The Intellectual Property Network for the Association of Corporate Counsel (ACC) has developed the below key objectives and action items for continued growth and development of the Network. This Strategic Plan should be reviewed and revised by each new Network Chair, as necessary.

1. **MEMBERSHIP PARTICIPATION**

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| **Objectives** | **Actions** |
| Increased use of Forums and other communications technologies to match our members’ preferences. | Use Forums for all relevant Network communications  Assign one or more Network leaders to manage member communications and provide timely responses on behalf of the Network  Use Forums to post timely and engaging communications to enhance member interest, including summaries of “What’s Hot” and breaking case or administrative news |
| Regular communication with Members about Network activities | Increase use of Forums to post regular “Messages from the Chair” about ongoing activities |
| Increased participation by diverse members and younger, new-to-in-house members | Use surveys to seek input from members about their interests  Innovate how we connect with members to meet them where they are and explore new ways to connect with members, especially those outside our usual channels  Offer virtual “door” prizes for members to encourage participation and reward attendance |
| Increased participation by members outside the United States | Hold programs during non-US business hours  Coordinate with international associations and organizations for content  Include international perspectives and legal issues in webinars, written content and annual meeting programs to broaden Network offerings and respond to all member needs |

1. **LEADERSHIP DEVELOPMENT**

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| **Objectives** | **Actions** |
| Have more Members lead tasks | Post messages requesting help in Forums and on Monthly meeting agendas and in meeting minutes;  Highlight completed leadership activities in Forums and Monthly meeting  Consider providing thank you gifts for first time leaders or distribute on a random basis. (Free CLE can be used as virtual swag as well as IP vendor swag.)  Highlight new activities that Members can lead and be open to existing leaders looking to oversee new responsibilities  Seek input from existing leaders on potential future leadership candidates  In meetings, ask Network Leaders to explain what they do to fulfill their role in the Network |
| Have more diversity in leadership positions | Seek and talk with diverse members about taking leadership roles.  Discuss opportunities for leadership and best practices with ACC HQ and with other Networks |

1. **EDUCATION ABOUT IP**

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| **Objectives** | **Actions** |
| More written educational materials available for Members | Develop and publish one Top Ten document yearly  Develop and publish one Quick Counsel document yearly  Develop and publish one ACC Guide annually  Publish at least one IP article in the ACC Docket yearly  Republish and reuse meeting and similar materials for durable viewing.  Contribute additional IP forms and policies yearly to expand the IP library available to members |
| IP education given to ACC Members outside the Network | Cooperate with ACC Chapters and Networks to co-host IP educational programs |
| Practitioners outside the Network and ACC know about the Network and our activities and content. | Post educational materials or summaries thereof in our LinkedIn content |

1. **PROFESSIONAL NETWORKING**

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| **Objectives** | **Actions** |
| Increased use of social media | Use LinkedIn or other social media to promote Network and IP |
| Host virtual networking opportunities | Consider virtual happy hours  Open video lines for Monthly meetings – maybe allow Members to add video as well (guest panelists?) |
| Highlight Members more often | Add a Member of the Month for Forums and/or Monthly meetings – e.g., Q&A with a selected Member or Member panels |

1. **ADVOCACY ON BEHALF OF CORPORATE IP COUNSEL**

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| **Objective** | **Action** |
| Increased exposure of Network with government regulators and administrative management | Connect with ACC HQ to facilitate more connections with USPTO, US Copyright Office, and then international offices  Seek opportunities to develop panels at ACC meetings including agency leaders, judges and examiners  Partner with ACC Advocacy to ensure alignment between the IPN and ACC Global on IP-related positions |
| Increased communications with members about procedural and administrative changes | Look for opportunities to participate in meetings with regulators, judges and administrators as a representative of ACC (e.g., provide feedback to the TTAB on new regulations or proposed protective order templates or on international agency proposals) |