



AIPPI's Strategy 2024 - 2026



AIPPI worked within the framework of its Strategy 2021-2023 with great success and many tangible results on specific items. While the level of fulfilment is considered high, items for further work are identified and incorporated in the updated Strategy 2024-2026. This evolutionary framework reflects the fast-moving IP world we live and work in.

In the following, this document summarises AIPPI's strategic objectives of the 2024-2026 timeframe.





Broadening the range of discussion

AIPPI's World Congresses have historically provided a valuable forum for members to discuss legal developments, IP practice management, and technological impacts. AIPPI plans to continue occasional online discussions, focusing on contemporary practice management issues, including adapting to technology and automation in areas like social listening and global prosecution platforms.

These ongoing discussions aim to keep AIPPI members connected between our annual World Congresses. AIPPI is ready to offer commentary on ethical considerations, such as litigation funding arrangements and also share best practices in areas such as alternative dispute resolutions (ADR) including mediation and arbitration. Recognising the importance of addressing modern challenges, online forums and World Congress discussions serve as crucial tools for consensus-building on these vital topics.

Additionally, AIPPI remains open to establishing new Standing Committees based on member interest and emerging themes in the intellectual property landscape. One such Standing Committee (dedicated to Plant Varieties) was in fact established in October 2023, and we look forward to establishing more. This commitment underscores the organisation's dedication to staying at the forefront of IP developments and fostering collaboration among its members.

AIPPI places significant emphasis on the correlation between intellectual property and the development of today's society, as exemplified in the UN Sustainable Development Goals (SDGs) especially SDGs 9 (industry, innovation, and infrastructure), 11 (sustainable cities and communities), 15 (life on land) and 17 (partnerships for the goals). AIPPI has a specific IP and Sustainability (formerly called "Greentech") Standing Committee, but the above goals are, in fact, promoted in the work of most, if not all, of AIPPI's 26 Standing Committees. This is because innovation – and the protection of innovation, which is the core of AIPPI – is an absolute key element in achieving sustainable development. Of course, it is not for AIPPI to achieve these goals but AIPPI promotes a legislative framework that encourages and enables research, development and product innovation that ultimately then help achieve these development goals.

For example, it is an objective of AIPPI's new Standing Committee on Plant Variety Rights to promote innovation in agriculture, the objective of which is more efficient (and therefore also more sustainable) agriculture.

2

Harmonisation and improvement of substantive IP laws

For more than a century, AIPPI has aimed to harmonise IP laws to establish a consistent and predictable legal environment, particularly beneficial for international businesses. Despite the success, modern challenges persist, that traditional legal frameworks did not in the past fully address, including:

- Protecting intellectual creativity in online and streaming distribution of music and video content.
- Protecting intellectual creativity and assets in connection with the assembly and creation of large data-driven AI systems.
- Identifying IP protection mechanisms for e-commerce platforms – and also mechanisms for safe harbours from liability for platforms.

AIPPI seeks to enhance laws for more effective protection against complexities, cost, and barriers. Traditional approaches need to be stretched to some extent, as is evident in copyright laws strained by new media protection needs. For instance, copyright laws, originally designed centuries ago, face challenges in adapting to the protection of new media works, resulting in increased complexities and barriers to effective protection.

Similarly, safeguarding large data volumes in AI systems using conventional patents, copyrights, and database rights can be intricate. The mundane nature of binary data and the automated generation of datasets through neural network training pose difficulties in identifying protectable creative input. AIPPI emphasises the importance of aligning IP protection with the identification of creative input rather than adapting specific forms of IP to various aspects of the creation's result.

Of course, the harmonisation and improvement of IP laws and systems in different jurisdictions is a mandate for AIPPI with continuing relevance. With a continuous stream of different legal and procedural developments and court decisions, AIPPI needs to look at and address real and potential problems so as to propose harmonised solutions and ultimately new proposals for the improvement of IP laws.

AIPPI's commitment to addressing these challenges is reflected in its approach to Study Questions and adopted Resolutions, ensuring that these endeavours focus on cutting-edge IP issues at the forefront of industry concerns.



Additional opportunities for a stronger voice

AIPPI has consistently held a prominent position in the IP sector, generating impactful Resolutions distributed and advocated globally. However, there are further opportunities to advocate AIPPI's positions, including through amicus curiae submissions/neutral third-party interventions. Interventions are not always possible, and not all courts accept third-party observations. But this is a useful activity for AIPPI since new laws can be developed not only through the codification of laws following a Resolution, but also as a result of advocating a position and the development of case law that reflects AIPPI's positions.

Standing Committees, including the operational Amicus Brief Committee, actively produce amicus briefs and interventions together with the coordination of the Reporter General Team.

More recently, AIPPI has developed a stronger presence in advocating for appropriate legal improvements through WIPO's proposals for a new Design Law Treaty and a new treaty on GRTK. Further, AIPPI has also participated in the new Hague Convention proposals for intellectual property enforcement.

AIPPI will further improve its representation at WIPO, EUIPO, EPO, Group B+, national authorities etc. on a substantive level to improve dissemination of AIPPI Resolutions and positions. Maintaining and creating new opportunities as observer status in governmental bodies, AIPPI aims to continue contributing significantly to treaty discussions and harmonisation.

More interaction with members and the IP community



AIPPI has embraced more popular and efficient formats to enhance our online presence and dissemination of information. This includes a more active use of social media, allowing for rapid response messaging on developing topics.

Our engagement on social media aims to foster interaction within the community and create substantial value. In addition to this, the AIPPI Newsletter and the National and Regional Groups Activity Reports serve as dedicated channels for sharing detailed articles and contributions, including insights and positions from Standing Committees. These formats are designed to deepen knowledge and inspire members on various activities.

The electronic content distribution is positioned to also educate the public on intellectual property, innovation, and cultural development and to extend AIPPI's influence beyond our membership and even outside the traditional sphere of IP stakeholders. While there are inherent limits to our influence outside the IP field, there exists an opportunity for AIPPI to contribute more substantially, for instance, by collaborating with press organisations seeking input on IP-related news items.



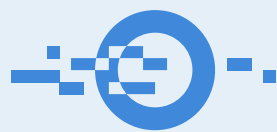
New format events

AIPPI must consistently evolve and expand its array of activities. This forward-looking approach involves:

- Hosting events addressing internationally significant hot topics and providing updates on developments.
- Facilitating thought-provoking presentations to stimulate discussions in National and Regional Groups on various aspects of IP law.
- Collaborating with sister organisations in regions where AIPPI has limited exposure, including Africa and Latin America, and continuing initiatives like the Scan the Globe webinar series.
- Organising smaller yet more frequent regional meetings, accommodating those who may not be able to travel to our World Congress, including establishing regional mid-year meetings like Spring Meetings.

These initiatives enhance AIPPI's global engagement, offering members the opportunity to connect with a broader audience. It is crucial to note that while these additional events are valuable, the annual World Congress remains a focal point, featuring international coverage and AIPPI's distinctive blend of content, including Study Questions, Resolutions, and in-depth debates. Regular webinars complement these efforts by allowing members to stay connected on an international level between the World Congresses.

Learning from each other is very important for the continuity of an organisation such as AIPPI, enabling the creation and utilisation of shared intellectual capacity. Any opportunity that strengthens communication nurtures the sense of belonging that is essential considering evolving interaction among and with young generations. Personal mentoring not only provides professional knowledge but also improves our work from different perspectives and the level of our entire membership.



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