

## CIPO Focus Group Discussion

### Introduction by Moderator (10 Minutes)

#### Objectives

- To understand your vision of a 'leading intellectual property office'
- To understand how CIPO is performing relative to that vision
- To understand your priorities for CIPO for the years ahead
- To understand how CIPO can serve you better

#### Ground Rules

- Participate
- One at a time
- No right/wrong answers
- Be candid
- Confidentiality
- Enjoy the process

#### Proposed Agenda

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|--|---------------|
| A. Introduction (10 min)   | 12:00 - 12:10 |
| • Objectives, Ground Rules   |               |
| • Participants   |               |
| • Questions  |               |
| B. Definition of a 'Leading IP Office' (20 min)                      | 12:10 - 12:30 |
| • What is a 'Leading IPO'?   |               |
| • Assessment   |               |
| C. Business Growth & Innovation (20 min)                             | 12:30 - 12:50 |
| • How should a 'Leading IPO' support business growth and innovation? |               |
| • Assessment   |               |
| D. Client Focus (20 min)   | 12:50 - 1:10  |
| • How should a 'Leading IPO' serve clients?                          |               |
| • Assessment   |               |
| E. IP Culture (15 min)   | 1:10 - 1:25   |
| • How should a 'Leading IPO' advance an IP culture?                  |               |
| • Assessment   |               |
| F. Wrap Up (5 min)   | 1:25 - 1:30   |
| • Final comments   |               |

## **Proposed Focus Group Questions**

### **B. Definition of a ‘Leading IP Office‘ (20 min)**

**1. The Canadian Intellectual Property Office (CIPO) has committed itself to becoming a ‘leading Intellectual Property Office (IPO). What, in your opinion, are the attributes of a ‘leading’ IPO?**

- Moderator lists answers

**2. How important do you feel each of these attributes will be to you over the next five years?**

- Moderator invites participants to rate the importance of each item as high, medium or low (H-M-L)

**3. In your opinion, how well is CIPO performing relative to each of these attributes?**

- Moderator invites participants to rate CIPO’s performance as H-M-L according to each attribute

**4. In your opinion, how well would you say other IPO’s are performing overall relative to these attributes?**

- Moderator invites participants to provide an overall rating of other IPO’s performance (H-M-L) relative to the same attributes

### **C. Business Growth & Innovation**

**5. How should a ‘leading IPO’ best support business growth and innovation?**

- Moderator lists answers

**6. In your opinion, how important is each of these roles?**

- Moderator invites participants to rate the importance of each role (H-M-L)

**7. In your opinion, how well is CIPO performing relative to each of the attributes we have just listed?**

- Moderator invites participants to rate CIPO’s performance as H-M-L according to each attribute

**8. What, in your opinion, is the role of the agent community in supporting business growth and innovation?**

- Moderator lists answers

**9. In your opinion, which of these roles are the most important?**

- Moderator invites participants to rate responses as H-M-L

## **D. Client Focus**

**10. How should a ‘leading IPO’ best serve clients?**

- Moderator lists answers

**11. How important do you feel each of these attributes will be to you over the next five years?**

- Moderator invites participants to rate the importance of each item as high, medium or low (H-M-L)

**12. In your opinion, how well is CIPO performing relative to each of the attributes?**

- Moderator invites participants to rate CIPO’s performance as H-M-L according to each attribute

**13. What, in your opinion, should CIPO’s top service improvement priorities be over the next five years?**

- Moderator lists answers.

## **E. IP Culture**

**14. Part of CIPO’s mission is to foster the use and exploitation of intellectual property and to encourage invention, innovation and creativity in Canada. How should a ‘leading IPO’ best achieve these objectives?**

- Moderator lists answers.

**15. How important do you feel each of these attributes will be to you over the next five years?**

- Moderator invites participants to rate the importance of each item as high, medium or low (H-M-L)

**16. In your opinion, how well is CIPO performing relative to each of the attributes we have just listed?**

- Moderator invites participants to rate CIPO's performance as H-M-L according to each attribute