introduced new ideas and knowledge at their work to colleagues, and/or others in their country.
- 63.3% of respondents report that they are better equipped to do their job.
- 59.2% of respondents say they have used knowledge gained in GIPA in IP enforcement mechanisms.
- 57.1% of respondents report that they explained US IP policy to colleagues and friends.
- 55.1% of respondents say they have seen an increase in professional reputation after attending GIPA.
- 42.9% of respondents say that after the GIPA course, they have worked with others in their country to improve patent or trademark examination procedures.
- 38.8% of respondents say that as a result of their contributions from knowledge gained at GIPA, their organizations have implemented new policies or procedures.

Despite a smaller sample size than in the past, this retrospective outcome assessment yielded many positive results that demonstrate the value of GIPA and that GIPA is achieving its goal of bringing foreign government officials to the United States to learn about global IPR protection and enforcement in hopes that they become equipped to improve protection and enforcement of intellectual property rights in their home countries. The findings in this study provide evidence of the beginning of positive change in the knowledge, views, and actions of participants, and participants attribute these changes to their GIPA experience. The value of GIPA is multiplied by the sharing of information. Alumni are working with colleagues to improve patent and trademark examination procedures. Alumni are influencing those around them and making changes in their workplaces as well as within their countries.

Despite the positive outcomes discussed in this report, FCG consultants recommend that GIPA review their tracking mechanisms for GIPA alumni. Because there was a large percentage of non-GIPA participants included on the GIPA Alumni Contact List as well as people who did not speak English, there was not a confirmed “N” for the sample of alumni and there was not as strong of a response rate as there could have been.